

Special Council Meeting Agenda & Reports

29 May 2018

Our Vision

*A City which values its heritage, cultural diversity,
sense of place and natural environment.*

*A progressive City which is prosperous, sustainable
and socially cohesive, with a strong community spirit.*

City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

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City of
Norwood
Payneham
& St Peters

25 May 2018

To all Members of the Council

NOTICE OF SPECIAL MEETING OF COUNCIL

I wish to advise that pursuant to Sections 83 and 87 of the *Local Government Act 1999*, the next Special Meeting of the Norwood Payneham & St Peters Council, will be held in the Council Chambers, Norwood Town Hall, 175 The Parade, Norwood, on:

Tuesday 29 May 2018, commencing at 7.30pm.

Please advise Tina Zullo on 8366 4545 or email tzullo@npsp.sa.gov.au, if you are unable to attend this meeting or will be late.

Yours faithfully



Mario Barone
CHIEF EXECUTIVE OFFICER

City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

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City of
Norwood
Payneham
& St Peters

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VENUE Council Chambers, Norwood Town Hall

HOUR

PRESENT

Council Members

Staff

APOLOGIES Cr Christel Mex, Cr Mike Stock, Cr John Frogley

ABSENT

1. **CONFIRMATION OF THE MINUTES OF THE SPECIAL COUNCIL MEETING HELD ON 22 MAY 2018**
2. **STAFF REPORTS**

2.1 ADELAIDE INTERNATIONAL YOUTH FILM FESTIVAL (AIYFF)

REPORT AUTHOR: Chief Executive Officer
GENERAL MANAGER: Not Applicable
CONTACT NUMBER: 8366 4539
FILE REFERENCE: S.03292
ATTACHMENTS: A - B

PURPOSE OF REPORT

The purpose of this report is to advise the Council of a proposal to hold the Adelaide International Youth Film Festival (AIYFF) in the City of Norwood Payneham & St Peters and to seek the endorsement of the Council's participation.

BACKGROUND

The inaugural Adelaide International Youth Film Festival was held in the City of Adelaide in 2017.

The philosophy of the Festival is *'to create a platform for dialogue and debate between a culturally diverse youth audience using film and digital storytelling as the catalyst.*

A copy of the AIYFF Prospectus is contained in **Attachment A**.

Based upon this philosophy, the Festival aims to build and inspire critical thinking skills within a youth audience, by stimulating dialogue and debate and an exchange of opinions and ideas across ages and cultures. The AIYFF is the only youth festival of its kind.

Upwards of 6,000 students from around South Australia and Australia are expected to attend the 2018 Festival.

In addition, 100 Chinese students and their families will travel to Adelaide to experience and participate in the AIYFF as guests of the YOLO China which is a private–public partnership between Chinese State owned enterprises and private investors.

YOLO China has established a major China-Australia Cultural Fund and is the principal financier behind a number of AMP Co Studios' (which is based in Edward Street Norwood) major projects, including a \$25 million motion picture set in the Himalayas.

YOLO China were also the principal financiers of the inaugural AIYFF in 2017.

As a result of the success of the 2017 Festival, YOLO China have broadened their support in order to firm up the Festival as the premier youth festival in Australasia and retain its international focus.

In addition to their financial support, YOLO China will be sponsoring 20 Chinese Youth Jury Members to attend the Festival as well as bringing 300-400 Chinese visitors, a business delegation of 30 to 50 business and government officials to Adelaide, to attend the Festival, network and visit the State. This component of YOLO China's sponsorship provides considerable tourism, education and business opportunities which will, if properly utilised, extend beyond the Festival.

Notwithstanding the success of the 2017 Festival, the organisers wish to re-locate the Festival from the Greater Union Cinema complex in Hindley Street (City of Adelaide) to the Hoyts Cinema complex and to The Parade.

In this respect, negotiations have taken place with the owners of Parade Central and Hoyts and agreement has been reached for the Festival to be 'housed' at the Hoyts/Parade Central complex.

In summary, the 2018 AIYFF will feature a gala opening ceremony, exclusive events, curated screenings, Questions & Answers (Q & A) sessions, with high profile identity stars, the premier of an exclusive youth-focussed film initiative, workshops, celebrity ambassadors and a major awards ceremony.

