



*City of*  
**Norwood  
Payneham  
& St Peters**

# **A G E N D A**

FOR THE

**MEETING OF COUNCIL**

TO BE HELD ON

**MONDAY 1 MARCH 2010**

AT

**7.00 PM**



**City of  
Norwood  
Payneham  
& St Peters**

*175 The Parade, Norwood SA 5067  
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25 February 2010

**TO ALL MEMBERS OF THE COUNCIL:**

- Mayor Robert Bria
- Cr John Frogley
- Cr Evonne Moore
- Cr Scott Sims
- Cr Garry Knoblauch
- Cr Connie Granozio
- Cr Paul Wormald
- Cr Mike Stock
- Cr Isaac Pasalidis
- Cr Lucy Marcuccitti
- Cr John Minney
- Cr Carlo Dottore
- Cr Lance Manser
- Cr Sue Whittington
- Cr Kevin Duke
- Cr Barbara Erichsdotter

**NOTICE OF MEETING**

I wish to advise that a meeting of Council will be held on Monday, 1 March 2010 in the Council Chambers, Norwood Town Hall, 175 The Parade, Norwood commencing at 7.00pm.

A light meal will be provided from 6.15pm. For catering arrangements, please advise Tina Zullo on 83664545 if you will be coming for the meal.

Yours faithfully

Mario Barone  
**CHIEF EXECUTIVE OFFICER**

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**VENUE** : Council Chambers, Norwood Town Hall

**HOUR** :

**PRESENT**

**Council Members:**

**Staff:**

**APOLOGIES** :

**ABSENT** :

1. **OPENING PRAYER**
2. **CONFIRMATION OF THE MINUTES OF THE SPECIAL COUNCIL MEETING HELD ON  
24 FEBRUARY 2010**
3. **MAYOR'S COMMUNICATION**
4. **DELEGATES COMMUNICATION**
5. **QUESTIONS WITHOUT NOTICE**
6. **QUESTIONS WITH NOTICE**  
Nil
7. **PETITIONS**

## 7.1 PETITION – ALDERSGATE DRIVE, FELIXSTOW

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**REPORT AUTHOR:** Manager, City Assets  
**GENERAL MANAGER:** General Manager, Urban Services  
**CONTACT NUMBER:** 8366 4542  
**FILE REFERENCE:** S/00207 R/00594  
**ATTACHMENTS:** A - B

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### PURPOSE OF REPORT

The purpose of this report is to seek the Council's acknowledgement of a petition which has been received regarding on-street parking in Aldersgate Drive, Felixstow and for the Council to consider the recommendations presented by Council staff to address the concerns which have been raised by the petitioners.

### BACKGROUND

On 28 January 2010, the Council received a letter from Mr John Dawe of Forsyth Grove, Felixstow to which a petition was attached. A copy of letter which was received from Mr Dawe and the petition is attached (**Attachment A**).

The petition has been signed by fifteen (15) residents and property owners whose properties are located in Forsyth Grove and Aldersgate Drive.

However, Elected Members are advised that two (2) residents who initially signed the petition have contacted Council staff following the Council's receipt of the petition and have requested that their names be removed from the petition. To this end, there are thirteen (13) residents in total who have signed the petition.

The concerns which have been raised by the petitioners are in respect to long-term parking of vehicles by staff of the Aldersgate Village in Aldersgate Drive, difficulties experienced by residents as they exit their driveways due to parked vehicles opposite their driveways and the narrow carriageway width, noise caused by staff as they return to their vehicles at all hours and the parking of vehicles at times on the footpath area.

In addressing the concerns which they have raised, the petitioners have suggested that the Council considers the following:

- introducing No Parking restrictions via "Solid Yellow Linemarking" is provided along at least a section of the eastern side of Aldersgate Drive, especially the north-eastern end of its intersection with Forsyth Grove;
- encouraging the staff of the Aldersgate Village to use on-site parking facilities; and
- removing the existing "Solid Yellow Linemarking" from the cul-de-sac at the southern end of Aldersgate Drive.

Council staff have considered the concerns which have been raised by the petitioners as well as the suggestions which have been put forward by the petitioners in addressing their concerns. Council staff have also met with the Ward Members to discuss what action should be undertaken in addressing the issues which have been raised.

The relevant information is outlined in this report and the Council is requested to firstly formally acknowledge the receiving of the petition and also consider the recommendations of Council staff in addressing the concerns which have been raised by the petitioners.

## RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Outcomes and Objectives of the Council's *City Plan 2030, Shaping Our Future* are provided below:

### **Outcome 1: Social Equity**

**A connected, accessible and pedestrian-friendly community.**

#### **Objectives:**

2. A people-friendly, integrated and sustainable transport and pedestrian network.
3. An engaged and participating community.

The Council has a duty of care and an obligation to ensure that the safety and convenience of pedestrians are maintained on local roads. However, the situation of Aldersgate Drive is that the footpath area which is provided on the western side of Aldersgate Drive is what is commonly referred to as "roll-over" kerb which is different from the "integral" kerb which is what is normally provided. Further information and more detail regarding this is provided in the discussion Section of this report.

## FINANCIAL AND BUDGET IMPLICATIONS

The considerations of the concerns which have been raised by petitioners has been undertaken by Council staff. Should the Council decide to implement parking controls, as suggested by the petitioners, the installation of linemarking would be required. A quote has not been obtained for this and it would depend on the length of road along which such linemarking would be installed. As a first order estimate, approximately \$150 may be required.

## EXTERNAL ECONOMIC IMPLICATIONS

Not applicable.

## SOCIAL ISSUES

The concerns which have been raised by the petitioners relate to the staff of the Aldersgate Village and what can arguably be described as a lack of consideration for residents, as explained and outlined in the petition. It is not uncommon in locations where a large traffic generator such as a retirement village for residents in close proximity to be at odds, with such matters as traffic and parking. The Council needs to be mindful to take all the necessary issues into consideration when making a decision about altering conditions, in this case being on-street parking as changes will need to be adhered to by all parties.

## CULTURAL ISSUES

Not applicable.

## ENVIRONMENTAL ISSUES

Not applicable.

## RESOURCE ISSUES

The consideration into the concerns raised by the petitioners has been undertaken by Council staff. Should the Council decide to implement linemarking, as suggested by the petitioners, a linemarking contractor will be engaged to undertake the necessary works.

## RISK MANAGEMENT

There are no risk management issues for the Council to consider associated with this matter.

## CONSULTATION

- **Elected Members**

On 24 February 2010, Council staff met with the Torrens Ward Members, Cr John Minney and Cr Gary Knoblauch (Cr Scottt Sims was an apology for the meeting). At this meeting, the concerns which have been raised by the petitioners were discussed as well as the relevant historical background in respect to the Aldersgate Village, the Aldersgate Sub-Division which was undertaken by the former Payneham Council and previous concerns which have been raised by residents of Aldersgate Drive on very similar matters. The proposed recommendations which are outlined in this report were supported by the Ward Members at this meeting.

- **Community**

Not applicable.

- **Staff**

General Manager, Urban Planning & Environment;  
General Manager, Urban Services;  
Acting Team Leader, Regulatory Services

- **Other Agencies**

Not applicable.

## DISCUSSION

### THE LOCALITY

Aldersgate Drive is approximately one hundred and forty (140) metres in length and runs in a north-south direction. It is a no through road which ends in "hammerhead cul-de-sac" arrangement. The road comes off Forsyth Grove and runs in an east-west direction which itself is a no through road which also ends in a "hammerhead cul-de-sac" arrangement to the east. The carriageway width of Aldersgate Drive is approximately 6.5 metres. At the time the former Payneham Council considered the Aldersgate Sub-Division, the intent was to maximise the land use for residential allotments, minimise the carriageway widths and avoid the need to install individual driveways to residential properties. To this end, what is commonly referred to as "roll-over" kerbing was provided not only in Aldersgate Drive but throughout the local streets within the Aldersgate Sub-Division.

In respect to the eastern side of Aldersgate Drive, seven (7) residential properties have vehicular access off the street. There is no continuing footpath on this side of the street as many of the resident's front yard landscaping extends virtually to the kerb. Approximately ten (10) on-street carparking spaces can be accommodated along this side of the street between property driveways.

In respect to the western side of the street, a single driveway is provided to the rear of the Aldersgate Village which is predominantly used by delivery vehicles. There is a concrete continuing footpath on this side of the street which is approximately 1.6 metres in width but extends only alongside the boundary of the Aldersgate Village. The majority of this side of the street is the boundary of the Aldersgate Village with a single residential property located on the north-western corner of Forsyth Grove and Aldersgate Drive. The footpath does not extend along the boundary of this particular property. Approximately fourteen (14) on-street carparking spaces can be accommodated on this section of the street. A section of approximately twenty-three (23) metres of Nos Stopping restrictions is located adjacent the driveway to the Aldersgate Village. A map outlining the locality is attached (**Attachment B**).

### CONCERNS RAISED BY PETITIONERS

As outlined earlier in the Background Section of this report, the concerns which have been raised by the petitioners are in respect to long-term parking of vehicles in Aldersgate Drive by staff of the Aldersgate Village, difficulties experienced by residents as they exit their driveways due to parked vehicles opposite their driveways and the narrow carriageway width of the street, noise caused by staff's vehicles as they arrive and depart which at times is early in the morning and the parking of vehicles at times on the footpath area.

To address their concerns, the petitioners have suggested that the Council considers the following:

- introducing No Parking restrictions via “Solid Yellow Linemarking” is provided along at least a section of the eastern side of Aldersgate Drive, especially the north-eastern end of its intersection with Forsyth Grove;
- encouraging the staff of the Aldersgate Village to use on-site parking facilities; and
- removing the existing “Solid Yellow Linemarking” from the cul-de-sac at the southern end of Aldersgate Drive.

In respect to the first suggestion of the petitioners, consideration to the installation of linemarking to denote parking controls has been considered by Council staff. However, Council staff are of the view that prohibiting on-street parking on the western side, where parked vehicles are opposite the residential driveways, would be a more appropriate option in terms of which side of the street the restriction should be provided.

As mentioned earlier in this section of the report, the carriageway width of Aldersgate Drive is approximately 6.5 metres. The carriageway width is not wide enough to allow for parked vehicles on both sides of the street and passing traffic. However, also as mentioned earlier in this section of the report, the former Payneham Council endorsed the installation of “roll-over” kerb which by design was always intended to encourage drivers to straddle the kerbs and allow for adequate room for passing traffic. This is certainly the case and many drivers choose to park two (2) wheels on the kerbline/part of the footpath for this very reason.

The suggestion of linemarking to denote parking restrictions and the side of Aldersgate Drive on which such linemarking should be provided was been discussed between the Ward Members and Council staff at the meeting held on 24 February 2010. It was agreed at that meeting that the introduction of such parking controls would not be undertaken at this time.

The reason for this is that the reality of the situation is that the petitioners are concerned with the parking of vehicles by staff of the Aldersgate Village and not necessarily visitors to the Village or visitors to residents of the street. Within the Aldersgate Village site, for quite sometime, parking has been allocated for staff of the facility to avoid any inconvenience which may be caused to resident. However, it appears that staff of the Aldersgate Village are unwilling to use this allocated carparking facilities. This is perhaps the premise for the petitioners’ second suggestion of encouraging staff of the Aldersgate Village to use the allocated carparking spaces which have been provided on-site. To this end, it was agreed at the meeting held on 24 February 2010 between Council staff and the Ward Members that Council staff would write to the Aldersgate Village Management and express clearly the concerns which have been raised by the petitioners and that the introduction of linemarking as suggested by the petitioners would be considered if their staff continued to ignore the provisions for carparking which has been provide for them on-site.

In respect to the issue of the “Solid Yellow Linemarking”, which is currently in place along the “hammerhead cul-de-sac” arrangement at the southern end of Aldersgate Drive, and whether or not this is required, it is unclear why this is has been referred to in the petition.

However, notwithstanding that, this linemarking was introduced by the Council in 2001 along with the section of “Solid Yellow Linemarking” which is in place on the western side of Aldersgate Drive adjacent the driveway to the Aldersgate Village. The introduction of, this linemarking was in response to concerns which were raised by residents of Aldersgate Drive in 2000, regarding parking in these locations.

Under the Australian Road Rules, the parking of vehicles within cul-de-sac areas such as this one is not permitted. As such, whether the linemarking which in place to reiterate that parking is not permitted in this location is there or not, vehicles cannot park in this area and as such, it is unclear why the petitioners are intimating it should be removed.

## **OPTIONS**

In respect to the installation of linemarking to denote no parking as suggested by the petitioners, Council staff (in agreement with the Ward Members who attended the meeting with Council staff on 24 February 2010) are not in support of this at this time. The Council could choose to install such linemarking at this time, for the reasons stated above, Council staff are not of the opinion that this is the most appropriate course of action.

In respect to the issue of the Council encouraging staff of the Aldersgate Village to utilise the allocated parking on the Aldersgate Village site, Council staff will write to the Management of the facility and seek for this to be reiterated to their staff and that the Council may consider the introduction of parking restriction, if the current practices by their staff are not addressed.

In respect to the linemarking which is currently in place along the cul-de-sac in Aldersgate Drive, it is recommended to the Council for the linemarking to reiterate that parking is prohibited in this area.

