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INCORPORATED
AS A MUNICIPALITY
22 FEBRUARY 1859
PROCLAIMED AS
A CITY JULY 1990

5 June 2007

COMMUNITY SERVICES COMMITTEE MEETING

NOTICE IS HEREBY GIVEN THAT A COMMUNITY SERVICES COMMITTEE MEETING OF THE COUNCIL OF THE CITY OF RANDWICK WILL BE HELD IN THE COUNCIL CHAMBER, TOWN HALL, 90 AVOCA STREET, RANDWICK ON TUESDAY, 12TH JUNE 2007 AT 5:30 PM

Committee Members: The Mayor, P. Tracey, Belleli, Hughes, Matson, Nash, Procopiadis (Deputy Chairperson), Woodsmith (Chairperson)

Quorum: Four (4) members.

NOTE: AT THE EXTRAORDINARY MEETING HELD ON 28TH SEPTEMBER, 2004, THE COUNCIL RESOLVED THAT THE COMMUNITY SERVICES COMMITTEE BE CONSTITUTED AS A COMMITTEE WITH FULL DELEGATION TO DETERMINE MATTERS ON THE AGENDA.

1 Apologies/Granting of leave of absences

2 Confirmation of the Minutes

CONFIRMATION OF THE COMMUNITY SERVICES COMMITTEE MEETING HELD ON TUESDAY 13TH MARCH 2007.

3 Declaration of Pecuniary & Non-Pecuniary Interests

4 Addressing of Committee by Members of the Public

5 Urgent Business

6 Community Services

6.1 DIRECTOR, CITY PLANNING REPORT 28/2007 - REFUGEE WEEK 2007. 2

7 Library

7.1 DIRECTOR, CITY SERVICES' REPORT 24/2007 - CINEMA ADVERTISING. 4

8 Confidential Items (Closed Session)

9 Notices of Rescission Motions

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GENERAL MANAGER

Director, City Planning Report 28/2007



SUBJECT:	REFUGEE WEEK 2007
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DATE:	29 May, 2007	FILE NO:	F2004/07704
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REPORT BY: DIRECTOR, CITY PLANNING

INTRODUCTION:

Refugee Week will be held from 17 June to 23 June 2007 under the auspice of the Refugee Council of Australia. World Refugee Day is celebrated on 20 June. The theme this year is voices of young people. The Week aims to recognise the positive contribution refugees have made to Australia; help people understand the many challenges refugees face coming to Australia; focus on how the community can provide a safe and welcoming environment for refugees, and displaced persons, as well as educate the public about who refugees are and why they come to Australia.

It is recommended that Council, as in previous years, support the Refugee Week activities proposed by Council's Multicultural Advisory Committee. The event is being organised by City Planning's Community Programs and Partnerships in conjunction with Randwick City Library Service.

ISSUES:

Displaying Banner Supporting Refugee Week

It is recommended that Council celebrate Refugee Week by displaying a banner, on the Anzac Parade façade of the Bowen Library and Community Centre building, during Refugee Week. The wording on the banner reads "Randwick City Council supports Refugee Week". Banners will also be displayed on the four permanent banner sites across Randwick City.

Panel discussion on newly released book 'Acting from the Heart'

It is proposed to hold a discussion evening on the book 'Acting from the Heart,' Australian advocates for asylum seekers tell their stories, edited by Dr Sarah Mares and Dr Louise Newman with foreword by Tom Keneally. This event will be held in the Bowen Library on Thursday 21 June from 6.30pm to 8.30pm and open to the public. Entertainment by singer Dahlia Dior and light refreshments will be provided. Speakers will include contributors to the book, Psychiatrist Dr Louise Newman, journalist Alan Kennedy and Judy McLallen, a local resident and asylum seeker advocate. The event is supported by Council's Multicultural Advisory Committee.

