



**Randwick City
Council**
a sense of community

**ORDINARY COUNCIL MEETING
SUPPLEMENTARY BUSINESS PAPER**

TUESDAY 23 JUNE 2015

Administrative Centre 30 Frances Street Randwick 2031
Telephone: 1300 722 542
Fax: 02 9319 1510
council@randwick.nsw.gov.au
www.randwick.nsw.gov.au



ORDINARY COUNCIL MEETING

Notice is hereby given that an Ordinary Council Meeting of the Council of the City of Randwick will be held in the Council Chamber, First Floor, 90 Avoca Street, Randwick on Tuesday, 23 June 2015 at 6:00pm

MM30/15	Surfing NSW - request for assistance	1
MM31/15	Gold Telethon 2015	3
MM32/15	Government Communications Australia Awards 2015 - Winner	5
MM33/15	Temora Mayor (Cr Rick Firman) awarded Order of Australia Medal.....	9
MM34/15	Waiving of Fees - Indonesian Presbyterian Church Community BBQ.....	11

.....
Ray Brownlee
GENERAL MANAGER

Mayoral Minute No. MM30/15



Subject: Surfing NSW - request for assistance
Folder No: F2015/00624
Author: The Mayor, Ted Seng

Introduction

Mr Mark Windon, Chief Executive Officer of Surfing NSW, has written to Council seeking funding contribution towards the annual Surfing Contest event that is run by Surfing NSW in conjunction with Council's Beach Breaks Carnival and Surfing Walk of Fame induction.

The Surfing Contest planned for 24-26 July 2015 is the NSW Junior State Surfing Title at Maroubra Beach.

Issues

Each year Surfing NSW coordinates a Surfing Contest to be held in July on the same dates as Council's Beach Breaks Carnival and Surfing Walk of Fame induction. The Surfing NSW proposal indicates that holding these events together gives prestige to the Beach Breaks event, promotes Maroubra as a surfing beach and generates visitation and hospitality spend in Randwick City with over an estimated quarter of a million dollars of additional economic dollars invested into the area. It also capitalises on audience, with over 100 families competing in the Surfing contest who automatically take part in the Beach Breaks Event.

This is the third year for this event and Council has assisted Surfing NSW with similar assistance in previous years. The request includes both cash sponsorship and in-kind support from Council to hold this event.

In 2015, Surfing NSW is coordinating a National Junior Surfing Title event to be held at Maroubra Beach from 24-26 July 2015. The event aims to bring increased patronage to the area, to showcase Maroubra Beach as a world class surfing beach and promote the area as a tourist destination. Over 100 junior competitors, their families, staff, officials, event sponsors and media will attend each day over the three days of the competition.

Surfing NSW is seeking a funding contribution to assist with holding this event at Maroubra. The 2015 NSW Junior Titles will coincide with Council's Beach Breaks event and Surfing Walk of Fame induction.

The *Beach Breaks Carnival* will once again offer a range of food and market stalls, free surfing lessons, live music and carnival rides. Local businesses will be offered the first opportunity to take a stall at the event. The Beach Breaks Carnival will incorporate a range of market stalls selling clothing, towels, homewares, photos, artworks, surfing and beach related items, as well as food and drinks. In addition to the market stalls, a number of amusement rides, family entertainment and free activities will be offered at the Carnival.

This year's Maroubra Surfing Walk of Fame and Beach Breaks Carnival event will be held on Sunday, 26 July 2015. This report provides an overview of the Surfing Walk of Fame and Beach Breaks Carnival and the activities proposed to be held on the day.

MM30/15

Maroubra Beach will be promoted as a family friendly destination for local residents and visitors to the area over the weekend.

Financial impact statement

Cash Sponsorship	\$7,500.00
Hire Application Fee	\$165.00
Beach Hire	\$1,515.90
Additional Lifeguard	\$3,648.00
Use of Jet Ski	<u>\$1,632.00</u>
Total Council Contribution	<u>\$14,460.90</u>

Surfing NSW advises that the cash component will contribute towards payment of T-shirts, trophies, stage hire, PA hire and promotion of the event.

Conclusion

It is considered that the three day NSW Junior State Surfing titles is a great National surfing contest which will benefit the local area as well as tie in with Council's Beach Breaks event and Surfing Walk of Fame. It is also a unique event for the community to witness and will have ongoing benefit to promote Maroubra as a tourist destination, thus benefiting the Randwick City business community.

Recommendation

That:

- a) Council approves \$7,500.00 cash sponsorship and \$6,960.90 in-kind support to Surfing NSW for the production of the 2015 Junior State Surfing Title scheduled for 24-26 July at Maroubra Beach with funds to be sourced in the September 2015 Quarterly Budget Review;
- b) Council resolves to allocate a total of \$15,000.00 to cover both cash and in-kind contributions toward this event in the future budget;
- c) Surfing NSW be requested to appropriately and prominently acknowledge and promote Council's contribution to the production of the NSW Surfing Titles;
- d) the Mayor or his representative be given the opportunity to present the winners of the Junior Titles Surfing Contest with their trophies on behalf of Council.

