

Reports of the Community Services Committee Meeting held at 5.30pm on Tuesday, 14 April 2015.

APOLOGIES

ACKNOWLEDGEMENT OF LAND

DECLARATIONS OF INTEREST

Pecuniary Interests

Non Pecuniary – Significant Interests

Non Pecuniary – Less than Significant Interests

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Minutes of the Community Services Committee held on 14 April 2015

Present

- Councillor T Rowell (Chairperson)
- Councillor G Brticevic
- Councillor D Lound
- Councillor M Oates
- Councillor R Thompson
- Acting General Manager - Mrs L Deitz
- Acting Director Community Services - Mrs J Uluibau
- Director Planning and Environment - Mr J Lawrence
- Manager Communications and Marketing - Mrs B Naylor
- Manager Community Resources and Development - Mr B McCausland
- Manager Cultural Services - Mr M Dagostino
- Acting Customer Service Coordinator - Ms C White
- Acting Manager Education and Care Services - Ms G Vickers
- Manager Healthy Lifestyles - Mr M Berriman
- Manager Library Services - Mr G White
- Manager Technical Services - Mr K Lynch
- Policy and Governance Coordinator - Ms J Warner
- Executive Assistant - Mrs D Taylor

Apologies (Rowell/Thompson)

That the apologies from Councillors Matheson and Glynn be received and accepted.

CARRIED

Acknowledgement of Land

An Acknowledgement of Land was presented by the Chairperson Councillor Rowell.

DECLARATIONS OF INTEREST

There were no Declarations of Interest at this meeting.

1. COMMUNICATIONS AND MARKETING

1.1 Macarthur Regional Tourism Strategy 2012-2015

Reporting Officer

Manager Communications and Marketing

Attachments

Macarthur Regional Tourism Strategy 2012–2015 and Action Plan Implementation (contained within this report)

Purpose

To provide a final update on the Macarthur Regional Tourism Strategy and Action Plan Implementation 2012–2015.

History

Council adopted the Macarthur Regional Tourism Strategy and Action Plan 2012-2015 at its meeting on 6 March 2012. Annual milestone reports have been submitted to Council each year.

Report

The Macarthur Regional Tourism Strategy 2012–2015 was a collaboration between Campbelltown City Council and Camden Council. The plan provided guidance for the direction of tourism within Macarthur with both short term and longer term goals. All of the actions outlined in the plan worked towards the achievement of the following vision for the region:

That the Macarthur region is a well-recognised and well regarded tourism region offering a diverse range of experiences. It is our aim to build on Macarthur's existing tourism assets and improve the visitor experience.

The strategy, which continued to build upon the successful actions and projects in the Macarthur Regional Tourism Strategy 2008–2011, implemented actions encompassing four key strategic themes:

- Tourism product development and partnerships
 - Marketing and promotion
 - Industry support
 - Visitor servicing.
-

Highlights achieved since the strategy was adopted in 2012 include:

- The region hosted 27 travel journalists and editors, from a range of newspapers and publications, on familiarisation tours of Macarthur
- Sydney Weekender filmed four individual segments, plus an entire episode on the Macarthur region. The episode, which aired in October 2013, was the highest rating episode for the year
- Development of the Visit Macarthur Facebook page - through active engagement and the implementation of the Macarthur Social Media Marketing Strategy, interaction and page likes have increased to 7800 (February 2015 figure) during the three year period
- Development of a new tourism website for Macarthur, www.macarthur.com.au, which went live in February 2013. Between February 2013 and December 2014, the site had been visited by more than 130,000 users, viewing more than 438,500 pages
- Development of a What's On in Macarthur monthly e-newsletter in December 2012, with a current database of more than 1085 subscribers.

The Macarthur Regional Tourism Strategy and Action Plan 2012–2015 played an essential role in increasing the destination profile of the region. It is anticipated that a Macarthur Tourism Strategy and Action Plan 2015–2020 will be presented to Council early next financial year.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Lound/Brticevic)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

ATTACHMENT 1



MACARTHUR

Regional Tourism Strategy

2012 - 2015

*A joint project between Camden Council
and Campbelltown City Council*



Foreword

Tourism is an important contributor to Australia's economy. It helps to generate substantial investment and jobs. It also adds to our cultural and recreational experiences.