## **CONCLUSION**

The suggestions which have been made by the petitioners have been considered by Council staff and discussed with the Ward Members. The relevant information has been provided in this report and the Council's endorsement of the proposed actions in addressing the concerns raised by the petitioners is sought.

## **COMMENTS**

Council staff have written to Mr Dawe and advised him that the report is to be considered by the Council at its meeting to be held on 1 March 2010 and have thanked the petitioners through Mr Dawe.

## **RECOMMENDATION**

1. That the petition which has been received from Mr John Dawe of Forsyth Grove, Felixstow be formally acknowledged.
2. That having considered the information provided in this report, in respect to the suggestions which have been made by the petitioners in addressing the concerns which have been raised in the petition, the Council
  - 2.1 Not support the introduction of solid yellow linemarking along the eastern side of Aldersgate Drive, Felixstow as suggested by the petitioners.
  - 2.2 Authorise Council staff to write to the Aldersgate Village Management and pass on the concerns which have been raised by the petitioners and request that staff be requested to park within the allocated carparking spaces provided on-site and for the management of the facility to monitor the situation and keep Council staff informed of the progress in this respect. The letter should also include that the Council may consider the provision of parking controls in Aldersgate Drive, Felixstow if the situation is not improved.
  - 2.3 That the existing solid yellow linemarking within the cul-de-sac area of Aldersgate Drive, Felixstow remain as is.
3. That Mr John Dawe of Forsyth Grove, Felixstow be advised of the Council's decision regarding this matter.

**8. DEPUTATIONS**  
Nil

**9. WRITTEN NOTICES OF MOTION**

**9.1 CANONISATION OF THE BLESSED MARY MACKILLOP – SUBMITTED BY  
MAYOR ROBERT BRIA**

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**NOTICE OF MOTION:** Canonisation of The Blessed Mary MacKillop  
**SUBMITTED BY:** Mayor Robert Bria  
**FILE REFERENCE:** S/00232 S/299 P/12309  
**ATTACHMENTS:** Nil

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Pursuant to Regulation 13(2) of the Local Government (Procedures at Meetings) Regulations 2000, the following Notice of Motion has been submitted by Mayor Robert Bria.

**NOTICE OF MOTION**

That as part of the City of Norwood Payneham & St Peters' 2010-2011 Cultural Heritage Program, consideration be given to recognising the canonisation of The Blessed Mary MacKillop as Australia's first Saint, with particular reference to her years of working and living in Kensington and that in the first instance, this issue be presented to the Council's Cultural Heritage Committee for consideration.

**REASONS IN SUPPORT OF MOTION**

The Blessed Mary MacKillop spent 11 years living and working in Kensington and her legacy is the Sisters of St Joseph of the Sacred Heart located at Kensington and the Mary MacKillop College named in her honour. Her social advocacy made an important contribution to Kensington and Norwood's cultural and religious heritage of our City.

The canonisation of The Blessed Mary MacKillop further enhances our reputation as a City of firsts, given she will be Australia's first Saint.

**STAFF COMMENT**

A report can be presented to the Council's Cultural Heritage Committee as requested.

**10. STAFF REPORTS**

**SECTION 1 - STRATEGY & POLICY**  
**REPORTS**

## 10.1 COMMUNITY FORUM GUIDELINES

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**REPORT AUTHOR:** Manager Governance & Civic Affairs  
**GENERAL MANAGER:** Not Applicable  
**CONTACT NUMBER:** 8366 4549  
**FILE REFERENCE:** S/00522  
**ATTACHMENTS:** Nil

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### PURPOSE OF REPORT

The purpose of this report is to provide information to the Council regarding the timing and format of the Council's 2010 Community forums for consideration.

### BACKGROUND

At its meeting held on 5 May 2008, the Council considered a Notice of Motion requesting that the Council consider revisiting the concept of holding its own public meetings or public forums. Subsequently, the Council resolved:

*"That staff prepare a report outlining options for Council to consider in regards to holding public meetings or public forums on a regular basis."*

Following consideration of a number of options regarding public forums and the experiences gained from councils who hold public forums, the Council, at its meeting held on 13 October 2008, resolved to hold two (2) Community Forums a year, commencing in 2009.

The Council also determined that the Forum would take the format of an open forum whereby the community set the agenda of the forum, within set guidelines (ie. question and answer). Residents were subsequently invited to register items for discussion at the forum in advance of the forum to enable the agenda to be set which provided Elected Members with an opportunity to prepare in terms of responding to the items raised.

The first Community Forum was held in April and the second forum was held in September.

It was also acknowledged that a number of forums should be conducted as a trial in the first instance, in order to ascertain the value of holding forums and the level of support by the community.

This report presents information to the Council to enable the Council to review its position in respect to the continuation of Community Forums, the format of the forums should they continue and the timing of forums in 2010, given the November 2010 Local Government Elections.

### RELEVANT POLICIES & STRATEGIC DIRECTIONS

The relevant Goals contained in CityPlan 2030 are:

*Outcome 1: Social Equity*

*Objectives:*

3. *An engaged and participating community.*

The conduct of public forums promotes open communication and engagement with the community which leads to community empowerment, better relationships, the formation of partnerships and the development of better governance.

Similarly, local government is defined as the sphere of government closest and most accessible to the people, therefore Elected Members also benefit when working in an environment where citizens have an opportunity to interact with their elected representatives and help shape the community in which they live.

## **FINANCIAL AND BUDGET IMPLICATIONS**

Funds will be utilised from existing Budget allocations for the purpose of conducting Community Forums during 2010.

## **EXTERNAL ECONOMIC ISSUES**

Nil

## **SOCIAL ISSUES**

Community consultation, in its broadest sense, permeates almost every action and activity of the Council. It allows the community and the Council, to engage and work together in a structured and clearly articulated manner.

Community forums can provide members of the community with the opportunity to connect with their local council in a relaxed and informal environment.

## **CULTURAL ISSUES**

Nil

## **ENVIRONMENTAL ISSUES**

Nil

## **RESOURCE ISSUES**

Nil

## **RISK MANAGEMENT**

Nil

## **CONSULTATION**

- **Elected Members**  
Elected Members were kept informed of the dates of the Community forums, issues to be discussed and provided with background information relating to issues as required.
- **Community**  
Prior to preparing this report, a meeting was held with Ms Pam DiLorenzo, Ms Ann Jenkin and Ms Susan Wilson to discuss the advertising, format and follow up processes of the forums.
- **Staff**  
Not applicable.
- **Other Agencies**  
Not applicable.

## **DISCUSSION**

The Council's first Community Forum, held in April 2009, at the Payneham Library Complex, attracted one (1) item for discussion from the community and approximately eleven (11) people attended the Forum.

Attendance at the first Forum was disappointing given the extensive promotional effort which was undertaken to ensure that the community was aware of the Forum. This included:

- an advertisement in all Messenger Newspapers circulating in the area advising of the Forum and inviting residents to register a topic/question for discussion (6 weeks prior to the Forum);
- posters in the Council's Libraries and the Payneham Community Centre;
- a poster on the sign outside the Norwood Town Hall;
- information placed on the Council's website – Latest News section and the Community Forum page;
- an email alert was forwarded to subscribers to the Council's website;
- banner across The Parade; and
- a notice in the Messenger Column advising of the Forum (1 week prior to the Forum).

Some concerns were also raised at the April Forum by the attendees regarding the lack of attendance at the Forum by members of the community.

It was suggested that a letterbox drop to all residents within the City, six (6) weeks prior to the September Forum, would raise awareness of the Forum.

Therefore, in addition to the promotional activities listed above a leaflet letterbox drop was conducted to all residents within the City in the lead up to the September 2009 Forum.

The September Forum was held in the Don Pyatt Hall, at the Norwood Town Hall. Approximately fifty (50) people attended the September Forum. Four (4) items for discussion were registered prior to the Forum, albeit two topics were registered by the same person.

During the course of the Forum a discussion ensued regarding the format of the Forum and the manner in which the Forum was advertised, which resulted in four (4) community members offering to meet with Council staff to provide feedback and suggestions that could be implemented to improve the format of the forums.

Subsequently, a meeting was held on 3 February 2010, at the Norwood Town Hall with the Council's Manager, Governance & Civic Affairs and Ms Pam DiLorenzo, Ms Ann Jenkin and Ms Susan Wilson to discuss the advertising, format and follow up processes of the forums.

A number of suggestions were made at the meeting which included:

### Advertising

- a flyer should be developed similar in format to the "Community Gardens" flyer (ie similar "look") to promote the forum;
- email the flyer to key people for distribution;
- letterbox drop not required;
- undertake letterbox drop of the flyer;
- continue to promote the forum through the Messenger Newspapers, the Council's website and posters at the Libraries; and
- poster to be placed at The Avenues Noticeboard.

### The Format

- continue to maintain the format of registration of items and questions from the floor;
- remove the requirement to register items for discussion;
- include in the promotional material that questions can be asked from the floor on the night (time permitting);
- independent MC/Facilitator should manage the forums;
- limit registrations of items to one (1) page; and
- ensure adequate amplification

### Follow Up of Items Raised at the Forum

- suggestions made by attendees should be assigned to an Elected Member and followed up; and
- outcomes need to be documented.

As can be seen by the comments listed above, there were a number of common ideas raised in respect to the Forums.

The format of providing attendees with an opportunity to have a coffee and a chat with Elected Members at the end of the Forum was also supported.

Venues were not discussed at the meeting.

### Community Forums in 2010

Whilst the objective of the Council holding forums is ostensibly to engage with the community and to build community capacity, it is difficult to gauge the real value of the current format in terms of community engagement and capacity building.

In this respect, anecdotal evidence would suggest that attendance (and therefore the assessment of success or otherwise of a forum), can largely be dictated by external influences such as whether there is a topical issue in the community, (ie a proposed development), the location of the forum and so on.

In an era where there are many forms of communication (and hence interaction) available between citizens, their Elected Members and Council staff, it is difficult to conclude that citizens would wait until a forum is held to ask a question or follow up on an issue with the Council. Whilst in some cases citizens may wait for a forum to be held to raise an issue, generally speaking, issues are generally dealt with as they arise. As such, the current model of "question and answer" whilst perhaps being successful if there is a current controversial issue, can have limited value. At the same time, it is clear that some members of the community appreciate the interface which the forums provide.

The current structure of forums is similar to Community Cabinets which are conducted by State and Federal Governments. In this respect, Community Cabinet meetings conducted by the State Government have changed to a more informal arrangement whereby attendees can informally meet with Members of Parliament, Ministers and staff, ask questions and pursue issues. This format appears to be of more benefit to those with legitimate and real concerns and is a far better approach from an engagement standpoint.

Similarly, more recently, excellent feedback has been received in respect to the Community Gardens Forum, where guest speakers were invited to address the Forum and questions were then asked in relation to the topic. The issue was topical and has progressed to an outcome which is tangible (ie the establishment of a community garden) and this in turn builds the community's capacity.

Given the success of the Community Garden Forum, it may be more beneficial for the Council to provide similar forums on a regular basis. An educative/informative forum structure could be implemented by the Council with a Guest Speaker who would provide information relating to a topical issue. At the conclusion of the formal presentation, the Mayor could provide a brief overview of what the Council is doing or proposing to do followed by an opportunity for attendees to talk to Elected Members could also be provided at the end of the Forum. Staff would be in attendance to assist with providing responses or to follow up issues which are raised.

Conducting Forums in this manner has a number of advantages including:

- educating the community in relation to new initiatives and opportunities;
- providing the community with an opportunity to access Specialist Speakers that they may not have had the opportunity to access as an individual;
- seeking the community's views on a particular issue;
- providing Elected Members and staff with a more positive environment to respond to questions and issues raised by members of the community in an informal setting; and
- allows specific individual issues and concerns to be followed up, if required, which may not be of interest to all attendees.

**OPTIONS**

The Council may resolve to continue to conduct Community Forums in their current form or determine another model in which to engage with the local community.

**CONCLUSION**

Given the limited resources which are available, if Forums are going to be pursued, then a more appropriate structure which provides a more tangible, positive and quantifiable outcome should be pursued. The model which is set out in this report, provides the opportunity for citizens to obtain information/learning on specific topics and issues and also allows those citizens with particular issues or concerns to raise them with Elected Members and staff.

**COMMENTS**

Nil

**RECOMMENDATION**

That the Council continues to conduct Community Forums in 2010, based on a “topic and guest speaker” model, as set out in the report, with the first Community Forum to be conducted in April 2010.

## 10.2 MULLET FESTIVAL PROGRAMME 2010

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**REPORT AUTHOR:** Co-ordinator, Community Care Services  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 83664600  
**FILE REFERENCE:** S/02145  
**ATTACHMENTS:** Nil

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### PURPOSE OF REPORT

To present the programme and proposed budget for the 2010 Mullet Youth Arts Festival and seek endorsement for the proposed framework and budget.

### BACKGROUND

The Mullet Youth Arts Festival (Mullet Festival) is held on a biennial basis, with the next scheduled to start in September 2010. However as part of the 2010 Mullet Festival, a number of workshops will be held for young people in July 2010 as a precursor to the Festival. As such whilst this practice of seeking endorsement for the framework and budget is not usual, in order to provide certainty there is a need for Council to consider the allocation of funding prior to adopting the 2010 – 2011 budget.