A Migrants Story Project

A Migrant's Story project was devised and implemented by Randwick City Library Service (RCLS) in cooperation with Randwick Multicultural Advisory Committee to

bring together personal memories, in the form of a short story/poetry and photographs, reflecting experiences of migrants who have made Australia their home. This activity has drawn the entire community together and celebrated the cultural diversity and spirit of its people. Stories and photographs were later loaded onto the Council's website for public viewing and collated into booklets, which were added to the library collection and distributed to the local community organisations.

It is proposed to officially launch the publication of the migrant story booklet at the event.

RELATIONSHIP TO CITY PLAN:

The relationship to the City Plan is as follows:

Outcome 2: Vibrant and diverse community.

Directions 2b: Enrich our range of community services that meet our community's needs.

FINANCIAL IMPACT STATEMENT:

The financial impact to Council for the event is in the order of \$3,500. The cost is allocated in the 2006/07 Community Programs and Partnerships budget.

CONCLUSION:

By celebrating Refugee Week Council demonstrates its commitment to and acknowledgement of Randwick City's culturally diverse community. Historically, Randwick City played a major role in accommodating refugees in hostels in the 1950s and many former refugees have made Randwick City their home.

RECOMMENDATION:

That:

- (a) Council support the public forum discussion on the book, 'Acting from the Heart';
- (b) Council display a street banner on the Bowen Library and Community Centre building during Refugee Week; and at four permanent banner sites across Randwick City; and
- (c) Council support the launching of the booklet on Migrant Stories.

ATTACHMENT/S:

Nil

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SIMA TRUUVERT
DIRECTOR, CITY PLANNING

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COLIN ROSENFELD
COMMUNITY PROJECT OFFICER
MULTICULTURAL AND SPECIAL
PROJECTS

Director, City Services' Report 24/2007



SUBJECT:	CINEMA ADVERTISING
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DATE:	7 May, 2007	FILE NO:	F2004/08384
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REPORT BY: DIRECTOR, CITY SERVICES

INTRODUCTION:

Randwick City Library Service has been offered an opportunity to participate in a digital cinema advertising campaign launched by Cinevation, which concentrates on producing 15-second digital adverts for local arthouse and smaller cinemas such as the Ritz and Palace Cinemas, as these adverts work better than in the Hoyts and Greater Union cinemas. Cinevation produces the ads from the material supplied by the client and they limit the number to ten ads, which run five times a day in the main cinema for a year.

ISSUES:

Randwick City Library Service has developed a Marketing Plan and has been successful in getting coverage in the local media through its campaign of regular press releases about its numerous cultural events and activities. However, not everyone reads the local papers or checks the Council website, so the library is keen to increase its profile in the community through other avenues.

Cinema is the leading cultural activity for Australians, who go to movies at least 5 times a year. 33% of the population goes to the movies once in 4 weeks and 71% at least once during the year. It is a powerful medium to promote our service to the local community as it usually attracts its patrons from within a 5km radius.

Advertising Randwick City Library Services at the Ritz Cinema would increase the viewers awareness of the location of the three libraries and alert them to the diverse services and activities offered by the library.

RELATIONSHIP TO CITY PLAN:

The relationship with the City Plan is as follows:

- Outcome 3:** An informed and engaged community.
Direction 3a: Effective communication methods and technology are used to share information and provide services.
Key Actions: Implement new methods and technologies for promoting Council's services and conducting business.

FINANCIAL IMPACT STATEMENT:

It will cost \$150 per week plus GST to run five (5) ads a day for 52 weeks. The cost of \$7,800 will be funded from the Library budget.

CONCLUSION:

Cinema is a powerful medium and is one of the leading cultural activities for Australians.

Randwick City Library Service has been offered a unique and cost effective opportunity to promote its location and services to the community through cinema advertising at the local cinema.

RECOMMENDATION:

That Council support the Randwick City Library Service's initiative to advertise its services and facilities through digital advertising at the local cinema.

ATTACHMENT/S:

Nil

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JORDE FRANGOPLES
DIRECTOR, CITY SERVICES

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BARBARA TODES
MANAGER LIBRARY SERVICES

Confidential Items (Closed Session)

Notices of Rescission Motions