The Macarthur region, comprising the townships of Camden and Campbelltown, located in Sydney's south-west, benefits from tourism activity. Tourism directly supports many small businesses and has a strong multiplier effect on other sectors of our economy such as business services, sport and recreation and retail. In addition, it provides a 'window' for people outside of Macarthur to view our area as a place to visit and explore further. In time visitors may choose to live, work and invest in Macarthur. Tourism also builds community pride and a sense of ownership among local people.

Both Camden Council and Campbelltown City Council have supported tourism for many years. Council's role in supporting tourism includes visitor servicing (eg resourcing the Camden and Campbelltown Visitor Information Centres), implementing promotional media and marketing activities, supporting local events that will potentially attract visitors to the region, establishing new partnerships, helping new tourism product to be established, as well as building and promoting Macarthur's tourism assets. Additionally, both Councils work to develop strong relationships with the travel writing media to generate positive media coverage.

Council's Tourism Officers work closely with local tourism businesses by providing access to networking and professional development initiatives. These help businesses to stay informed, be innovative and educate their staff to provide visitors with high quality experiences.

In summary, the Macarthur Tourism Strategy 2012 – 2015 provides guidance for the future direction of tourism within Macarthur with both short term and longer term goals. Drawing on the broader region, it emphasises developing new tourism experiences, involving local people in tourism product development and facilitating stronger relationships between Council and the local tourism industry. It also aims to raise the profile of Macarthur as a quality repeat visitor destination and further develop the key tourism market segments.

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Introduction

The Macarthur Tourism Strategy and Action Plan 2012 – 2015 is a result of Camden Council and Campbelltown City Council's need to update, refine and enhance the previous strategy to ensure the region's tourism industry continually thrives in a rapidly evolving environment. Its development has been guided by:

- a review of the previous Macarthur Tourism Strategy and Action Plan 2008 – 2011
- current key trends in the tourism industry
- research of related documentation
- input and feedback from local tourism operators
- feedback from visitors and tour coordinators.

Building on the previous strategy, the 2012 – 2015 strategy is designed to provide focus and direction to ensure tourism continues to develop during the next three years. A number of strategic themes are presented in the strategy, which provide achievable, realistic and practical actions.

Vision

All of the actions outlined in the Macarthur Tourism Strategy and Action Plan 2012 - 2015 will work towards the achievement of the following vision for the region:

That the Macarthur region is a well recognised and well regarded tourism region offering a diverse range of experiences. It is our aim to build on Macarthur's existing tourism assets and improve the visitor experience.

Target Markets

The Macarthur Tourism Strategy and Action Plan aims to target a number of key tourism markets including:

- the Visiting Friends and Relatives (VFR) market
- the Greater Sydney market
- the Seniors / over 55s market
- families / holiday makers
- special interest groups including school groups, seniors groups and the corporate incentive market.

Strategy Themes

This strategy has a number of themes, each with their individual set of outcomes. The themes encompass:

- tourism product development and partnerships
 - marketing and promotion
 - industry support
 - visitor servicing.
-

What is Tourism?

Tourism incorporates activities that bring people into an area they don't normally reside in for a period of time. This brings in 'new money' to a local economy. The World Tourism Organisation defines tourists as people who "travel to and stay in places outside their usual environment for more than 24 hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited."¹

Tourism can be found in activities including:

- food and wine - dining
- accommodation
- shopping
- attractions
- sports and recreational activities
- art and cultural activities
- community or special events and festivals
- visiting for business purposes
- visiting friends and relatives (VFR)
- appreciating local flora and fauna and enjoying the outdoors
- education (eg school groups, visits to Macarthur's education institutions etc).

Tourism also includes people who visit a destination for less than 24 hours for the aforementioned purposes, such as daytrips.