Attachment/s:

- | | |
|--|-------------------------------|
| 1. Surfing NSW State Titles - Grommets Proposal 2015 | Included under separate cover |
|--|-------------------------------|

Mayoral Minute No. MM31/15



Subject: Gold Telethon 2015
Folder No: F2015/06574
Author: The Mayor, Ted Seng

Introduction

We are lucky in Randwick to be home to the Sydney Children's Hospital, an institution which provides some of the most comprehensive medical and surgical practices in the country for children and adolescents. The Sydney Children's Hospital Foundation exists to generate financial support for the hospital, including the purchase of technologies and equipment and contributing to research and clinical services.

Randwick City Council was proud to be a partner of the Sydney Children's Hospital Foundation's Gold Telethon event 2015 on Monday, 8 June. This annual flagship event's core purpose is to raise vital funds for the Hospital and the young people in its care.

Councillor Scott Nash attended the launch of the Telethon on my behalf and presented the Hospital with a cheque for \$5000 live on the Today show. The donation of \$5000 was in accordance with the memo sent to Councillors on 11 May 2015.

Issues

The Gold Telethon is the major annual fundraising event for the Sydney Children's Hospital, Randwick. It raises funds to buy life-saving equipment, fund research and deliver vital services to help young patients.

This year, the campaign reached its ambitious target of \$5 million.

To date, Randwick City Council's partnership has also included in-kind support by way of promotion through eNews, social media and banner pole hire (2014).

I would like to propose that in all future years Council reserves banner pole space for the month of May for the Gold Telethon and continues to provide financial and in-kind support wherever possible.

Financial impact statement

The donation of \$5000 will be funded from the 2014-15 contingency fund.

Conclusion

The Sydney Children's Hospital is a founding institution in Randwick City. The Sydney Children's Hospital Foundation, through events such as the Gold Telethon, does a fantastic job in raising vital funds for the young people in the hospital's care. Every donation counts.

MM31/15

Recommendation

That Council:

- a) Endorses the donation of \$5000 made to the Gold Telethon 2015.
- b) Promotes the Gold Telethon each year through existing channels wherever possible and reserves banner poles in Randwick City each May to assist in this promotion.

Attachment/s:

Nil

MM31/15

Mayoral Minute No. MM32/15



Subject: Government Communications
Australia Awards 2015 - Winner

Folder No: F2015/06574

Author: The Mayor, Ted Seng

Introduction

The Government Communications Australia 2015 Awards for Excellence were held in Sydney on 14 May 2015. I pleased to say that Randwick City Council was recognised as a finalist in three categories and went on to be announced as the winner for the Best Marketing and Public Relations Campaign, City.

- WINNER - Best Marketing and Public Relations Campaign, City – Coogee Beach Library
- FINALIST - Best Digital Media award – Council’s new website
- FINALIST - Best social marketing campaign - #turfwar

The awards are presented to those organisations and communicators who have achieved outstanding success from innovative and effective communication practices. There are 12 categories, catering for all areas of government communications, marketing, engagement and public relations.

Background

WINNER - Best Marketing and Public Relations Campaign, city – Coogee Beach Library

Randwick City Council’s Coogee Beach Library was an innovative idea that involved not only the communications staff but also the library staff, carpenters and lifeguards.

The Beach Library is believed to have been the first of its kind in Australia and was a cost effective initiative to promote our libraries and offer our residents and visitors a unique reading and learning experience whilst enjoying the beach.

The Coogee Beach Library project successfully generated a range of quality media and social media coverage and was likely seen by many thousands of people.

Key results:

- 200+ organic tweets
- 297 organic Instagram posts that reached thousands around the world
- Facebook coverage on Council’s Facebook page including 583 likes, 60 comments and 129 shares reaching over 40,000 people.
- Media coverage on ABC 702 Mornings with Linda Mottram, Channel 10’s The Project, ABC News 24 Breakfast, the Daily Telegraph, the Southern Courier, MX Sydney, 2SER FM, and The Beast.
- 5,000 books and magazines borrowed
- 200 people attended three storytime sessions held at the Beach Library

MM32/15

MM32/15



Above: Randwick Council staff involved in the project development.

FINALIST - Best Digital Media award – Council’s new website

Randwick Council’s new website, launched in August 2014, was a finalist in the Best Digital Media category for its innovative and functional design and its usability. The communications campaign for the new website was developed in-house and was themed ‘super hero’ style – www.randwick.nsw.gov.au just got super!