Named by the Youth Advisory Committee at the time, the Mullet Festival aims to provide showcasing opportunities for local young artists, skill development and industry links for young people, in a variety of art forms. A critical component of the Mullet Festival is the active involvement of young people in the planning, implementing and evaluation of the events and related activities.

In January 2008, the framework for the Mullet Festival was reviewed to improve participation from youth. Key learnings from previous festivals has suggested that more sustainable and meaningful outcomes would be achieved through the Mullet Festival, by focusing on youth participation and engagement, skill development and providing information and links on career pathways. The review subsequently proposed that the objectives of the Mullet Festival include;

1. to provide entertainment, skill development and links to career and leisure opportunities in the arts;
2. to provide a range of opportunities for youth participation in the community; and
3. to showcase young peoples' creative talents/skills, promoting a positive image of youth.

To broaden the appeal of the Mullet Festival, the theme of activities would broaden from visual arts, music and include a film/multi media component. The proposed Mullet Festival for 2010 will again have the same objectives and follow the framework proposed and adopted in 2008.

This report provides and outline of the proposed Mullet Festival framework and budget for endorsement for 2010.

### RELEVANT STRATEGIC DIRECTIONS & POLICIES

#### Outcome 1 Social Equity

A connected, accessible and pedestrian-friendly community.

#### Objective 1.1 Convenient and accessible Services

Strategy: Maximise access to services, information and activities.

The 2010 Mullet Festival will provide opportunities for youth to participate in a range of activities (both educational and recreational). The events associated with the festival, will be utilised as vehicles for promoting information and services supporting youth resilience.

**Objective 1.3 An engaged and participating community**

Strategy: Promote volunteering.

Strategy: Provide opportunities for community input in decision-making.

Strategy: Recognise and use the skills, knowledge and resources of the community.

The Mullet Festival will provide a range of volunteering opportunities for young people. An important part of the festival is the involvement of local young volunteers in the planning, marketing and review of the Mullet Festival. The involvement of volunteers in this way enables them to provide input into current and future events for youth. The Mullet Festival provides opportunity for recognising the skills, knowledge and resources of the community, by providing a platform for young talent and volunteering opportunities for youth.

**Objective 1.4 More community life in public spaces**

Strategy: Host and facilitate community events and activities.

**Objective 1.5 Healthy and active community**

Strategy: Encourage lifelong learning.

The Mullet Festival is a community event which aims to facilitate the development of skills and lifelong learning.

**Outcome 2 Cultural Vitality**

A culturally rich and diverse City, with a strong identity, history and 'sense of place'.

**Objective 2.1 A visually interesting, artistic and creative City**

Strategy: Use public art to enliven the public realm.

Strategy: Encourage and use local creativity to create a sense of place.

Strategy: Provide opportunities and facilities for creative expression.

The Mullet Festival uses a variety of art forms to enliven the public realm. It encourages and provides opportunities for young local artists to express themselves and creates a sense of place.

**FINANCIAL AND BUDGET IMPLICATIONS**

There is no current budget allocation for the Mullet Festival 2010, as this will be allocated as part of the 2010 – 2011 Budget. Endorsement of the proposed framework and budget will result in planning for the Festival being progressed during the remainder of the 2009-2010 financial year.

The Council has been successful with an Arts SA Grant to the value of \$5,500. Taking this grant into consideration, the proposed cost to Council is estimated at \$46,700.

It is proposed that a submission for the amount of \$46,700 will be made as part of the 2010-2011 Budget.

**EXTERNAL ECONOMIC IMPLICATIONS**

The 2008 Mullet Festival attracted a combined total of 1020 people, consisting of participants, volunteers and audience members. Through the use of local artists and businesses, the Mullet Festival promotes and supports local businesses.

**SOCIAL ISSUES**

Participation in the Mullet Festival's activities and workshops is open to young people aged between twelve (12) to twenty five (25). The programme for the 2010 Mullet Festival, provides a range of activities that either facilitate skills development or provides potential connections to new career or leisure pathways. Central to the 2010 Mullet Festival programme, is the promotion of healthy lifestyles to young people with the activities themselves being used as the channels of communication for information pertinent to the health and well being of youth. As an example the theme for the Short Film competition will be on youth resilience.

The Mullet Festival as an event has great potential for increasing community participation and engagement particularly amongst young people. Whilst providing entertainment options in the form of the visual arts exhibition and the short film screening for participants as audience members, there will also be a range of volunteering opportunities for young people to be involved in the planning and running of activities for the Festival.

## **CULTURAL ISSUES**

The Mullet Festival program provides a forum for youth to learn to express themselves and showcase their skills particularly in the Arts. In the previous 2008 Mullet Festival ninety (90) artists, musicians and filmmakers showcased their talents to a total of eight hundred (800) audience members. The proposed programme promotes opportunities for youth to express and experience creativity, thereby increasing creative activity in Norwood Payneham & St Peters.

The 2008 Mullet Festival lifted the profile of this event to a wider audience with thirty three percent (33%) of artists being local to the City of Norwood Payneham & St Peters, thirty four per cent (34%) and sixty seven percent (67%) coming from other local government areas. The aim of the current programme for 2010 will seek to increase participation in Arts locally and within the broader community of South Australia.

## **ENVIRONMENTAL ISSUES**

There are no immediate environmental issues in relation to the proposed 2010 Mullet Youth Arts Festival. Where appropriate, steps will be taken to ensure that activities are conducted in accordance with the Council's Environmental Management System.

## **RESOURCE ISSUES**

The success of the proposed 2010 Mullet Festival will depend on whether there are adequate resources to support its implementation. The Mullet Festivals will be resourced through; Council staff and facilities, Volunteers and external contractors.

The engagement of young Volunteers, presents valuable developmental opportunities for young volunteers. The allocation and management of volunteer roles will be critical to the successful delivery of the 2010 Mullet. A recruitment campaign will commence in April 2010 to ensure that an adequate number of volunteers are recruited.

Council facilities to host the various activities of the programme have been identified.

## **RISK MANAGEMENT**

The delivery of the Festival will need to ensure appropriate Occupational Health Safety and Welfare induction of contractors, staff and volunteers to ensure the safety of staff, volunteers and participants. Given the Festival will involve and attract attendance of a number young people, the Council will need to ensure a child safe environment is provided at all events with staff and volunteer undergoing Childsafe Mandatory Reporting training.

## **CONSULTATION**

- **Elected Members**  
Not applicable
- **Community**  
Youth Advisory Committee
- **Staff**  
Youth Development Officer  
Manager Governance and Civic Affairs  
Events staff  
Community Arts Officer
- **Other Agencies**  
Not applicable

## DISCUSSION

In line with youth development and participation principles, the 2010 Mullet Festival will aim to provide opportunities for; entertainment, skill development, the showcasing of young people's creative talents and skills and the engagement of young people in their community

The 2010 Mullet Festival will also aim to provide positive promotion for the Council and its Youth Development Programme, and act as a catalyst for further youth participation in the local community.

### Outcomes from 2008 Mullet Festival

Previous Mullet Festivals have succeeded in engaging the community in a celebration of youth arts. They additionally achieved a number of important outcomes, including the positive promotion of the Council and its Youth Development Program. A comparison of the outcomes achieved in the 2008 and 2006 Mullet Festivals is provided in Table 1. The figures represent the number of people who participated in the events related to the outcomes.

**Table 1: Comparison of results for Mullet Youth Arts Festival 2006 vs. 2008.**

<b>Outcome</b>	<b>Mullet Festival 2006</b>	<b>Mullet Festival 2008</b>
Youth Participation	140	141
Audience	800	800
Skill Development	15	41
Showcase	130	118
Career Pathways	Nil	60
Art Produced	1 digital animation film	19 short films

The 2008 Mullet Festival was specifically planned to include a variety of art forms focussing on three (3) key areas; Visual Arts; Performance; and Film. The strategy was intended to attract a youth population which is extremely diverse. This strategy was successful to the extent that, it maintained audience numbers and the number of young people participating. The Visual Arts and Film components, attracted greater interest in terms of young people participating and audience numbers than the Performance component. It could be suggested that the reason for this was, that the Performance component primarily focused on a Battle of the Bands contest, thereby reducing the range of potential participants. The review of the 2008 Mullet Festival further suggested that Battle of the Bands was a duplication of a well established and attended event that the City of Burnside run on a yearly basis. The 2010 Mullet Festival could differentiate and potentially increase participation, by providing a different type of event targeted at Performance in general. This would enable other types of performances such as drama and dance to be included in the competition.

Incorporating skills development through the availability of different workshops and volunteering opportunities, was extremely successful, in that the number of young people who participated in the workshops or volunteered significantly increased (by 173%). This component will be maintained for the 2010 Festival.

A key success of the 2008 Mullet Festival, were the opportunities created for youth to forge links to career and leisure pathways. Aside from the informal opportunities presented to youth, there were two (2) formal networking events which enabled young artists and aspiring film makers to meet and speak with industry representatives. A total of sixty (60) young people participated in these networking events in the previous Festival.

Proposed Framework for the 2010 Mullet Festival

Based on the success of the previous Mullet Framework and to maximise youth participation, the Festival will again focus on three (3) different areas of the arts;

- Visual Arts
- Performance
- Film

There will be a slight change to the nature of the Performance component which will expand opportunities for participation, by opening entries to the Performance Competition to all genres.

The 2010 Mullet will be held between Saturday, 18 September and Saturday 2 October 2010, with workshops, and events to be held over the course of the two (2) week long festival. Based on the review of the 2008 Mullet Festival this timing will optimise opportunities for youth and community participation, especially as one (1) of the weeks falls during the school holidays.

The Mullet Festival will open with a combined Visual Arts exhibition and Performance event on Saturday 18 September 2010 and close with the Short Film Screening event on the 2 October 2010. Prior to commencement of the 2010 Mullet Festival a number of workshops will be run for youth commencing in July 2010. The intent of running these workshops, prior to the official Mullet Festival is to provide an opportunity for those participating in the workshops, to showcase what they learnt in the Performance or Short film events. As a result of the workshops it is anticipated that there will be an increase in the number of new art works created (compared to the previous 2008 Festival) ranging from, short films and digital artworks.

Whilst the workshops themselves will create opportunities for learning new skills, volunteering roles which will be made available during the 2010 Mullet Festival will create additional opportunities for learning. As a new initiative, the 2010 Mullet Festival will look at creating volunteering opportunities that students can undertake in order to gain credits towards their South Australia Certificate of Education (SACE). The potential outcome of this is that the offer of credits could act as an incentive for young people to volunteer for the Mullet Festival, but may also lead to a longer term involvement as a Council volunteer. Discussions with local schools have commenced regarding how volunteering opportunities within Mullet can be incorporated as SACE credits.

Based on the success of previous Festivals the networking events will be maintained. A number of peak organisations will be engaged for the networking event. Partnerships with local schools, educational institutions, youth agencies and relevant arts organisations, will be re-established and utilised in the planning and delivery of the Festival. These partnerships will facilitate the involvement of young people in the 2010 Mullet Festival either in the form of participants, volunteers or audience members.

Proposed Budget

A breakdown of total costs for the components of the 2010 Mullet Festival are summarised in Table 2.

**Table 2: Summary of anticipated costs for the 2010 Mullet Festival**

<b>Festival</b>	<b>Estimated Cost \$</b>
Visual Art	17,600
Performance	10,300
Film	13,300
Promotion	11,000
Total	52,200
Less Arts SA Grant	(5,500)
<b>Total Cost to the Council</b>	<b>\$ 46,700</b>

The total cost for the 2010 Mullet Festival is estimated \$52,200. Taken into consideration the \$5,500 grant from Arts SA, the total estimated cost to the Council is forty six thousand seven hundred dollars \$46,700.

The success of the 2010 Mullet Festival is dependant on a number of factors, these include

- A programme of activities is available that will attract participants to participate.
- There are opportunities available for young people to gain skills and showcase their creative talents.
- The involvement of young people in the planning and delivery of the Festival.
- Adequate resources are available to support the delivery of the Festival.

The framework proposed and associated Budget take these factors into consideration. It is recommended that the proposed framework and Budget is endorsed by the Council.

## **OPTIONS**

The options for consideration with respect to the 2010 Mullet Festival are as follows;

### **Option 1**

The Council may choose to accept the Frameworks presented for the 2010 Mullet Festival. This will result in the progression of planning for the events, based on the proposed Framework and Budget.

A Special Project submission will be made for the Festival through the Council's 2010-2011 Budget process.

### **Option 2**

The Council may choose to accept specific components of the proposed framework for the 2010 Mullet Festival, while declining other components.

For example, accept the Film and Visual Art components, with a combined anticipated cost of \$30,900, and decline the Musical Performance component. This will result in a total anticipated cost of \$41,900 for the Festival when taking promotional requirements into account, which carry an anticipated cost of \$11,000 dollars. Taking into consideration the Arts SA grant the total proposed cost to the Council would be \$36,400.

Promotional costs are not likely to reduce significantly with a reduction in festival components, as the Festival will be generally promoted as a whole, rather than using separate material or advertising for separate events.