The Macarthur region has some significant tourism drawcards including:

- close proximity to Sydney CBD and airport / coast / Blue Mountains / Southern Highlands
 - major attractions including Campbelltown Arts Centre, The Australian Botanic Garden, Mount Annan and Camden Airport's aviation experiences
 - adventure based activities such as horse riding, aviation and paintball
 - a major annual events calendar including food and wine festivals, Camden Park House Open Weekend, Campbelltown Challenge Walk, Enduro Trail Races, Festival of Fisher's Ghost, Farm Sunday at Belgenny Farm and New Year's Eve
 - quality and good value for money accommodation facilities.
-

**Strengths, Weaknesses, Opportunities and Threats (SWOT)
 of the Macarthur region**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Proximity to key markets, especially Greater Sydney. ▪ Variety of experiences within a rural setting. ▪ Good access to major road and rail networks (Hume Highway/M5, M7, countrylink and cityrail trains). ▪ Central location as a base for other important tourism regions (eg Blue Mountains, Southern Highlands, Sydney and Wollongong). ▪ A number of significant heritage sites. ▪ A range of sporting and shopping facilities. ▪ The Australian Botanic Garden – free entry. ▪ Campbelltown Arts Centre – major regional gallery with a significant exhibition and performance program. ▪ Rydges and Quest, Campbelltown – new 4½ star properties. Appealing to the corporate market. ▪ The Cube – continue to attract entertainment and major conferences. ▪ Camden township – retains its historic village style and café culture. ▪ Campbelltown township – cultural diversity, ethnic food stores and restaurants. ▪ Open space – Campbelltown bordered by the Georges River Nature Reserve and Camden surrounded by a rural setting. <p>These strengths have been considered when developing marketing initiatives in the action plan.</p>	<ul style="list-style-type: none"> ▪ Perceptions and negative image of the region. ▪ Lack of public transport beyond train stations. ▪ Lack of tourism welcome signage on key highways. ▪ Relatively small number of significant attractions. ▪ Lack of access to some key attractions for independent travellers (eg Belgenny Farm which is not open to the public). ▪ Lack of operators not following branding guidelines on promotional material and websites. ▪ Proximity – too close to Sydney for overnight stays. ▪ Some businesses looking tired and run down and lack funding to make improvements. ▪ Size, location and staffing of Camden Visitor Information Centre. <p>Many of these weaknesses can be addressed through public relations activities and destination marketing and resolved with strategies/actions outlined in this plan.</p>

OPPORTUNITIES	THREATS
<ul style="list-style-type: none">▪ Increase signage on the M5/Hume Highway to capture passing traffic.▪ Continue to increase the level of industry working together:<ul style="list-style-type: none">- active network/association- further collaboration and packaging- workshops, education, training.▪ To finalise the formation of a local tourism association/network.▪ Regional Visitor Centre located at The Australian Botanic Garden, Mount Annan.▪ Online booking facility on www.macarthur.com.au to facilitate accommodation and group tour bookings (once a regional VIC is established).▪ Development of downloadable smart phone applications to help promote tourism in Macarthur.▪ Greater utilisation of Dharawal National Park and Georges River Nature Reserve for tourism activity.▪ Further promotion of the multicultural venues, eateries and tours in Campbelltown town centre.▪ To attract further tourism oriented public events.▪ Potential to capture more of the Visiting Friends and Relatives Market which should grow based on an increasing local residential population.▪ Increase public access to significant heritage sites.	<ul style="list-style-type: none">▪ Downturn in the economy – reducing disposable income used for travelling and day trips.▪ Urbanisation compromising rural / scenic feel to the region.▪ Competition from nearby regions / destinations.▪ Lack of support from Destination NSW to be recognised as a region on www.sydney.com

Themes

Theme 1: Tourism Product Development and Partnerships

Improved tourism product development and increased partnerships are vital for Macarthur's tourism future.

In order to appeal to a broad market, the products and experiences available within the Macarthur region need to adapt to the needs of these broader markets. While the traditional seniors market is happy to visit and observe, the younger age group markets are more likely to want to actively engage. They want unique, memorable experiences that they can participate in. They also want information and interpretation and the opportunity to actively participate where possible.

It is important to be able to increase and improve local tourism experiences by exploring non-traditional products and encouraging the bundling of tourism experiences to create a wider variety of things to see and do.