The AIYFF will activate the Parade Central complex and the Norwood Concert Hall and will attract media coverage. In addition, there will be spin-off benefits to The Parade businesses in general in terms of exposure and patronage.

As the AIYFF is proposed to be re-located to a new home in the City of Norwood Payneham & St Peters, the event organisers are seeking to form a strategic partnership with the Council.

A copy of the Strategic Partnership Proposal which has been submitted for the Council's consideration is contained in **Attachment B**.

RELEVANT STRATEGIC DIRECTIONS & POLICIES

The following strategic directions are relevant in the consideration of whether the Council participates in the AIYFF:

CityPlan 2030: Shaping Our Future

Outcome 3 – Economic Prosperity

Objective 4

A leading centre for creative industries.

Strategy 41

Create a business environment that is conducive to retaining and attracting creative industries to our City.

Objective 5

A local economy supporting and supported by its community.

Strategy 5.2

Support opportunities for people to collaborate and interact in business precincts.

Outcome 2 – Cultural Vitality

Objective 1

An artistic, creative, cultural and visually interesting City.

Strategy 1.1

Use the arts to enliven the public realm and create a 'sense of place'.

Strategy 1.2

Provide opportunities and facilities for creative expression for people of all backgrounds, ages and abilities.

Strategy 1.3

Attract and support cultural and creative organisations, businesses and individuals.

FINANCIAL AND BUDGET IMPLICATIONS

The cost for the Council to participate in the 2018 AIYFF as a Strategic Partner is \$35,000 (cash sponsorship).

In respect to funding this contribution from the 2017-2018 Budget, there is sufficient capacity to do so. In this respect, given that the Festival is ostensibly a youth development activity, it is proposed to use the unspent funds (current balance of \$39,000) from the 2017-2018 Youth Development Officer Salary Budget.

The recommendation is worded on the basis of providing cash sponsorship of up to \$35,000, as the final amount could be less than \$35,000.

EXTERNAL ECONOMIC IMPLICATIONS

It is difficult to quantify the magnitude of the economic impact which the AIYFF will have on the City of Norwood Payneham & St Peters, suffice it to say that for a contribution fee of \$35,000 and through the careful organisation of marketing, promotion and networking events, there are many opportunities which will be presented to the community and the many businesses which operate from within the City.

SOCIAL ISSUES

The Council is currently reviewing its Youth Development Strategy with a view to developing new strategies. In recent years, the Council has integrated its Creative Arts Strategy with youth development through the Canvas Youth Arts Program.

The opportunity to partner with the AIYFF provides a number of opportunities for this integration to continue and consolidate.

CULTURAL ISSUES

Participation in the AIYFF as a strategic partner, provides the Council and the community to build upon its rich cultural heritage and history.

ENVIRONMENTAL ISSUES

Nil

RESOURCE ISSUES

The Events Staff will be involved in assisting the organisers of the AIYFF with any logistics, venue hire, etc.

RISK MANAGEMENT

Based upon the organisation and outcomes of the 2017 AIYFF and the proposal which has been submitted, it appears that the event will be well marketed, promoted, organised and managed.

All of the activities which the Council will be involved in will be managed through the Council's Risk Management Framework.

CONSULTATION

- **Elected Members**
Mayor Bria and the Chief Executive Officer have held discussions with the Festival organisers to discuss the proposal and the Council's involvement.
- **Community**
Not Applicable.
- **Staff**
Not Applicable.
- **Other Agencies**
Nil

DISCUSSION

The 2018 AIYFF is scheduled to be held from 22 to 26 August 2018.

To establish a strategic partnership with the Council, the AIYFF organisers wish to work with the Council to establish this City as the new international headquarters of the AIYFF by:

- connecting with the community and offering school students from schools located within the City of Norwood Payneham & St Peters, free access to the AIYFF;
- establishing Screen Talk – a film mentorship opportunity for students;
- marketing and promoting the City of Norwood Payneham & St Peters as the home of the AIYFF; and
- delivering a world-class five day event.

As part of this strategic partnership, the organisers are seeking both cash and in-kind sponsorship from the Council.

The cash contribution being sought from the Council is \$25,000 which comprises \$20,000 for event staging and \$5,000 for establishing and delivering of the Screen Talk Youth Film Initiative.