Changes to the Festival programme will not have any impact on the approval for the grant from Arts SA.

An omission of one of the art forms or components of the Festival may reduce the potential audience and participation numbers for the Festival.

### **Option 3**

The Council may choose to decline the frameworks presented for the 2010 Mullet Youth Arts. Considerable planning has already been undertaken by staff and volunteers for this event, based on the proposed framework. Time would impact on the quality of the Festival as there is not enough time for a total re-scope of this event.

In order to maximise community and youth participation and event outcomes, and to capitalise on the partnerships and planning developed so far towards these two (2) events, Option 1 is the preferred option.

## **CONCLUSION**

The framework for 2010 Mullet Youth Arts Festival outlines activities in three (3) areas of the arts: visual art and performance and film. It is proposed that a two (2) week long festival of workshops and showcasing events, to be held commencing in September 2010. Taking into consideration the Funding approved from Arts SA the total anticipated cost to the Council for the 2010 Mullet Festival is \$46,700.

## **COMMENTS**

While a focus on youth development and youth participation is emphasised in the frameworks presented for the 2010 Mullet Festival events, community partnerships will also be a significant aspect of the events in ensuring their success and optimising youth and community engagement.

It is anticipated that, staff will work closely with local schools to engage students and build these important partnerships for future collaboration.

## **RECOMMENDATION**

1. The Council endorse the Framework as presented in this report for the 2010 Mullet Youth Arts Festival.
2. That the anticipated funding of \$46,700 for the proposed Mullet Youth Arts Festival, as outlined in this report, be considered part of the 2010-2011 Budget.

**SECTION 2 - CORPORATE & FINANCE**

**REPORTS**

## 10.3 MONTHLY FINANCIAL REPORT – JANUARY 2010

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**REPORT AUTHOR:** Acting Accountant  
**GENERAL MANAGER:** General Manager, Corporate Services  
**CONTACT NUMBER:** 8366 4552  
**FILE REFERENCE:** S/00697  
**ATTACHMENTS:** A

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### **PURPOSE OF REPORT**

The purpose of this report is to provide the Council with information regarding its financial performance for the year-to-date to January 2010.

### **BACKGROUND**

Section 59 of the Local Government Act 1999 (the Act), requires the Council to keep its resource allocation, expenditure and activities and the efficiency and effectiveness of its service delivery, under review.

To assist the Council in complying with these legislative requirements and the principles of good corporate financial governance, the Council is provided with regular monthly financial reports detailing its financial performance.

### **RELEVANT STRATEGIC DIRECTIONS & POLICIES**

Not applicable.

### **FINANCIAL AND BUDGET IMPLICATIONS**

A summary of timing and permanent variances of a material nature is contained in **Attachment A**.

Materiality can be defined as an amount of \$20,000 or greater, or having a significant effect on Council's decision making process, based upon the major income or expense category (as detailed in the Income Statement) for each operation of the Council.

### **EXTERNAL ECONOMIC IMPLICATIONS**

This report provides information on the financial performance of the Council for the year-to-date to January 2010 and has no direct external economic impact.

### **SOCIAL ISSUES**

Nil.

### **CULTURAL ISSUES**

Nil.

### **ENVIRONMENTAL ISSUES**

Nil.

### **RESOURCE ISSUES**

There are no resource issues arising from this issue.

### **RISK MANAGEMENT**

There are no risk management issues arising from this issue. This report has been prepared in accordance with the statutory requirements.

**CONSULTATION**

- **Elected Members**  
Nil.
- **Community**  
Not applicable.
- **Staff**  
Responsible Officers and General Managers.
- **Other Agencies**  
Not applicable.

**DISCUSSION**

Contained within **Attachment A**.

**OPTIONS**

Not applicable.

**CONCLUSION**

Nil.

**COMMENTS**

Nil.

**RECOMMENDATION**

That the report contained in Attachment A be received and noted.

## 10.4 2010-2011 REVISED FEES AND CHARGES

**REPORT AUTHOR:** Acting Accountant  
**GENERAL MANAGER:** General Manager, Corporate Services  
**CONTACT NUMBER:** 83664585  
**FILE REFERENCE:** S/01196  
**ATTACHMENTS:** A

### PURPOSE OF REPORT

The purpose of this report is to provide the Council with information regarding fees and charges which are to be used as a basis for calculating income budgets for the 2010-2011 Budget.

### BACKGROUND

As part of the annual budget setting process, the fees and charges levied by the Council for the use of facilities and the provision of services are reviewed.

Material discretionary fees (not set by legislation) received in 2008-2009 and the December Revised Budget for 2009 -2010, are detailed in Table 1 below:

**TABLE 1 – MATERIAL DISCRETIONARY FEES (NOT SET BY LEGISLATION)**

	2008-2009 Actual	2009-2010 Revised Budget	% of Total Revised Budget
<b><i>St Peters Child Care Centre</i></b>	\$1,316,389	\$1,389,514	59.3
<b><i>Swimming Centres</i></b>			
Payneham	\$260,392	\$311,000	13.3
Norwood	\$120,230	\$144,620	6.2
	<b>\$380,622</b>	<b>\$455,620</b>	19.4
<b><i>Norwood Concert Hall</i></b>	\$203,443	\$226,000	9.6
<b><i>Hall Hire</i></b>			
Payneham Community Facilities	\$43,136	\$40,000	1.7
Perriam Community Centre	\$12,198	\$10,000	0.4
St Peters Town Hall/Banquet Halls	\$28,165	\$14,000	0.6
Payneham Community Centre	\$29,254	\$24,000	1.0
St Peters Youth Centre	\$9,417	\$7,000	0.3
Don Pyatt Community Hall	\$6,041	\$7,765	0.3
	<b>\$128,211</b>	<b>\$102,765</b>	4.4
<b><i>Outdoor Dining Licences</i></b>	\$61,103	\$65,000	2.8
<b><i>Community Development</i></b>			
Community Bus WNG-613	\$1,330	\$0	-
Community Lunch	\$2,146	\$2,700	0.1
Community Bus WAE-131	\$41	\$1,200	0.1
Home Maintenance & Cleaning	\$56,829	\$64,000	2.7
Gentle Exercises / Integrated Fitness / Chat Group	\$4,549	\$6,050	0.3
	<b>\$64,895</b>	<b>\$73,950</b>	3.2
<b><i>Library Services Charges</i></b>			
St Peters	\$9,359	\$9,700	0.4
Payneham	\$6,134	\$5,600	0.2
Norwood	\$9,021	\$9,500	0.4
	<b>\$24,514</b>	<b>\$24,800</b>	1.1
<b><i>Tennis Court Hire</i></b>	\$8,076	\$7,000	0.3
<b>TOTAL</b>	<b>2,187,253</b>	<b>2,344,649</b>	<b>100.0</b>

Section 188 of the Local Government Act 1999 (the Act), states the following in respect to fees and charges:

- (1) A council may impose fees and charges—
- (a) for the use of any property or facility owned, controlled, managed or maintained by the council;
  - (b) for services supplied to a person at his or her request;
  - (c) for carrying out work at a person's request;
  - (d) for providing information or materials, or copies of, or extracts from, council records;
  - (e) in respect of any application to the council;
  - (f) in respect of any authorisation, licence or permit granted by the council;
  - (g) in respect of any matter for which another Act provides that a fee fixed under this Act is to be payable;
  - (h) in relation to any other prescribed matter.

The majority of fees and charges administered by the Council, are levied under various pieces of legislation, for example, the Development Act 1993, the Dog and Cat Management Act 1995 and the Local Government Act 1999. Other fees and charges arise from various policies adopted by Council, such as the Outdoor Dining Code, and some are based on a system of cost recovery.

The Council has received legal advice recommending that expiation fees not be included in the fees and charges schedule as these fees are not a prescribed fee under Section 188(1) of the Local Government Act 1999 (SA) and are set out under separate legislation.

Pursuant to Section 188(6) of the Act, the Council must keep a list of the fees and charges on public display.

The revised recommended fees and charges are attached. (**Attachment A**)

#### **RELEVANT POLICIES & STRATEGIC DIRECTIONS**

There is no specific Council policy on fees and charges, however past practice has been to ensure that fees and charges remain at an 'appealing' level for users and consumers. Increases are proposed to promote a principle of 'user pays', which will 'ease' the burden on ratepayers of the costs of providing facilities and services to the community.

The Outcomes and Objectives of *City Plan 2030* do not specifically address fees and charges.

#### **FINANCIAL IMPLICATIONS**

The level of fees and charges proposed for the 2010-2011 financial year are in line with a projected increase of 3.2% for budget purposes, as approved at the Council meeting held on 18 January 2010, except where highlighted in **Attachment A**.

#### **EXTERNAL ECONOMIC IMPLICATIONS**

This report provides information on the fees and charges of the Council for the year ended 30 June 2011 and is not expected to have any significant external economic impact.

#### **SOCIAL ISSUES**

Nil

#### **CULTURAL ISSUES**

Nil

#### **ENVIRONMENTAL ISSUES**

Nil

## **RESOURCE ISSUES**

There are no resource issues arising from this issue.

## **RISK MANAGEMENT**

There are no risk management issues arising from this issue.

## **CONSULTATION**

- **Elected Members**  
Nil
- **Community**  
Not applicable
- **Staff**  
Responsible Officers and General Managers
- **Other Agencies**  
Not applicable

## **DISCUSSION**

In general, fees and charges are reviewed with reference to the anticipated inflation rate and salary and wage increases for the coming year, which combined has been projected at 3.2% for the 2010-2011 financial year. Some fees have remained unaltered, while others have increased (or decreased) by a rate greater than 3.2%.

In determining the various levels, consideration has been given to the cost of providing services as well as comparisons made with other providers and “ease-of-cash” handling through rounding of increases.

The discretionary fees and charges with a movement of greater than 5%, including new charges that are to be imposed, are highlighted in Attachment A.

The schedule of Fees and Charges (Attachment A) includes the following commentaries –

- whether GST applies or not;
- comparative charges from previous financial years;
- the proposed 2010-2011 fee or charge;
- the percentage increase/decrease in the charge from 2009-2010, highlighting where increases are greater than 5%, or a decrease applies;
- percentage increase on last year;
- conditions/comments for public information;
- comments for internal use explaining the methodology for determining the rate or any relevant information that pertains to the fee or charge.

## **OPTIONS**

The option of not increasing the 2010-2011 fees and charges will result in ratepayers contributing a greater amount in the form of rates towards the cost of providing facilities and services.

## **CONCLUSION**

The recommended fees and charges have been set at an appropriate level for users and consumers and are not expected to ‘price’ the hire of facilities/cost of services out of the market.

**COMMENTS**

Nil

**RECOMMENDATION**

That the attached Fees and Charges (as detailed in Attachment A) be adopted for the 2010-2011 financial year.

## **10.5 WASTE MANAGEMENT REGIONAL SUBSIDIARIES UPDATE**

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**REPORT AUTHOR:** Manager, City Services  
**GENERAL MANAGER:** General Manager, Urban Services  
**CONTACT NUMBER:** 8360 9007  
**FILE REFERENCE:** S.1914 S.512 S.45  
**ATTACHMENTS:** Nil

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### **PURPOSE OF REPORT**

The purpose of this report is to provide the Council with an update on significant events and business activities associated with the Eastern Waste Management Authority Incorporated (East Waste), Waste Care SA (WCSA) and the Highbury Landfill Authority (HLA).

### **BACKGROUND**

As Elected Members are aware, East Waste, WCSA and HLA, are Regional Subsidiaries, which undertake responsibility on behalf of the Council for residential waste collection, the operation of a waste transfer station and the post closure activities at the Highbury Landfill, respectively.

East Waste has, for some time, been working towards a new Charter. It has, however, been beset by a number of governance and administrative issues which have been well documented and have delayed the progression of key activities such as the Charter review.

In the case of WCSA, recent business activity has been focussed on the review of its Charter, and consideration of the Adelaide City Council's proposal to sell its landholdings at the Wingfield site.

In respect to the Highbury Landfill, the most recent and significant activity has been the capping works at the disused landfill site and continued monitoring of subterranean landfill gas migration in the vicinity.

### **RELEVANT STRATEGIC DIRECTIONS & POLICIES**

Not applicable.

### **FINANCIAL AND BUDGET IMPLICATIONS**

In the case of East Waste, the Council is responsible for meeting the costs incurred by the Authority in providing services to the Council. That is, East Waste is required to provide an at-cost service to its Member Councils. Elected Members will be aware that recent charging practice by East Waste, has deviated from the requirements of its Charter and the Council has consequently been overcharged.

Of significance is that the Council has recently received a credit of approximately \$128,000, being the deemed overcharge for the 2008-09 financial year. The matter of receiving credits for previous years' over charging is still being pursued. This amount has been reflected in a corresponding one-off reduction in the Council's 2009-10 Budget as part of the Second Quarter Budget Revision.

In respect to WCSA, the Council pays a set "gate fee" for the disposal of residual residential waste through the WCSA facility, plus a subscription fee in proportion to its Equity Share in the Subsidiary (that is, waste collected by East Waste is taken to the WCSA facility at Wingfield). The Council holds an Equity Share of 17.81% in WCSA.