Desired outcomes:

- new or enhanced product to offer visitors
- increased packaging and bundling of activities and services to create a value-add for visitor (such as accommodation and dining)
- increased and active positive participation of local businesses in tourism
- increased engagement with key stakeholders
- improved infrastructure, signage and accessibility.

Theme 2: Marketing and Promotion

Marketing and promotion are key elements of tourism development. Marketing tells a story about what the visitor will experience once they arrive in the Macarthur region.

Information technology (eg internet) is a critical tool to help prospective and repeat visitors to make choices about their tourism experiences, and is increasingly replacing the traditional brochure.

Innovative and creative marketing solutions are important. An active public relations campaign is recommended as the most cost effective means of raising awareness and desire to travel to the region.

A review of current and planned marketing activities being undertaken indicate that budgets are being well utilised and the appropriate markets are being targeted through destination advertising and by attending targeted trade shows.

It is also important to engage local residents in the promotion of the region. Marketing activities promoting things to do "in your own backyard" create a sense of community pride, therefore expanding opportunities for positive exposure.

Desired outcomes:

- increased awareness and demand for Macarthur experiences
- increased and repeat visitation
- increased profile of Macarthur as a tourist destination
- increased sense of community pride in the region
- positive publicity and exposure.

Theme 3: Industry Support

There are many players involved with advancing tourism within NSW. It is important at a local level to have in place leaders that can advocate for small, local operators and be the driving force behind the operator network.

Council's support of tourism will continue to strengthen Macarthur as a visitor destination and foster an active, progressive and collaborative tourism industry for the region.

When local operators work together, they can achieve common objectives by pooling resources and contributing to the advancement of Macarthur's tourism assets.

Desired outcomes:

- the Macarthur region is represented at networks and partnerships including Destination NSW (formerly Tourism NSW) and Greater Sydney Tourism
- tourism operators working collaboratively for the benefit of the region and each other
- calendar of industry development opportunities, supported and attended by operators
- indirect tourism businesses become a part of the wider industry and educated about the benefits of tourism.

Theme 4: Visitor Servicing

Support for the Macarthur region's accredited Visitor Information Centres (VICs) is important, as they provide valuable services to both the community and the local tourism industry. A significant number of visitors to the VICs are locals asking for local things to see and do, as well as local services.

The role of a VIC is to influence visitors to stay in the region longer than originally planned, increasing local expenditure, enriching a visitors' experience through talking to passionate VIC staff and volunteers, and referring visitors on to local businesses.

There is the potential to improve the VICs in the Macarthur region via the establishment of a Regional Visitor Information Centre at The Australian Botanic Garden, Mount Annan.

Desired outcomes:

- a regional VIC established at The Australian Botanic Garden, Mount Annan
- capitalising on the increasing number of visitors to the Garden, resulting in increased visitation to the proposed regional VIC
- continue to meet and exceed visitor expectations via quality customer service and provision of comprehensive information and services.

Actions

Theme 1: Tourism Product Development and Partnerships

ACTIONS
▪ Support and encourage existing, new and potential tourism businesses in the region.
▪ Work with industry to expand on tourism experiences available in Macarthur.
▪ Encourage operators to network and link their products/experiences (eg packaging and bundling).
▪ Continue to encourage operators to use the Macarthur tourism brand on all marketing collateral and promotions.
▪ Explore potential nature based tourism opportunities within the Dharawal National Park.
▪ Continue to investigate tourism potential within the Georges River Nature Reserve.
▪ Explore possible potential tourism opportunities should the cycle link through The Australian Botanic Gardens, Mount Annan be established.
▪ Explore the possibility of local historical societies implementing a program of regular heritage walking tours in the town centres.
▪ Continue to support and promote cultural and community events to increase visitation to Macarthur.
▪ Investigate avenues to incorporate/support new events in the Macarthur region to increase visitation.
▪ Grow the TASTE Macarthur Week program to become a bi-annual program held in conjunction with Macarthur's food and wine festivals.
▪ Support operators in the development of cooperative marketing activities through the network.
▪ Support operators in the development of a Macarthur touring map.
▪ Investigate opportunities to encourage investment in tourism business and infrastructure.
▪ Continue to monitor what other developing regions are doing and what product successes they having. Emulate these.
▪ Investigate the suitability of interactive smart phone applications to enhance visitor experiences.