The in-kind sponsorship which is being sought includes:

- establishing dialogue and connections with local school Principals and students;
- marketing and signage (banners, flags, etc) on The Parade;
- marketing and promotion on the Council's website, Look East and other media, etc.; and
- access to Council-owned and operated venues (ie. Norwood Concert Hall, Don Pyatt Hall, etc).

The staging of the AIYFF in the City of Norwood Payneham & St Peters, will have a number of cultural, economic and community benefits.

In this respect, from an economic development perspective, there are tremendous opportunities to leverage-off the AIYFF in terms of businesses on The Parade participating in the Festival through offering specials, promotion of their products and patronage. If, as estimated, 6000 students participate in the Festival, then there is an opportunity for the family and friends of the participants to visit and spend on The Parade.

In respect to the Chinese delegation, there is a great opportunity for the Council to work with food manufacturers across the City and in particular from Glynde and Stepney and to connect the visitors with the manufacturing businesses.

This could be through organised bus tours, a welcome reception, or both.

In short, staging of the AIYFF in this City, presents a number of excellent opportunities, which if properly co-ordinated, could lead to the establishment of business networks and export opportunities.

It is also understood that there is considerable interest from international visitors in the City's schools. Again, working in partnership with School Principals, valuable networks could be established.

From a community perspective, the AIYFF provides an opportunity for students from schools located within the City to participate in the various AIYFF activities.

From a youth development perspective, the AIYFF fits in well with the Council's Canvas Youth Arts Program.

In this respect, the Council's current Canvas Youth Arts Program involves holding of workshops in 2018-2019 followed by events consisting of an art exhibition and short film festival in 2019-2020.

From a cultural perspective, staging the AIYFF in the City of Norwood Payneham & St Peters, presents an excellent opportunity for cultural exchange as well as promoting the City's rich culture, history and heritage.

OPTIONS

The Council can determine to participate in the AIYFF as a strategic partner as set out in the Strategic Partnership Proposal or it can choose not to.

CONCLUSION

The Council has been offered a tremendous opportunity to be involved in a unique event. The AIFF builds upon the Council's economic development objectives as well as its objectives in the area of creative industries.

The AIYFF offers the Council many opportunities to leverage-off in terms of promotion of this City, its businesses, its lifestyle, its many food manufacturers and its many creative industries.

COMMENTS

Nil

RECOMMENDATION

1. That the organisers of the Adelaide International Youth Film Festival be advised that this Council welcomes the Festival to the City of Norwood Payneham & St Peters and agrees to the 2018 Festival being held in the City of Norwood Payneham & St Peters from 22 August 2018 to 26 August 2018, on the basis of the Strategic Partnership Proposal which has been submitted by the Festival organisers.
2. That as part of the Strategic Partnership, the cash sponsorship fee (up to fee) of \$35,000, be approved.
3. The Council notes that Council-owned venues such as the Norwood Concert Hall, Don Pyatt Hall and the Mayors' Parlour, will be made available for use during the AIYFF at no cost and this forms part of the Council's 'in-kind' sponsorship.
4. That Council notes that Council staff will pursue opportunities to network and promote local businesses from The Parade and from across the City (ie. Glynde and Stepney food manufacturers) as part of the AIYFF.
5. The Council notes that, if requested, a welcome reception for visiting officials and dignitaries will be hosted by the Council as part of its Strategic Partnership with the AIYFF.
6. The Council notes that local School Principals will be contacted and invited to participate in the AIYFF, including priority bookings at the AIYFF events and free standard tickets for school students under 18 years of age.
7. That the Mayor and Chief Executive Officer be authorised to sign and seal any documents associated with the Council's participation in the Adelaide International Youth Film Festival.

Attachment A

Adelaide International Youth Film Festival (AIYFF)

City of Norwood Payneham & St Peters
175 The Parade, Norwood SA 5067

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City of
**Norwood
Payneham
& St Peters**

ADELAIDE INTERNATIONAL
YOUTH FILM FESTIVAL
exchanging opinions and ideas through film



RAISING
YOUNG
VOICES.