The Council funds HLA's costs in proportion to its Equity Share of 40.357%. This percentage of the cost of recent capping works, and additional works discussed later in this report, is borne by this Council.

### **EXTERNAL ECONOMIC IMPLICATIONS**

Not applicable.

## **SOCIAL ISSUES**

Not applicable.

## **CULTURAL ISSUES**

Not applicable.

## **ENVIRONMENTAL ISSUES**

While not applicable to the purpose of this report, it is important to note that the capping works recently undertaken at the Highbury Landfill site, has reduced the environmental risks associated with leachate contaminating groundwater and will allow for revegetation of the landfill site. The subterranean migration of landfill gases is, however, still an environmental risk for the Authority and monitoring occurs through strategically placed wells.

## **RESOURCE ISSUES**

The ongoing issues associated with East Waste, has resulted in a significant allocation of staff resources.

## **RISK MANAGEMENT**

The present risk issue associated with WCSA is that of control over the Wingfield Waste and Recovery Centre. This is discussed later in the report.

The risks associated with owning the Highbury Landfill largely centres on potential subterranean gas migration. The Authority continues to monitor landfill gases through sampling wells which are strategically placed throughout the landfill site and in adjacent residential streets. A Risk Review of the Landfill Management Plan for the site, post capping works, is being commissioned by the HLA Board.

The present risks associated with East Waste, include its ability to function as an efficient and effective resource sharing entity for its Member Councils. Ongoing concerns regarding its charging methodology, governance, disputes with the City of Burnside and instability in its executive leadership, continue to require resolution. This Council has continued to place pressure on the Authority to address these, and other, concerns in a timely manner, in order to ensure that the risk of East Waste become inefficient and dysfunctional is minimised.

## **CONSULTATION**

- **Elected Members**  
As the Council's appointed Deputy Board Member to WCSA, Cr Frogley is aware of the status of WCSA.  
As the Council's appointed Board Member to HLA, Cr Minney is aware of the status of the HLA.
- **Community**  
Not applicable.
- **Staff**  
As the Council's appointed Board Member to East Waste, the Chief Executive Officer is aware of the status of East Waste.  
As the Council's appointed Board Member to WCSA and Deputy Board Member to the HLA and East Waste, the General Manager, Urban Services, is aware of the status of these Regional Subsidiaries.
- **Other Agencies**  
Nil.

## **DISCUSSION**

### **WASTE CARE SA**

As Elected Members will recall, the Charter of WCSA was reviewed during 2009 and a proposed Charter was put to the Constituent Councils for consideration. At their respective meetings, the Councils respectively resolved to adopt the revised Charter, however some Councils made their resolutions subject to certain amendments being made to the Draft Charter.

Of most significance, was this Council's resolution that the Charter be adopted, subject to an amendment limiting the Board's power to accumulate surplus funds only from clients other than the Constituent Councils. This was based on the premise that generally, a Regional Subsidiary should not accumulate surplus funds from its Constituent Councils (i.e. make a profit from essentially providing a service for the owners of the entity). The Council sought to solidify this position by making an appropriate provision in the Charter.

Further discussions have since taken place between Council staff, WCSA's Executive Officer, Mr Trevor Hockley and Mr Michael Kelledy from Wallmans Lawyers. As a result of these discussions, an amendment has been proposed which should achieve the desired control over the WCSA Board's ability to accumulate unnecessary surpluses.

This matter is the subject of a separate report to the Council, which may be presented at the April 2010 meeting.

The WCSA Board continues to monitor the progress of Adelaide City Council's divestment of landholdings at the former Wingfield Landfill site, including the portion of the site which is presently occupied by WCSA. As a matter of due process, the Board has and will continue to consider the various options available to WCSA in respect to ownership of the land and the security of its tenancy.

Adelaide City Council still has not set a firm timeframe on the sale, however further information will be provided to the Council as and when this matter progresses.

### **HIGHBURY LANDFILL AUTHORITY**

The HLA Charter is presently being reviewed by the WCSA Board. Elected Members will be presented with the revised Charter for consideration at a Council Meeting once it is finalised. Council staff will be involved in the revision of the Charter and the development of any proposed amendments.

Elected Members will recall that a number of necessary works were identified for the HLA site which were not identified as part of the recent capping works and were therefore required to be funded at additional cost. Last year, the Council made a provision to fund these future years' works in accordance with a financial projection determined by the HLA Board.

Recently, however, additional necessary work has been identified to address site drainage concerns which have been raised by the Environment Protection Authority, which may result in further funding being required from the Constituent Councils. There may also be a need for additional gas monitoring bores. At this time, the exact nature and cost of the works is unclear, however a report will be forwarded to the Constituent Councils from the Executive Officer once the costing is complete.

### **EASTERN WASTE MANAGEMENT AUTHORITY**

Since the resignation of the General Manager, Mr Justin Speedy, late in 2009, the East Waste Board has appointed Mr Trevor Hockley, Director of TJH Management Services, as Acting General Manager.

The Chairperson of the East Waste Board, Cr Justin Lang, has resigned from the Board. The Campbelltown City Council has appointed its Chief Executive Officer, Mr Paul Dilulio as its Board Member to replace Cr Lang. Mr Dilulio was subsequently appointed to the Chair of the Board by the Board.

The Adelaide Hills Council is seeking to appoint an independent person as its appointee to the Board. Elected Members may recall that the proposed Charter which was put to the Constituent Councils in 2009, included provision for the Chief Executive Officers of each Council to be members of the Board for a fixed period for the purpose of sorting out the issues which have beset the Authority. However, due to the position adopted by the Adelaide Hills Council in respect to Board Membership (i.e. the Adelaide Hills Council is proposing that the Board comprise of all independent Members). The new Charter has not been adopted and therefore, the existing Charter continues to govern the Authority. Under the Charter, the Constituent Councils can appoint any person to the Board and as such, the Adelaide Hills Council has chosen to appoint an Independent position (i.e. not an Elected Member of Staff Member).

The charging methodology employed by the Authority has continued to be subject to detailed consideration by the East Waste Board. Mr John Comrie was appointed to work with delegates of each of the Constituent Councils to develop a preferred methodology for ensuring the accurate distribution of direct costs and equitable distribution of overhead costs to the Constituent Councils, while complying with the requirement of the Charter to charge Constituent Councils fees which reflect the cost of services provided to them. Various models, which distribute overheads in different manners (for example, by population, by properties serviced, by proportion of direct costs, and other criteria), have been modelled by Mr Comrie. The Council's General Manager, Urban Services and Manager, City Services, have participated in this working party.

Mr Comrie is now finalising a report to the East Waste Board for consideration. It is the East Waste Board which will determine the methodology to be used, however, most of the models being considered by the working party, will result in a favourable financial outcome for the City of Norwood Payneham & St Peters, when compared to the current charging methodology. This further illustrates the fact that this Council has been overcharged by East Waste in the past. Further details of the charging methodology will be provided to the Council once it is adopted by the East Waste Board.

#### **OPTIONS**

Nil.

#### **CONCLUSION**

The Council will continue to be kept up to date with respect to key issues affecting the Regional Waste Subsidiaries (i.e. WCSA, HLA and East Waste), either through Council reports or memorandum on a regular basis.

#### **COMMENTS**

The Council will be kept up to date with respect to key issues affecting the Regional Waste Subsidiaries (i.e. WCSA, HLA and the Eastern Waste Management Authority), either through Council reports or memorandum on a regular basis.

#### **RECOMMENDATION**

That the report be received and noted.

**SECTION 3 - GOVERNANCE & GENERAL  
REPORTS**

## 10.6 REPORTS OUTSTANDING

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**REPORT AUTHOR:** Chief Executive Officer  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 83664520  
**FILE REFERENCE:** Nil  
**ATTACHMENTS:** A

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### PURPOSE OF REPORT

As part of the Organisation's management system, a Reports Outstanding List will be prepared on a monthly basis. The purpose of the List is to keep track of any reports that have been requested and the status of those reports.

A copy of the List is contained in **Attachment A**.

### BACKGROUND

Nil

### DISCUSSION

Nil

### RECOMMENDATION

That the report be received and noted.

**10.7 LOCAL GOVERNMENT ASSOCIATION (LGA) 2010 GENERAL MEETING – APPOINTMENT OF COUNCIL DELEGATE**

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**REPORT AUTHOR:** Manager, Governance & Civic Affairs  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4549  
**FILE REFERENCE:** S/00022  
**ATTACHMENTS:** A

---

**PURPOSE OF REPORT**

The purpose of the report is to advise the Council of the Local Government Association of South Australia's (LGA) 2010 General Meeting and the requirement, in accordance with the LGA Constitution, to appoint a Council Delegate to represent the Council and vote at the AGM.

**BACKGROUND**

The Local Government Association (LGA) 2010 General Meeting, will be held on Friday 23 April 2010, at the Adelaide Convention Centre. The agenda will be issued to all Councils in the near future.

Pursuant to the LGA Constitution, councils are required to appoint a Council Delegate to represent the council and vote at the AGM.

A Council Officer cannot be a Delegate, however, they can attend the AGM.

**RELEVANT POLICIES & STRATEGIC DIRECTIONS**

Not applicable.

**FINANCIAL AND BUDGET IMPLICATIONS**

Nil.

**EXTERNAL ECONOMIC IMPLICATIONS**

Nil.

**SOCIAL ISSUES**

Nil.

**CULTURAL ISSUES**

Nil.

**ENVIRONMENTAL ISSUES**

Nil.

**RESOURCE ISSUES**

Nil.

**RISK MANAGEMENT**

Nil.

## CONSULTATION

- **Elected Members**

Elected Members were advised of the LGA 2010 General Meeting via a memorandum from the Manager, Governance & Civic Affairs dated 29 January 2010.

- **Community**

Nil.

- **Staff**

Nil.

- **Other Agencies**

Nil.

## DISCUSSION

It is considered appropriate that the Council also appoints a proxy Council Delegate in the event that the appointed Delegate is unable to attend the General Meeting.

Traditionally, the Mayor has been appointed as the Delegate for the LGA General Meeting.

## OPTIONS

The Council must appoint a Council Delegate if the Council wishes to be represented and have voting rights at the Local Government Association 2010 General Meeting. The Council may also appoint a Proxy Delegate in the event the Delegate is unable to attend the General Meeting (**Attachment A**).

## CONCLUSION

Notification of the Council's appointed Delegate and if appointed, Proxy Delegate, will be forwarded to the LGA via the relevant documentation as required by the LGA.

## COMMENTS

Nil.

## RECOMMENDATION

1. That Mayor Robert Bria be appointed as the Council Delegate for the Local Government Association 2010 General Meeting.
2. That Councillor \_\_\_\_\_ be appointed as the Proxy Delegate for the Local Government Association 2010 General Meeting.

**10.8 LOCAL GOVERNMENT ASSOCIATION (LGA) 2010 GENERAL MEETING – NOTICES OF MOTION**

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**REPORT AUTHOR:** Manager, Governance & Civic Affairs  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4549  
**FILE REFERENCE:** S/00022  
**ATTACHMENTS:** A - B

---

**PURPOSE OF REPORT**

The purpose of the report is to advise the Council of the Local Government Association of South Australia's (LGA) 2010 General Meeting and the invitation from the LGA to submit Notices of Motion to be considered at the General Meeting.

**BACKGROUND**

The Local Government Association (LGA) 2010 General Meeting, will be held on Friday 23 April 2010, at the Adelaide Convention Centre. The agenda will be issued to all Councils in the near future.

Pursuant to the LGA Constitution, Councils are invited to submit notices of motion for consideration at the General Meeting.

**RELEVANT POLICIES & STRATEGIC DIRECTIONS**

Not applicable.

**FINANCIAL AND BUDGET IMPLICATIONS**

Nil.

**EXTERNAL ECONOMIC IMPLICATIONS**

Nil.

**SOCIAL ISSUES**

Nil.

**CULTURAL ISSUES**

Nil.

**ENVIRONMENTAL ISSUES**

Nil.

**RESOURCE ISSUES**

Nil.

**RISK MANAGEMENT**

Nil.

## **CONSULTATION**

- **Elected Members**

Elected Members have been advised of the LGA GM and call for Notices of Motion via a memorandum from the Manager, Governance & Civic Affairs dated 29 January 2010.

- **Community**

Nil.

- **Staff**

Nil.

- **Other Agencies**

Nil

## **DISCUSSION**

At the LGA 2004 Annual General Meeting, it was resolved that all future Council Notices of Motion must highlight a relevant reference to the LGA Strategic Plan contained in Attachment A and the Annual Priorities contained in Attachment B relevant to the Strategic Plan.

Therefore Notices of Motion must be forwarded to the LGA setting out the following:

- reference to the LGA Strategic Plan;
- reference to the LGA Annual Priorities;
- background;
- objective;
- notice of Motion; and
- rationale for the Motion.

Councils must however contact the LGA to first discuss the intent of a Notice of Motion, to clarify any existing LGA policy positions and to determine the current status of particular issues. Following the initial discussion about the proposed Notice of Motion, the LGA will forward a copy of the Notice of Motion template for the Council to complete and submit to the LGA for consideration at the General Meeting.

## **OPTIONS**

The Council may submit a Notice of Motion to the Local Government Association for consideration at the 2010 General Meeting, or decline the invitation.