Theme 2: Marketing and Promotion

ACTIONS
<ul style="list-style-type: none"> ▪ Continue with the implementation of an annual public relations campaign.
<ul style="list-style-type: none"> ▪ Aim to distribute one press release per week, featuring a positive story about the region and attractions, to media travel editors.
<ul style="list-style-type: none"> ▪ In conjunction with key operators, conduct familiarisation tours showcasing the region's diverse tourism offerings.
<ul style="list-style-type: none"> ▪ Target lifestyle and TV shows to film segments within the region. Encourage TV news crews to attend and cover local events.
<ul style="list-style-type: none"> ▪ Continue to encourage operators within the region to utilise the Macarthur tourism logo on all of their marketing collateral.
<ul style="list-style-type: none"> ▪ Explore the possibility of visitor signage at train and bus interchanges.
<ul style="list-style-type: none"> ▪ Continue to explore the possibility of welcome signage along the M5/Hume Highway.
<ul style="list-style-type: none"> ▪ Attend travel and lifestyle trade shows in the key markets of Canberra and Sydney. Recommended: Sydney Lifestyle and Retirement Expo, Canberra Spring Home and Leisure Expo, Sydney Adventure Travel and Backpackers Expo.
<ul style="list-style-type: none"> ▪ Attend relevant wedding expos. Recommended: Western Sydney Bridal Expo.
<ul style="list-style-type: none"> ▪ Attend expos targeting the group travel market. Recommended: Trade Travel
<ul style="list-style-type: none"> ▪ Attend trade shows targeting the conference and incentive market. Recommended: RSVP.
<ul style="list-style-type: none"> ▪ Review and update all destination marketing collateral and publications as required including, but not limited to, the: <ul style="list-style-type: none"> - Regional Visitor Guide - Group Tour Ideas Kit - School Excursion Ideas Kit - Cartoscope Map - Macarthur Top Attractions Brochure - Heritage Directory.
<ul style="list-style-type: none"> ▪ Advertise in key markets using a variety of different media outlets including regional television, newspapers and online campaigns.
<ul style="list-style-type: none"> ▪ Generate publicity through competitions with radio stations and suburban newspapers by offering supplier donated prizes (eg weekend package for two with activities and dining included).
<ul style="list-style-type: none"> ▪ Continue to focus marketing efforts on 'must see, must do' experiences.
<ul style="list-style-type: none"> ▪ Ensure the tourism photo library contains images that are current, fresh and engaging. Distribute upon request (eg media enquiries, Destination NSW etc).
<ul style="list-style-type: none"> ▪ Regularly review and update content on Tourism Australia, Sydney.com and other tourism websites.
<ul style="list-style-type: none"> ▪ Coordinate the transfer of the macarthur.com.au site to the new Content Management System. Refresh and update elements of the site where applicable.
<ul style="list-style-type: none"> ▪ Regularly review the macarthur.com.au site to ensure that content is current and well presented.
<ul style="list-style-type: none"> ▪ Continue to improve search engine optimisation for the macarthur.com.au site.
<ul style="list-style-type: none"> ▪ Increase the use of social media as a marketing tool and regularly update information and respond to comments and requests within appropriate timelines.

<ul style="list-style-type: none"> ▪ Develop a campaign called 'That's My Macarthur' to increase local community pride and encourage residents to explore the attractions in the region.
<ul style="list-style-type: none"> ▪ Investigate the possibility of developing an annual 'My Macarthur' Rewards Program offering discounts and incentives to the local community.
<ul style="list-style-type: none"> ▪ Develop annual promotions targeting the visiting friends and relatives (VFR) market. Distribute to local residents via the Council rates notice.
<ul style="list-style-type: none"> ▪ Continue to work with coach companies and group tour operators to expand the group and school excursion market.