Above: branding used to promote new website

FINALIST - Best social marketing campaign - #turfwar

Randwick City Council conducted the #turfwar social marketing campaign from Tuesday 2 September until Tuesday 9 September 2014 and was one of three finalists for the Best Social Marketing Campaign award category.

The #turfwar campaign was extremely successful and on Twitter alone it had a cumulative exposure of over 2.4 million people in just seven days.

Leading social influencers and celebrities, including Russell Crowe and David Warner, joined the conversation helping to ensure the topic was the number one (1) trend in Sydney for more than two hours within the first day.



Above: Rabbitohs player, John Sutton; former Mayor Cr Scott Nash; Roosters player Boyd Cordner

Financial impact statement

There is no direct financial impact for this matter.

Conclusion

These awards demonstrate that Randwick City Council is a leader in local government and is applying best practice communication and consultation principles.

Recommendation

That Council notes these achievements and congratulates all staff involved in the projects, particularly the Coogee Beach Library project, as recognised by the Government Communications Australia Awards 2015.

Attachment/s:

Nil

MM32/15

Mayoral Minute No. MM33/15



Subject: Temora Mayor (Cr Rick Firman)
awarded Order of Australia Medal

Folder No: F2004/06219

Author: The Mayor, Ted Seng

Introduction

Councillor Rick Firman (the Mayor of Temora Shire Council) has been awarded a Medal of the Order of Australia (OAM) for service to local government and to the community of the Riverina.

Issues

On recently being awarded the OAM, Cr Firman said:

"(Receiving the award) makes me want to work harder. I love Temora Shire – the fellowships, the friendships, they keep you going. Anyone who gives themselves to the community has the people at heart."

So many aspects of Temora and other areas of the Riverina benefit from Cr Firman's efforts. The fact that Cr Firman is only 40 years old emphasises the fact this honour is very well-deserved. At such a young age, Cr Firman has already contributed so much to his local community (and to local government generally).

This is a great honour for Cr Firman and deserves recognition from his local government peers. It is particularly pertinent that Randwick City Council offer its congratulations, given the active Sister City Relationship between the two Councils. Cr Firman has been an active and enthusiastic supporter of the Sister City Relationship and has visited Randwick and also hosted Randwick delegates in Temora on a numerous occasions.

Financial impact statement

There is no direct financial impact for this matter.

Conclusion

It is recommended that Council write to Cr Firman (the Mayor of Temora Shire council) congratulating him on being awarded the Order of Australia Medal.

Recommendation

That Council write to Cr Rick Firman, the Mayor of Temora Shire Council, to congratulate him on being awarded the Order of Australia Medal (OAM) in the Queen's Birthday honours list.

Attachment/s:

Nil

MM33/15

Mayoral Minute No. MM34/15



Subject: Waiving of Fees - Indonesian Presbyterian Church Community BBQ

Folder No: F2015/00096

Author: The Mayor, Ted Seng

Introduction

Council has received a request from the Indonesian Presbyterian Church, Kingsford to conduct a free community BBQ. The BBQ will be held at Southern Cross Close, Kingsford on Saturday 25 July, 2015 from 11am-3pm.

Issues

The Church is requesting that the associated application fee of \$165.00 be waived for this event.

The Indonesian Presbyterian Church is a not-for-profit community organisation and this event will be free for the community with all other costs being borne by the Church.

Financial impact statement

Should Council accept the report recommendation, the financial implication to Council is \$165.00 and will be funded from the 2014-15 Contingency Fund.

Conclusion

The church is conducting this BBQ for the community. This type of activity was conducted by the church on two occasions last year with a very positive response from the community.

Recommendation

That:

- a) Council waives the \$165.00 application fee to conduct a community BBQ hosted by the Indonesian Presbyterian Church.
- b) the activity organiser undertakes to appropriately acknowledge Council's contribution to the activity.

Attachment/s:

1. Letter received from the Indonesian Presbyterian Church

MM34/15



MM34/15

Randwick City Council
30 Frances St, Ranwick
NSW 2031

RE: Application fee for public open space casual hire

To whom it may concern,

Our church, the Indonesian Presbyterian Church, is putting an application to use the walkway between Anzac Parade and Houston Lane, Kingsford, on Saturday, 25th July 2015 for a free BBQ for the Kingsford community

We are doing this as a service to the community and to enrich our relationship with the local community. We have done something similar twice last year and we receive a very positive response from the community.

The Indonesian Presbyterian Church has been operating within the Randwick City Council area for more than 25 years. We have services in Randwick and Kingsford. We are a non-profit community organization and the event will be completely free and all costs will be borne by our church.

For this purpose, I am writing to request that the application fee of \$158.18 be waived. I sincerely hope that the council will kindly support our application and consider waiving the application fee for us.

Regards,

Darwin Agahari
Associate Minister