## **CONCLUSION**

Notices of Motion must be received by the Executive Director, LGA, by 12.00pm on Friday 12 March 2010 if they are to be considered at the 2009 General Meeting.

## **COMMENTS**

A memo, dated 29 January 2010, was forwarded to Elected Members on 5 February 2010, inviting Members wishing to submit a Notice of Motion for consideration at the LGA GM, to contact the Council's Manager, Governance & Civic Affairs, prior to this meeting, for advice and assistance in the formulation of an appropriate Notice of Motion, if required.

At the time of writing this report the Manager, Governance & Civic Affairs had not been contacted by any Elected Member wishing to submit an additional Notice of Motion.

## **RECOMMENDATION**

That the report be received and noted.

**10.9 NOMINATIONS TO EXTERNAL BODIES - APPOINTMENT OF COUNCIL REPRESENTATIVE TO MARDEN SENIOR COLLEGE GOVERNING COUNCIL**

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**REPORT AUTHOR:** Manager, Governance & Civic Affairs  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4549  
**FILE REFERENCE:** S/0310  
**ATTACHMENTS:** Nil

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**PURPOSE OF REPORT**

The purpose of the report is to advise the Council of an invitation from the Marden Senior College for the Council to nominate an Elected Member for appointment to the Marden Senior College Governing Council.

**Marden Senior College Governing Council**

The Principal of the Marden Senior College and the Chairperson of the College's Governing Council, have written to the Council requesting the appointment of a representative from the City of Norwood Payneham & St Peters, to the College's Governing Council.

The Constitution of the College's Governing Council has provision for four (4) Community Member positions, including representatives from the University of South Australia, the City of Norwood Payneham & St Peters and the Eastside Business Enterprise Centre.

The City of Norwood Payneham & St Peters is currently represented by Councillor Garry Knoblauch.

Councillor Knoblauch has indicated that he is prepared to continue as this Council's representative.

**RELEVANT POLICIES & STRATEGIC DIRECTIONS**

Not Applicable.

**RECOMMENDATION**

That Councillor \_\_\_\_\_ be nominated as the City of Norwood Payneham & St Peters' representative on the Marden Senior College Governing Council.

## **10.10 12<sup>TH</sup> WORLD CONFERENCE OF HISTORICAL CIITES**

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**REPORT AUTHOR:** Manager, Governance & Civic Affairs  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 83664549  
**FILE REFERENCE:** S/01694  
**ATTACHMENTS:** Nil

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### **PURPOSE OF REPORT**

The purpose of this report is to advise the Council of the 12<sup>th</sup> World Conference of Historical Cities which will be held in Nara, Japan from 12 – 15 October 2010.

### **BACKGROUND**

The League of Historical Cities (the League) was established in 1994 in Kyoto, Japan, to recognise the significant contribution which historical cities have made to culture and heritage throughout the world and for the purposes of exchanging ideas on how to preserve historical assets and integrate them into the fabric of modern society.

There are currently 72 cities from approximately 50 countries that are members of the League. The City of Norwood Payneham & St Peters became the third Australian member of the League, alongside the City of Melbourne and the City of Ballarat (Victoria) in June 2007.

The major activity of the League is to hold its world conference every two (2) years. This international conference attracts in excess of 300 delegates and a number of prestigious international speakers. It also provides an opportunity for the Member cities to give presentations regarding the particular projects and programs which they have undertaken to conserve their cities' historical assets and cultural heritage.

### **RELEVANT POLICIES & STRATEGIC DIRECTIONS**

Not Applicable.

### **FINANCIAL AND BUDGET IMPLICATIONS**

The Council sets aside funds for Elected Member training and attendance at conferences and seminars each financial year as part of the Council's Operating Budget.

If delegates register by 30 June 2010, they will receive three (3) nights accommodation, all meals, airport transfers and a pre-conference tour around Nara and post conference tour of Kyoto as part of the Registration Fee of JPY50,000 (approximately \$666AUD).

Travel to the City of Nara is via Osaka. Nara is located approximately 30 minutes from Osaka. Air Fares to the City of Nara are approximately \$1600.00.

### **EXTERNAL ECONOMIC IMPLICATONS**

Nil.

### **SOCIAL ISSUES**

Nil.

### **CULTURAL ISSUES**

Nil.

## ENVIRONMENTAL ISSUES

Not applicable.

## RESOURCE ISSUES

Nil.

## RISK MANAGEMENT

Nil.

## CONSULTATION

- **Elected Members**  
Elected Members were advised of the 12<sup>th</sup> World Conference of Historical Cities via the Elected Member Weekly Communique 5 February 2010 edition.
- **Community**  
Not applicable.
- **Staff**  
Not applicable.
- **Other Agencies**  
Not applicable.

## DISCUSSION

The City of Nara, Japan has invited representatives from Member cities to register for the 12<sup>th</sup> World Conference of Historical Cities which commences on 12 October 2010.

At the time of writing this report, the complete Program for the Conference was not yet available however, the theme for the Conference has been determined by the Board of Directors as “Succession of Historical City with Creative Revitalisation” with two (2) sub-themes of “Unique City Planning Utilizing Its Historical Characteristics” and “City Maintaining Its History”. There will be roundtable forums to cover each of the sub-themes.

## OPTIONS

The Council has the following options:

Option 1:

The Council approves the attendance of a delegate/delegation to represent the City of Norwood Payneham & St Peters at the 12<sup>th</sup> World Conference of Historical Cities in Nara, Japan.

Option 2:

The Council does not approve the attendance of a delegate/delegation to represent the City of Norwood Payneham & St Peters at the 12<sup>th</sup> World Conference of Historical Cities in Nara, Japan.

## CONCLUSION

If the Council does resolve to approve the attendance of a delegate/delegation at the 12<sup>th</sup> World Conference of Historical Cities, the delegate/delegation will be required, in accordance with the Council’s Elected Member Training and Development Policy, “to prepare or deliver a brief report outlining the nature of the conference and/or seminar and the benefits gained through attendance”.

**COMMENTS**

Attendance at the 12<sup>th</sup> World Conference of Historical Cities may enhance the City's profile as an international heritage city and create potential benefits for the City through possible visits to the City from other member cities interested in Norwood, Payneham & St Peters from a cultural and economic perspective.

**RECOMMENDATION**

That the report be received and noted.

**10.11 LIQUOR LICENCE APPLICATION (EXTENDED TRADING AUTHORISATION) FOR THE  
MAYLANDS HOTEL – 67 PHILLIS STREET, MAYLANDS**

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**REPORT AUTHOR:** Senior Urban Planner  
**GENERAL MANAGER:** General Manager, Urban Planning & Environment  
**CONTACT NUMBER:** 8366 4526  
**FILE REFERENCE:** S/00724 P/13781  
**ATTACHMENTS:** A - C

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**PURPOSE OF REPORT**

The purpose of this report is to provide for the Council's consideration, a proposal for a variation to the Extended Trading Authorisation and a redefinition of the Licensed Area, for the Maylands Hotel located at 67 Phillis Street, Maylands.

Council staff do not have delegated authority to provide comment to the Office of the Liquor and Gambling Commissioner on Extended Trading Authorisation requests. As such, the matter must be considered by the Council.

**BACKGROUND**

In July 2007, a Development Application for alterations to the Hotel comprising a new 'smoker's courtyard' and entrance, was submitted on behalf of the Hotel's Licensee (DA 155/0588/07). The Application was approved in October 2007. A copy of the approved plans is contained in **Attachment A**.

The Hotel's existing hours of operation are set out below:

- Monday to Saturday: 7.30am to 12.00am (midnight);
- Sunday: 11.00am to 10.00pm.

The Hotel is also licensed to operate until 1.00am on Christmas Eve and New Year's Eve.

The current hours of operation were determined in 2002 by the Environment, Resources and Development (ERD) Court, in the matter of J & S Armstrong v City of Norwood, Payneham & St Peters and Maylands Hotel. A copy of the judgment which explains some of the amenity issues affecting the Hotel, is contained in **Attachment B**.

The smoker's courtyard is not currently licensed.

The Hotel's Licensee, Palazzo Property Group Pty Ltd, has lodged an Application with the Office of the Liquor and Gambling Commissioner. Specifically the applicant is seeking:

1. a redefinition of the licensed areas to include the smoker's courtyard, adjacent to the eastern foyer entrance, known as Area 8; and
2. a variation to the current extended trading authorisation to enable extended trading authorisation within the abovementioned smoker's courtyard on Sundays from 8.00pm to 10.00pm.

A copy of the Notice of Application, proposed plans and a covering letter from the Applicant are contained in **Attachment C**.

## RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant Outcome and Objectives in the Council's *CityPlan 2030* are:

Outcome 3: Economic Prosperity – A dynamic and thriving centre for business and services.

Outcome 4:

- Objective 1: A diversity of business and services attractive to consumers.
- Objective 5: A local economy supporting and supported by its community.

## FINANCIAL AND BUDGET IMPLICATIONS

Nil

## EXTERNAL ECONOMIC IMPLICATIONS

Support for the proposal to redefine the licensed areas and to vary the extended trading authorisation, may improve the economic viability of the business, which may, in turn, provide some flow-on economic benefit for nearby local businesses.

## SOCIAL ISSUES

The smoker's courtyard is located on the eastern side of the Hotel and is approximately 12 metres from a residential property located at 11 Clifton Street. The smoker's courtyard can only be accessed via the gaming room and is constructed with rendered light weight walls. The courtyard does not have a roof. A solid masonry wall is located on the allotment boundary that separates the hotel car-park from the adjacent residential property.

The rendered walls of the smoker's courtyard and the masonry boundary wall assist in providing some noise attenuation when the courtyard is being utilised. However, the open air nature of the courtyard and the light weight construction of the courtyard walls, means that some level of noise is able to permeate through to the adjacent residential properties.

The level of noise likely to emanate from the courtyard, is considered to be reasonable during the day, when the ambient noise level is higher. However, during the evening and at night time, when the ambient noise levels are much lower, it is considered that noise emanating from the smoker's courtyard would be more noticeable to adjacent and nearby occupiers of residential properties.

The licensing of the smoker's courtyard is likely to encourage patrons to linger within the area rather than to only utilise the area infrequently whilst smoking. This would effectively intensify the use of the smoker's courtyard. Any additional noise emanating from the smoker's courtyard during the late evening period, as a result of licensing the area for the consumption of alcohol, is likely to have an adverse impact on the residential amenity currently enjoyed by adjacent residents.

At the time of writing this report, the Office of the Liquor and Gambling Commissioner had not received any objections from adjacent residents in relation to this Application. However, the Office of the Liquor and Gambling Commissioner has advised that SAPOL have lodged an intervention. This is a common occurrence with Hotel License Applications as representatives of SAPOL generally attend all Hotel call-over conferences. SAPOL's intervention does not necessarily mean that they will object to the Application.

## CULTURAL ISSUES

Nil

## ENVIRONMENTAL ISSUES

Not Applicable.

## RESOURCE ISSUES

Nil

## RISK MANAGEMENT

Not Applicable.

## CONSULTATION

- **Elected Members**  
Not Applicable
- **Community**  
Notification of the proposal to owners and occupiers of land or premises adjacent to the Hotel, is undertaken by the Applicant pursuant to the *Liquor Licensing Act 1997*.
- **Staff**  
General Manager, Urban Planning & Environment  
Manager, Development Assessment
- **Other Agencies**  
Not Applicable

## DISCUSSION

The Application to the Office of the Liquor and Gambling Commissioner, relates specifically to the smoker's courtyard area identified as Area 8 on **Attachment C3**.

Whilst the smoker's courtyard is an approved area within the Hotel, it is not currently included within the existing Licensed Area. The Applicant is therefore seeking to amend the licensed area to include the smoker's courtyard and to align the extended trading authorisation accordingly.

The Applicant is seeking extended trading hours within the smoker's courtyard on Sundays only, from 8.00pm to 10.00pm, which will allow smokers to take alcohol into this area during normal trading hours. The Applicant is not seeking an Entertainment Consent for this area.

The smoker's courtyard area is approximately twelve (12) metres from the nearest residential property to the east. The area is enclosed with light weight rendered walls, although the area is not roofed. A masonry wall is located on the property boundary that separates the Hotel car-park from the adjacent residential property at 11 Clifton Street.

During the day, it is considered unlikely that there will be any significant noise impacts resulting from licensing the smoker's courtyard, due to the ambient noise level experienced throughout the day.

However, during the late evening and throughout the night, it is considered that any intensification of the use of the smoker's courtyard may have an adverse impact on adjacent and nearby residents, due to the reduced ambient noise levels at those times. The proposed licensing of the courtyard is expected to result in a greater number of patrons utilising the smoker's courtyard and it is likely that patrons will spend extended periods of time within the courtyard, if they are able to consume whilst smoking.

As such, it is likely that during the late evening and at night time, adjacent and nearby residents would be subject to a greater level of noise as a result of the proposed licensing of the smoker's courtyard.

## OPTIONS

The Council has the following options in respect to this Application:

- **Option 1**  
The Council could resolve to support the proposal in its current form.