22-26
AUG
2018

• ADELAIDE •

aiyff.com.au #aiyff2018

b. Mario Andreacchio/AMPCO Studios

Mario Andreacchio is an internationally acclaimed Emmy Award-winning filmmaker, whose company Ampco Studios is based in Edward Street, Norwood. In addition to a list of award winning international movies, Mario and AMPCO Studios produced the first major motion picture between Australia and China under the film treaty that was established between the two countries. With an emphasis on developing young adult and family entertainment, Mario also continues to engage with young people on a broader level by teaching masterclasses, acting as a mentor, and via his association with the Giffoni Film Festival (the largest youth film festival in the world). Mario is Chairman of AIYFF, and AMPCO Studios is a proud sponsor of the festival, contributing extensive resources from its experience and relationships.

c. YOLO China

YOLO China is a large organisation with 16 subsidiaries (Yolo Media, Yolo Education, Yolo Technology, Yolo Food, etc.) and is a private-public partnership between Chinese State Owned Enterprises and private investors.

YOLO China has established a major China-Australia Culture Fund and is the principal financier behind a number of AMPCO Studios' major projects, including a \$25m Motion Picture set in the Himalayas that is currently being cast.

YOLO China were the principal financiers of the inaugural AIYFF in September 2017.

After the success of the first event, they have broadened their support to cement the festival as the premiere youth film festival in Australasia and retain its international focus. In addition to their financial support, YOLO China will be sponsoring 20 Chinese Youth Jury members to attend the festival, as well as bringing 300-400 Chinese visitors and a business delegation of 30-50 business and government officials to Adelaide to attend the festival, network and enjoy the state. This additional element to YOLO China's sponsorship provides considerable tourism, education and business opportunities that extend beyond the festival.

d. Chloe Gardner, Artistic Director

After many years working as an actress, production manager and drama teacher, in 2010 Chloe Gardner combined her passion for performance and film with her love of teaching and founded Kids Camera Action, a unique film school for kids. Since then she has taught thousands of kids the art of storytelling through film, and KCA has grown to be the largest film school for kids in Australia. She was the founder of the Adelaide Kids Film Festival, which ran from 2011 to 2016, and she has produced two award-winning short films. She has received a Helpman Grant to study in New York, been invited to international film festivals including the Giffoni Film Festival and the Berlinale, and in 2016 she was awarded a Winnovation Award for her contribution to the youth arts sector.

e. About Adelaide International Youth Film Festival

Festival philosophy:

To create a platform for dialogue and debate between a culturally diverse youth audience using film and digital storytelling as the catalyst.

Festival vision:

To become a major event in the global cinema calendar as the premiere youth film festival in the Asian and Australasian regions.

Festival goals:

- Create a unique opportunity for young people from around the world to come together and discuss and debate issues and topics that directly affect them, using film as the conversation starter.

- Create an unforgettable experience for our youth audience that will help them build critical thinking skills and connect them with their peers locally and from around the globe.
- Deliver a high-quality, dynamic, world class event especially for a youth audience.
- Establish and nurture long term partnerships with our stakeholders.
- Continue to build confidence in the AIYFF profile and brand in Australia, China and Australasian region.

Festival target audience:

1. High school children aged 12-18 years
2. Primary school children aged 5-12 years
3. Parents/caregivers/teachers of school aged children
4. Young adults 18+

Festival at a glance:

- AIYFF aims to build and inspire critical thinking skills in a youth audience by stimulating dialogue and debate and an exchange of opinions and ideas across ages and diverse cultures
- AIYFF's dialogue and debate focused model makes it unique to other film festivals, and the only youth festival of its kind in the Southern Hemisphere.
- The AIYFF program features award-winning films made by professional filmmakers from around the world especially for youth audiences.
- In addition AIYFF presents a curated selection of the best submissions from hundreds of student filmmakers from around the world.
- Hundreds of submissions are received from over 20 countries, including from USA, Canada, Spain, Germany, and Russia.
- 40 international and national invited youth jury members are being hosted by AIYFF in 2018, including from China, Italy, and NZ. The invited youth jury votes on the films that best represent the festival's theme and philosophy.
- The 2018 AIYFF theme is **YOU. ME. DISCUSS. Raising Young Voices.**
- Upwards of 6000 primary, middle and high school kids from around SA and Australia are expected to attend in 2018.
- 100 Chinese students and their families and a business delegation of government and private investors are also travelling to Adelaide in 2018 to experience AIYFF and the state as guests of our partners Yolo China.