- **Option 2**

The Council could resolve to support the redefinition of the Licensed Areas to include the smoker's courtyard, subject to the imposition of a condition that restricts the licensing of the smoker's courtyard to 8.00pm on any day. This option would include opposing the application for an extended trading authorisation for the smoker's courtyard on Sunday evenings.

- **Option 3**

The Council could resolve to object to the proposal in its entirety, such that alcohol cannot be consumed within the courtyard at any time.

It is recommended that Option 2 be adopted, as it is considered that the proposal is unlikely to have any detrimental additional impact on residential amenity within the locality during the day and early evening. However, during the later evening and into the night time (specifically after 8.00pm), it is considered that as a result of the reduced ambient noise level and the anticipated intensification of the use of the smoker's courtyard as a result of it being licensed, it is likely that the amenity of adjacent residents would be unreasonably compromised.

## CONCLUSION

The proposal for the redefinition of the licensed areas of the Maylands Hotel to include the smoker's courtyard at the eastern side of the building is consistent with the approved land use for the subject land and has been considered in the context of the potential impact on the amenity experienced within the locality. The licensing of the smoker's courtyard during the day and early evening is not expected to result in any additional impacts on adjacent and nearby residents.

However, it is likely that the amenity of the adjacent and nearby residents would be adversely affected by the proposed licensing of the smoker's courtyard during late evenings and into the night, specifically after 8.00pm. This is evidenced by the fact that the ambient noise levels are much lower at those times and the licensing of the courtyard is likely to result in an intensification in its use.

As such, it is recommended that the Council advise the Office of the Liquor and Gambling Commissioner that it does not object to the redefinition of the licensed areas of the Hotel to include Area 8, subject to the imposition of a condition on the licence that restricts the licensing of Area 8 (the smoker's courtyard) to no later than 8.00pm daily.

## COMMENTS

Nil

## RECOMMENDATION

1. That the Office of the Liquor and Gambling Commissioner be advised that the Council does not object to the proposal by Palazzo Property Group Pty Ltd, for the redefinition of the Liquor Licence to include Area 8 (the smoker's courtyard) at the eastern end of the Hotel, subject to the imposition of a condition that restricts the licensing of Area 8 (the smoker's courtyard) to no later than 8.00pm daily.
2. That the Office of the Liquor and Gambling Commissioner be advised that the Council objects to the proposed variation to the extended trading authorisation as set out in the Application letter by Ms Olivia Sapio dated 23 December 2009.
3. That the Applicant be advised of the Council's decision.

**10.12 LIQUOR LICENCE APPLICATION FOR THE MARY MARTIN BOOKSHOP – 134A THE PARADE, NORWOOD**

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**REPORT AUTHOR:** Senior Urban Planner, Development Assessment  
**GENERAL MANAGER:** General Manager, Urban Planning & Environment  
**CONTACT NUMBER:** 8366 4526  
**FILE REFERENCE:** P/15487  
**ATTACHMENTS:** A

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**PURPOSE OF REPORT**

The purpose of this report is to provide for the Council's consideration, a proposal for a Restaurant Licence for the Mary Martin Bookshop and Cafe, located at 134A The Parade, Norwood.

**BACKGROUND**

The Mary Martin Bookshop and Cafe was granted Development Approval on 29 September 2009 (Development Application 155/0532/09). The Development Authorisation included a condition of consent which limits the number of seats within the cafe component of the development to sixty four (64).

The approved hours of operation for the Book Shop and Cafe are set out below:

- Sunday to Wednesday – 8.00am to 6.00pm; and
- Thursday to Saturday – 8.00am to 9.00pm.

A Restaurant Liquor Licence Application has been lodged with the Office of the Liquor and Gambling Commissioner by Burnwick Pty Ltd. In accordance with Section 52 (2) (b) of the Liquor Licensing Act 1997, the Applicant has given the Council notice of the Application and is seeking the Council's comments on the Application.

Staff do not have delegated authority to advise the Office of the Liquor and Gambling Commissioner of the Council's position in respect to new Restaurant Licence Applications. Accordingly, this matter must be considered and determined by the Council.

**PROPOSAL IN DETAIL**

The Applicant is seeking a Restaurant Licence for the Cafe component of the Mary Martin Bookshop in line with the approved hours of operation detailed above.

A Restaurant Licence authorises the consumption of liquor and the sale of liquor for consumption on the premises at any time with or ancillary to a genuine meal. The Liquor Licensing Act 1997 defines a meal as a genuine meal eaten while seated at a table.

The Applicant is also seeking authorisation pursuant to Section 34 (1) (c) of the Act to allow the supply of liquor without a meal.

A copy of the Restaurant Licence Application, a covering letter from the Applicant and the relevant floor area for the licence is attached (**Attachment A**).

**RELEVANT STRATEGIC DIRECTIONS & POLICIES**

The relevant Outcome and Objectives in the Council's *CityPlan 2030* include:

Outcome 3: Economic Prosperity – A dynamic and thriving centre for business and services.

- Objective 1: A diversity of business and services attractive to consumers.
- Objective 5: A local economy supporting and supported by its community.

## FINANCIAL AND BUDGET IMPLICATIONS

Nil

## EXTERNAL ECONOMIC IMPLICATIONS

Support for the proposal to licence the cafe component of the business for the sale of liquor, is likely to improve the economic viability of the business, which may, in turn, provide some flow-on economic benefit for nearby local businesses within the Council area.

## SOCIAL ISSUES

The bookshop is separated from existing residential properties to the south by a large office addition to the former Baptist Church building and a commercial car park. In addition, the bulk of cafe patrons are seated inside the building obviating any potential noise impacts.

The current hours of operation for the bookshop and cafe (8.00am to 6.00pm – Sunday to Wednesday and 8.00am to 9.00pm – Thursday to Saturday) are akin to many businesses within the Norwood District Centre Zone and the granting of a Restaurant Licence is unlikely to have any adverse impacts on existing levels of residential amenity for occupiers of residential properties on Church Avenue. By comparison, the adjacent cafes within the locality are licensed until 12.00am (midnight).

The restrictions included in the current development authorisation, as well as the terms of a Restaurant Licence, will ensure that the venue is not used as a bar facility or other similar use that would involve loud music and noisy behaviour from patrons. It is therefore considered to be unlikely that the granting of a Restaurant Licence would lead to noisy or other antisocial behaviour within the locality.

At the time of writing this report, the Office of the Liquor and Gambling Commissioner had not received any objections in relation to this Application.

## CULTURAL ISSUES

Not applicable.

## ENVIRONMENTAL ISSUES

Not applicable.

## RESOURCE ISSUES

Not applicable.

## RISK MANAGEMENT

Not applicable.

## CONSULTATION

- **Elected Members**  
Not Applicable.
- **Community**  
Notification of the proposal to occupiers of land or premises adjacent to the Hotel is undertaken by the Applicant pursuant to the *Liquor Licensing Act 1997*.

- **Staff**  
General Manager, Urban Planning & Environment  
Manager, Development Assessment
  
- **Other Agencies**  
Not Applicable.

## **DISCUSSION**

The area sought to be licensed is the cafe component of the Mary Martin Bookshop. The cafe is ancillary to the bookshop and cannot be operated by a separate tenant. The cafe incorporates sixty four (64) seats, which are located in two (2) main areas, including the front portion of the building and the outdoor area adjacent to The Parade.

The cafe area does not include entertainment activities and the approved use is not proposed to change, nor is an entertainment licence being sought by the Applicant.

The Applicant has sought approval to supply liquor without a meal. Under the terms of a Restaurant Licence, such an authorisation would allow for a patron to consume liquor while not consuming a meal. However, those patrons would have to remain seated at a table. In other words, the authorisation would not enable the cafe to be operated as a 'bar' type facility, but would provide flexibility to operators to allow the serving of alcohol to patrons without a meal, who are part of a group of diners.

The subject land is located within the District Centre (Norwood) Zone. The locality which is relevant to the consideration of this Application is characterised by a mix of land uses. Land uses on The Parade that are within the locality include restaurants, cafes, shops, offices and the Norwood Hotel. Residential premises are located to the south of the subject land along Church Avenue with the closest residential property being some fifty (50) metres from the bookshop and cafe.

In assessing this Application, consideration must be given to the impacts of the proposal on current levels of residential amenity enjoyed by occupants of residential properties along Church Avenue. In this instance, it is considered that the orientation of the cafe (i.e. on the opposite side of the building to where residential properties are located) will minimise any adverse noise impacts on nearby residential properties.

It should also be noted that the cafe is located within the District Centre Zone and although consideration must be given to the amenity of nearby residential properties, this consideration needs to be balanced against the Objectives of the District Centre (Norwood) Zone, which anticipates a wide range of commercial land uses. It is a generally accepted planning principle that residents who live adjacent non-residential zones should not expect the same level of amenity as residents who live within the heart of a residential zone.

The rationale for this principle is that it is reasonable to expect that noise emissions and traffic and car parking volumes, will be greater at the interface on non-residential and residential zones, than within the heart of a residential zone.

On balance, given the restricted hours of operation for the cafe, the likelihood of the cafe generating adverse noise pollution is considered low.

To ensure that the licence is consistent with the approved land use, if the Council supports the Application, it is recommended that the Commissioner of Liquor and Gambling be requested to impose two (2) conditions to restrict the licensed capacity of the cafe to sixty four (64) patrons and to align the licensed hours to those currently approved by the Development Authorisation for the bookshop and cafe.

## OPTIONS

The Council has the following options in respect to this Application:

- **Option 1**  
The Council could resolve to support the proposal in its current form, with or without conditions.
- **Option 2**  
The Council could resolve to object to the proposal.

It is recommended that Option 1 be adopted, as the proposal is unlikely to result in a loss of amenity for the occupants of nearby residential properties.

## CONCLUSION

The proposal for a Restaurant Liquor Licence at the Mary Martin Bookshop, 134A The Parade, Norwood, is consistent with the approved bookshop and cafe land use for the subject land and has been considered in the context of the potential impact on the amenity experienced within the locality. Subject to the imposition of two (2) suggested conditions, the proposed liquor licence for the cafe component of the business is considered to be reasonable.

It is recommended that the Council advise the Office of the Liquor and Gambling Commissioner that it does not object to the Application.

## COMMENTS

Nil

## RECOMMENDATION

That the Office of the Liquor and Gambling Commissioner be advised that the Council does not object to the proposal by Justin Chadwick, for a liquor licence at the Mary Martin Bookshop, located at 134A The Parade, Norwood, in accordance with the Application details set out in Attachment A to this report and subject to the imposition of the following conditions:

1. The total capacity of the licensed area shall be limited to sixty four (64) persons, in accordance with the Development Authorisation (DA 155/0532/09) for the Mary Martin Bookshop & Cafe.
2. The licensed hours shall be restricted to align with the approved hours of operation for the bookshop and cafe, namely:
  - 8.00am to 6.00pm – Sunday to Wednesday; and
  - 8.00am to 9.00pm – Thursday to Saturday.

## **10.13 2010 ST PETERS FAIR**

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**REPORT AUTHOR:** Manager, Governance & Civic Affairs  
**GENERAL MANAGER:** Not Applicable  
**CONTACT NUMBER:** 83664549  
**FILE REFERENCE:** S/01232  
**ATTACHMENTS:** A

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### **PURPOSE OF REPORT**

The purpose of this report is to provide information to the Council regarding a need to relocate the 2010 St Peters Fair as a result of the Dunstone Grove/Linde Reserve re-development works.

### **BACKGROUND**

The St Peters Fair was introduced by the former St Peters Council as a community event to provide a venue for organisations to market and promote their wares and raise much needed funds. The event has been held annually over the last 25 years.

The Fair was originally held adjacent to the St Peters Town Hall and then later moved to Dunstone Grove/Linde Reserve when the event outgrew the original location.

As a result of the Dunstone Grove/Linde Reserve Re-development works that commenced in February 2010 and are expected to continue for some months, there is a need to consider alternative locations for the 2010 St Peters Fair.

### **RELEVANT STRATEGIC DIRECTIONS & POLICIES**

The relevant Goals contained in CityPlan 2030 are:

*Outcome 1: Social Equity*

*Objectives:*

3. *An engaged and participating community.*
4. *More community life in public spaces.*

### **FINANCIAL AND BUDGET IMPLICATIONS**

Funds for the St Peters Fair have been allocated within the 2009-2010 Budget.

### **EXTERNAL ECONOMIC IMPLICATIONS**

The St Peters Fair provides an opportunity for local organisations to raise funds on the day and raise awareness of the services they provide.

### **SOCIAL ISSUES**

The St Peters Fair is promoted as an inclusive, family event, therefore meeting the Council's aims of encouraging "an engaged and participating community" and attracting "more community life in public spaces".

### **CULTURAL ISSUES**

Nil.

### **ENVIRONMENTAL ISSUES**

All events managed by the Council comply with the Council's Environment Management System (EMS).

## RESOURCE ISSUES

The Council's Events staff co-ordinate and manage the St Peters Fair, with assistance from the Council's Depot Staff, volunteers and local participants.

## RISK MANAGEMENT

Not applicable.

## CONSULTATION

- **Elected Members**  
Nil.
- **Community**  
Nil.
- **Staff**  
Nil.
- **Other Agencies**  
Nil.

## DISCUSSION

The Dunstone Grove/Linde Reserve Re-development works have now commenced and are expected to continue for some months.

The St Peters Fair, scheduled for Saturday 10 April 2010, is usually held at Linde Reserve and whilst in the early stages of planning the Dunstone Grove/Linde Reserve re-development works that the planned works would not interfere with the holding of the 2010 St Peters Fair at the Reserve, this is now not the case. Consequently, there is a need to consider an alternative location for the 2010 St Peters Fair or cancel the event for 2010.

In order to determine a suitable location for the 2010 event, a number of logistical considerations need to be taken into account. These include:

- essential facilities such as toilets and power;
- toilet facilities (toilets could be hired although this would impact on the Budget for the event);
- large enough for stall holders to participate, stage entertainment and children's rides, ie merry-go-round, bumper cars, etc;
- car-parking;
- access for the disabled.

The following reserves are currently being investigated in relation to their suitability in terms of size, parking, facilities, etc as potential locations for the 2010 St Peters Fair:

- Burchell Reserve, (Sixth Avenue, St Peters);
- Cruikshank Reserve, (corner of Clifton & Phillis Street, Maylands);
- Joslin Reserve, (between Third & Fourth Avenues, Joslin);
- Otto Park, and
- Twelftree Reserve, (cnr Richmond & Torrens Streets, College Park).

A map containing the locations of the Parks, Playgrounds and Reserves located within the City is contained within **Attachment A**.

Other parks that have been considered to date have included:

- St Peters River Park - discounted due to accessibility issues;
- Old Mill Reserve – site is too small; and
- Maurice Clayton Reserve – site is too small.

The newly developed Richards Park has been identified as a suitable location, however, the St Peters Fair is scheduled to take place on Saturday 10 April 2010 and the Magill Road event, which is to be held on Magill Road and in Richards Park, is scheduled to take place on Sunday 11 April 2010.

The opportunity to combine the two (2) events was discussed in the initial stages of planning the Magill Road event, however this concept was not supported by the Magill Road Precinct Committee. It is unclear as to why the Magill Road Precinct Committee were not supportive of this concept, other than concern that the combination of the two (2) events may result in reduced attendance. The basis for this conclusion is unclear.

## **OPTIONS**

Essentially the Council has three (3) options in respect to the 2010 St Peters Fair:

- Option One:  
Cancel the 2010 St Peters Fair and re-launch the event at Linde Reserve in 2011.
- Option Two:  
Combine the event with the Magill Road event on Sunday 11 April 2010 at Richards Park.
- Option Three:  
Relocate the 2010 St Peters Fair to a suitable park/reserve within the City as determined by the Council's Events Staff.

## **CONCLUSION**

The advantage of holding St Peters Fair at Linde Reserve is that it is highly visible to passing motorists and the shoppers who visit the Avenues Shopping Centre, which aids to increase attendance at the event on the day.

The re-location of St Peters Fair will result in some adjustments to the event given that a similar sized area and highly visible location similar to that of Linde Reserve is unlikely given the limited open space within the City that meets the criteria.

Notwithstanding this, should the event be relocated in 2010, a targeted letter box delivery to all households within the City, along with the more traditional methods of promoting the event (ie Messenger advertisements, posters at the libraries and posters sent to schools, the Council's website, etc), will be undertaken to maximise the awareness of the event within the local community in order to maximise attendance at the 2010 event and ensure its continued success.

## **COMMENTS**

Should the Council resolve to support the relocation of the 2010 St Peters Fair, Elected Members will be notified of the new location via the Elected Member Weekly Communique.

## **RECOMMENDATION**

1. That the Council receives and notes the report.
2. That the 2010 St Peters Fair be re-located to an alternative site for the 2010 event and that the Council's Events Staff be authorised to determine the most appropriate site in accordance with the requirements of the event.
3. That the Council be advised of the location of the 2010 St Peters Fair via the Elected Member Weekly Communique as soon as the location is determined.

## 10.14 APPOINTMENTS TO THE ADELAIDE FASHION FESTIVAL COMMITTEE

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**REPORT AUTHOR:** Manager, Business & Economic Development  
**GENERAL MANAGER:** Chief Executive Officer  
**CONTACT NUMBER:** 8366 4564  
**FILE REFERENCE:** S/02252  
**ATTACHMENTS:** Nil

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### PURPOSE OF REPORT

The purpose of this report is to make recommendations to the Council regarding the appointment of Members to the Adelaide Fashion Festival Committee.

### BACKGROUND

At its meeting held on 1 February 2010, the Council resolved *That pursuant to Section 41 of the Local Government Act 1999, the Adelaide Fashion Festival Committee be established and that nominations for membership of the Committee be sought.*

Members will recall that the Adelaide Fashion Festival Committee is structured to comprise three (3) Elected Members, three (3) business members of the Norwood Parade Precinct Committee (NPPC), three (3) representatives from the fashion/media industry and a Presiding Member. The Council has appointed Crs Stock, Erichsdotter and Marcuccitti as the Elected Member representatives on the Committee and the NPPC has appointed Ms Ida Tirimacco, Ms Judy Lance and Mr David Pacella as its representatives on the Committee. The Council has also appointed Mayor Robert Bria as Presiding Member.

In accordance with the Council's resolution, nominations for members of the Committee were sought from the fashion/media industry.

### RELEVANT STRATEGIC DIRECTIONS & POLICIES

The relevant objectives in *CityPlan 2030* are:

Objective 3.1: *A diversity of business and services attractive to consumers*

Strategy 1: *Retain and attract small, specialty and family businesses.*

- The Adelaide Fashion Festival aims to provide an affordable and accessible promotional opportunity to all fashion businesses on The Parade, including smaller businesses that may otherwise not be able to afford to be involved in such events.

Strategy 2: *Attract specific businesses to locate in our City.*

- The Adelaide Fashion Festival aims to establish a firm reputation for The Parade as a premier fashion shopping precinct in Adelaide, thereby attracting fashion businesses to the Precinct.

Strategy 3: *Promote the City as a tourist destination.*

- The Adelaide Fashion Festival is intended to grow into a position where it becomes a destination Festival, attracting tourism interest, and positioning the Precinct as a tourist destination.

Objective 3.3: *New enterprises and local employment opportunities*

Strategy 1: *Foster emerging enterprises and industries*

- The Adelaide Fashion Festival aims to be a platform for emerging South Australian fashion designers and businesses to promote and market their activities.

Objective 3.5: *A local economy supporting and supported by its community*

Strategy 4: *Encourage businesses to sponsor local community activities.*

- The Adelaide Fashion Festival provides an opportunity for businesses to sponsor the event at a variety of levels including in-kind sponsorships.

## **FINANCIAL AND BUDGET IMPLICATIONS**

Establishing the Adelaide Fashion Festival Committee does not entail financial or budget implications.

## **EXTERNAL ECONOMIC IMPLICATIONS**

The branding of The Parade as a premier fashion shopping precinct by this City and in particular the Adelaide Fashion Festival is significant and should not be underestimated. It is a real coup for The Parade to be able to host the "*Adelaide Fashion Festival*".

Promoting The Parade's fashion branding is intended to complement and diversify from The Parade's already solid branding as one of Adelaide's premier dining and alfresco café strips and premier mainstreets. Not only is this fashion branding targeted at drawing increased visitors to the precinct but also at attracting fashion businesses to locate and conduct business within the precinct.

The Adelaide Fashion Festival is designed to promote fashion businesses in the precinct, thereby increasing awareness and trade for these and other businesses.

Having a great mix of dining and fashion businesses along with the diversity of other businesses The Parade boasts, undoubtedly strengthens the precinct's tourism attraction potential as one of Adelaide's premier retail, dining and entertainment mainstreets.

Balancing out the mix of fashion and dining businesses on The Parade will improve the prosperity and sustainability of the precinct by being even more attractive to visitors, as well as continuing to complement the Magill Road precinct.

## **SOCIAL ISSUES**

The Adelaide Fashion Festival in Norwood provides an excellent opportunity for The Parade business sector to engage and involve its local community by way of the Parades on Norwood Parade event, which is an event aimed at the general community.

## **CULTURAL ISSUES**

The Adelaide Fashion Festival aims to provide an opportunity for creative expression, particularly through the promotion of young and emerging designer works.

## **ENVIRONMENTAL ISSUES**

Not applicable.

## **RESOURCE ISSUES**

The staging of the Adelaide Fashion Festival has been and continues to be a substantially resource-intensive exercise requiring significant input from Council staff across the organisation. The Festival in its current form also requires the involvement of an external contractor to co-ordinate the fashion management of the *Festival*.

As discussed in previous reports regarding the 2010 Adelaide Fashion Festival, a reasonably significant increase in resources, such as external agencies managing specific functions of the Festival, will need to be engaged to ensure the Festival meets the standards expected of it.

## **RISK MANAGEMENT**

Not applicable.

## CONSULTATION

- **Council Members**

The Council considered this issue at its meeting held on 1 February 2010.

- **Community**

Nil.

- **Staff**

Chief Executive Officer  
Precinct Co-ordinator

- **Other Agencies**

Discussions were held with Tafe SA Marlestone, Keito Events, Look Both Ways Communications, Peartree Marketing and the 2009 BAFF Fashion Director regarding appropriate representatives from the fashion/media industry for the Adelaide Fashion Festival Committee.

## DISCUSSION

Following extensive discussions with various relevant industry professionals, a short list was prepared of candidates who were considered would add significant value to the Adelaide Fashion Festival Committee. Letters were sent to these candidates inviting them to submit an Expression of Interest in membership of the Committee.

Three (3) Expressions of Interest were received by the due date of 25 February 2010 and a further two (2) responded with regret they did not consider themselves to have the time necessary to devote to the Committee. Both commented that they would be keen to be considered next year.

Expressions of Interest in membership of the Adelaide Fashion Festival Committee were received from the following fashion/media representatives:

Ms Angela Wheeler

General Manager – EDC, Adelaide College of the Arts

Ms Wheeler's Expression of Interest reflects her belief that the Adelaide Fashion Festival is "a very strategic and critical event that strengthens and highlights the outstanding talent of emerging designers. It brings together, from my perspective, our highly valued relationships within the Industry and I would like the opportunity to further extend and support the event".

Ms Wheeler has indeed been an excellent supporter of the BAFF in previous years, supporting and facilitating Marlestone Tafe's involvement and attending a number of events at last year's Festival.

Ms Melanie Flintoft

Design Director - Flintoft & Garland Pty Ltd

Ms Flintoft won the 2009 BAFF Best Emerging Designer for her new label Cameo. She designs and manufactures three (3) women's fashion labels targeted at different demographics, some of which are distributed to over 400 stores nationally. Flintoft & Garland Pty Ltd employs seven (7) full time staff, two (2) of whom are based in Indonesia.

Ms Edwina Jordan

Edwina Jordan Fashion Agencies

Ms Jordan has been in the fashion industry for over 20 years, not only as a very successful fashion agent running the agency for over ten years, but also in advertising and marketing.

Edwina Jordan Fashion Agency represents many iconic Australian fashion labels and is the leading Fashion Agency in South Australia and the Northern Territory.

Ms Jordan's Expression of Interest states her belief that her "experience in the industry would greatly benefit your Committee as I have successfully worked for many manufacturers over the years promoting them and their ranges, organising fashion parades, getting them PR coverage and doing a lot of hands on work that is required to promote a new designer".

The three (3) Expressions of Interest received for membership of the Adelaide Fashion Festival provide an excellent mix of educational, design and fashion agency experience and each would undoubtedly add significant expertise and insight to the Committee and the Festival.

### **OPTIONS**

There are three (3) vacancies to be filled on the Adelaide Fashion Festival Committee and the three (3) nominations received are considered to be of an exceptional calibre.

### **CONCLUSION**

Appointment of three (3) representatives from the fashion/media industry to the Adelaide Fashion Festival Committee completes the composition of the Committee. According to the Committee's Terms of Reference, the Committee shall initially meet at least once (1) in every calendar month, with the intention to commence regular meetings in March 2010.

### **COMMENTS**

It is a positive reflection on the Adelaide Fashion Festival that such high calibre industry representatives have expressed interest in becoming members of the Adelaide Fashion Festival Committee.

### **RECOMMENDATION**

That the following fashion/media representatives be appointed to the Adelaide Fashion Festival Committee:

- Ms Angela Wheeler
- Ms Melanie Flintoft; and
- Ms Edwina Jordan.

**11. COMMITTEE MINUTES**

- ST PETERS CHILD CARE CENTRE COMMITTEE

That the minutes of the meeting of the St Peters Child Care Centre Committee held on 8 February 2010 be received and that the resolutions set out therein as recommendations to the Council are adopted as decisions of the Council.

- CULTURAL HERITAGE COMMITTEE

That the minutes of the meetings of the Cultural Heritage Committee held on 8 February 2010 and 23 February 2010 be received and that the resolutions set out therein as recommendations to the Council are adopted as decisions of the Council.

- PUBLIC ART ASSESSMENT PANEL

That the minutes of the meeting of the Public Art Assessment Panel held on 16 February 2010 be received and that the resolutions set out therein as recommendations to the Council are adopted as decisions of the Council.

**12. OTHER BUSINESS**

(Of an urgent nature only)

**13. CONFIDENTIAL REPORTS**

Nil

**14. CLOSURE**