Features & highlights:

Ambassadors & Celebrities

In 2018 AIYFF will introduce a number of new festival ambassadors, including a soon-to-be announced high-profile international film star and a number of internationally recognised and award-winning local talent including filmmakers, directors and actors alongside longtime festival supporters such as the Lord Mayor. MCs and special guests will include Youtube Bloggers, ABC Me and Totally Wild presenters.

Youth Jury

As a unique twist on the traditional method of voting used by most film festivals, AIYFF invites a select group of youth from around Australia and the world to attend the festival and act as jurors. Members of the Youth Jury attend the whole festival as VIPs, lead debates and discussions around the topics, vote on the films they feel best reflect the festival's themes and philosophy, and participate in the gala events. Being part of the Youth Jury is a unique experience which allows them to immerse themselves in the festival and provides a life-changing cultural exchange. In 2018, 40 Youth Jury members will be attending from China, Italy, NZ, the US and all around Australia.

Opening Ceremony - Wednesday

Hundreds of kids, roving entertainment, a red carpet for celebrities and international jury members, exclusive screenings, and much more, the opening ceremony is going to start the festival off with a bang. Featuring our high-profile international film star, the Lord Mayor and the Premier as special guests, 100 Chinese students and their families and our contingent of high profile Chinese business investors and stakeholders, tickets to the opening are going to go like hot cakes!

Screenings, Q&As & Panel Sessions

The aim of each carefully curated screening is to incite debate and discussion amongst our youth audience. Each screening session is programmed around a theme or topic, and is followed by a student-led discussion and/or debate. Every audience member also gets to act as the jury for their session, and can vote on whether the film and the debate achieved its goal. A number of the filmmakers, actors, directors and producers of the films will also be on hand at some sessions to debate and discuss the audience's reactions to their storytelling.

Debates

This year we will also be holding a number of curated debates, both blind and planned, which will be hosted by guests including YouTube Stars, ABC ME presenters, Totally Wild Presenters, and other industry professionals. Schools will be invited to contribute a student debate team to these fun, friendly events.

Closing Awards - Sunday

After a fun-filled five days, the winners of the youth-voted awards will be announced at a special ceremony. Featuring live entertainment, celebrity guests, VIP guests and our youth jury this will be a fun way to celebrate the end of a successful festival.



Attachment B

Adelaide International Youth Film Festival (AIYFF)

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Strategic Partnership Proposal

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INTRODUCTION

Adelaide International Youth Film Festival (AIYFF) welcomes a strategic partnership between the festival and the City of Norwood Payneham & St Peters which would see this dynamic, youth-focused international event move from the Adelaide CBD to a new home in the Norwood Central precinct.

In its new location in the Hoyts Plaza, the festival will bring thousands of students and families to the centre of Norwood over the course of five days, including up to 6000 students from around the country and state, 40 youth jury members from around the world, 100 visiting Chinese students and their families (approx. 300 people), a delegation of 30-50 Chinese government and business investors, as well as a contingent of celebrity ambassadors, filmmakers and creators.

Featuring a gala opening ceremony, exclusive VIP events, curated screenings and Q&A sessions with high profile industry stars, the premiere of an exclusive youth-focused film initiative, virtual reality and special effects workshops, celebrity ambassadors, a major award ceremony and much more, the festival will activate the cinema, the plaza and the Town Hall area in a number of ways, creating theatre and fun and attracting statewide and international media coverage to Norwood and a broad range of community engagement.

AIYFF would like to work together with the City of Norwood, Payneham and St Peters to help establish Norwood as the new international headquarters of what we believe will be the premier youth film festival of Australasia by:

- connecting with the local community and offering district school students free access
- establishing Screen Talk, a film mentorship opportunity for students
- communicating and marketing its new CBD fringe location,
- and delivering a world-class five day event.

PROPOSAL

AIYFF are seeking from the City of Norwood, Payneham and St Peters a combination of cash sponsorship (\$35,000) and in-kind support to facilitate the following:

Cash contribution for:

- Event staging, management, venue hire, event relocation & event delivery
- Establishing and delivering the Screen Talk Youth Film Initiative
- Marketing and communications (state, interstate, international)

In-Kind Support:

- Connecting with local school principals and students
- Outdoor Marketing and Signage: banners / flags / outdoor advertisements
- Marketing & promotion through council networks
- Access to council venues (if required) and council permits (e.g. George St closure/ bus access).

Item	NPSP Ask	Plus AIYFF Contribution	TOTAL
Event Staging, Management, Venue Hire, Relocation & Delivery	\$20,000	\$45,000	\$65,000
Screen Talk Youth Film Initiative	\$15,000	\$25,000	\$40,000
TOTALS	\$35,000	\$85,000	\$115,000

OVERVIEW

Event staging, management, venue hire, event relocation & delivery

Moving the festival venue to the Norwood precinct opens up many exciting opportunities for space activation including along George Street, the Town Hall, and inside Hoyts Plaza and a contribution from NPSP will be used to ensure these opportunities are leveraged and any additional costs are covered. It will also provide coverage for additional venue hire costs associated with the use of the Hoyts Cinemas (*currently estimated at \$26,000*), and in conjunction with AIYFF's contribution, will ensure the design, development and production of the festival will meet a world-class standard. AIYFF have engaged a professional event management company to work in conjunction with the management committee to ensure the expected level of sophistication for this event is achieved.

Establishing and delivering the Screen Talk Youth Film Initiative

To complement the youth focused initiatives already being delivered by NPSP as part of the Canvas Youth Arts Project, AIYFF proposes to establish and deliver for the council Screen Talk, a film making mentorship for secondary students focused on expressing bold ideas through the medium of screen storytelling. Aimed at students with something important to say - whether on a subject that directly affects them, or one that involves the wider, international community - this initiative will see two students selected to be guided by experienced film professionals, including special sessions with Emmy Award-winning film maker Mario Andreacchio, to turn their idea into a storyline that can be shared through the screen. Each student will then be paired with experienced industry film makers who will guide them to develop their script and produce a short film. The completed film will be premiered at the festival in August and then be the catalyst for a debate.

BENEFITS TO THE CITY OF NORWOOD, PAYNEHAM AND ST PETERS

As major strategic partners, AIYFF will provide the City of Norwood, Payneham and St Peters and its community members with:

INTERNATIONAL IMPACT

The festival is on its way to being the premiere youth film festival in the Asian and Australasian regions. As a major partner, the City of Norwood, Payneham and St Peters will be recognised as the home of the festival in a wide range of local, national and international marketing and promotional activities, and will welcome not only a broad youth audience, but a large number of international guests. NPSP will be included in the targeted national and international campaigns and activations in the lead up to, during and after the festival, including those running via our international and government stakeholders such as an AIYFF promotional film being played at the Shanghai Film Festival in June through our partnership with DFAT, and inclusion in our partner YOLO China's extensive promotional activities (for example via a network of 40,000 screens across the country and their WeChat channel with 40 million subscribers).

LOCAL ACTIVATION

Partnering with AIYFF provides the City of Norwood, Payneham and St Peters with a high-quality community event, which fills a gap in the council's community calendar and activates The Parade central precinct during the winter months (late August). It also aligns with NPSP's commitment to creative partnerships and developing family and youth friendly spaces year-round.

HIGH QUALITY YOUTH PROGRAMMING

The high quality youth focused programming of AIYFF aligns directly with the council's existing youth development principles and will add value and depth to the council's current

3. CONFIDENTIAL REPORTS

3.1 TENDER SELECTION - PAYNEHAM MEMORIAL SWIMMING CENTRE MAIN POOL - FILTERED WATER PIPEWORK REPLACEMENT

RECOMMENDATION 1

That pursuant to Section 90(2) and (3) of the Local Government Act, 1999 the Council orders that the public, with the exception of the Council staff present, be excluded from the meeting on the basis that the Council will receive, discuss and consider:

(k) Tenders for the supply of goods, the provision of services or the carrying out of works;

and the Council is satisfied that, the principle that the meeting should be conducted in a place open to the public, has been outweighed by the need to keep the receipt/discussion/consideration of the information confidential.

RECOMMENDATION 2

Under Section 91(7) and (9) of the Local Government Act 1999 the Council orders that the report and discussion be kept confidential for a period not exceeding 12 months, after which time the order will be reviewed.

Under Section 91(7) and (9) of the Local Government Act 1999 the Council orders that the minutes be kept confidential until the contract has been entered into by all parties to the contract.

4. CLOSURE