Theme 3: Industry Support

ACTIONS
<ul style="list-style-type: none"> ▪ Support opportunities to connect tourism industry businesses and stakeholders. Support the development of a self governing tourism network.
<ul style="list-style-type: none"> ▪ Encourage tourism operators to participate in product development/educational workshops.
<ul style="list-style-type: none"> ▪ Establish a regular tourism survey of visitors to help identify the industry's strengths, issues and challenges.
<ul style="list-style-type: none"> ▪ Continue to produce an industry newsletter updating operators on tourism activities and initiatives.
<ul style="list-style-type: none"> ▪ Work with Destination NSW staff to educate them on Macarthur product and investigate the suitability of Macarthur's inclusion in Destination NSW's visiting journalist program.
<ul style="list-style-type: none"> ▪ Continue to work with and support Greater Sydney Tourism projects and initiatives where suitable.
<ul style="list-style-type: none"> ▪ Support ways to acknowledge and recognise Macarthur's tourism industry achievements, such as supporting and encouraging applications into the Greater Sydney Tourism Awards.
<ul style="list-style-type: none"> ▪ Explore ways for Macarthur tourism businesses or events to secure funding assistance.

Theme 4: Visitor Servicing

ACTIONS
<ul style="list-style-type: none"> ▪ Maintain Visitor Information Centre (VIC) Accreditation for Camden and Campbelltown Visitor Centres.
<ul style="list-style-type: none"> ▪ Continue to investigate and support the proposal of a Regional Visitor Information Centre located off Narellan Road, close to the Hume Highway off ramp, within The Australian Botanic Garden, Mount Annan.
<ul style="list-style-type: none"> ▪ Identify and investigate the suitability of online booking packages within the current Visitor Centres or Regional Visitor Centre.
<ul style="list-style-type: none"> ▪ Support VIC casual and volunteer staff in their role as information providers by providing regular training and familiarisation trips.
<ul style="list-style-type: none"> ▪ Review tourism signposting (brown and white signs). Remove redundant/outdated signs.

Implementation

Theme 1: Tourism Product Development and Partnerships

ACTIONS	Implementation	Date
<ul style="list-style-type: none"> ▪ Support and encourage existing, new and potential tourism businesses in the region. 	<p>Examples of new businesses supported throughout the strategy implementation period include:</p> <ul style="list-style-type: none"> ▪ Sydney Trail Riding Centre, Denham Court ▪ Dharawal National Park ▪ Campbelltown Investigative Ghost Tours ▪ Travel Charm Guided Tours ▪ Menangle House Ghost Tours ▪ Ultimate Karting, Smeaton Grange ▪ The Italian Food Project ▪ Epicure Store ▪ Made in Macarthur Food Tours <p>These businesses, and more, were supported and promoted via the development of press releases, advertising, social media marketing, photo shoots, tourism filming, inclusion in media familiarisation tours, inclusion on website and in publications, promotion and representation at tradeshows, inclusion on Sydney.com, and presenting information to travel shows such as Sydney Weekender.</p>	Ongoing
<ul style="list-style-type: none"> ▪ Work with industry to expand on tourism experiences available in Macarthur. 	<p>Work with attractions/operators to encourage them to diversify the experiences available at their venue. Eg</p> <ul style="list-style-type: none"> ▪ Dharawal National Park now offer guided group tours: <ul style="list-style-type: none"> ▪ Photography Trail Tours ▪ Women's Walk 	Ongoing

	<ul style="list-style-type: none"> ▪ Aboriginal Viewpoint ▪ Infusion Microbrewery now offer guided tours and tastings ▪ Campbelltown Investigative Ghost Tours – expanded from a walking tour to incorporate entry into some of Campbelltown’s heritage buildings. ▪ Menangle House Ghost Tours, which began as a monthly event in 2014, now run every week as a direct result of our online and social media marketing. ▪ Sydney Living Museums now offer heritage tours of Beulah House in Gilead for group tours. ▪ Campbelltown Steam and Machinery Museum no run multiple events through the year, in addition to their biannual open weekends, including a vintage outdoor cinema night and the annual camp oven cook-off. 	
<ul style="list-style-type: none"> ▪ Encourage operators to network and link their products/experiences (eg packaging and bundling). 	<p>Examples of operators working together to value add to local experiences:</p> <ul style="list-style-type: none"> ▪ Progressive Wine Lunch ▪ Macarthur Winter Warmer Package ▪ Wizard of Oz Festival (August 2013) ▪ Rydges Hotel and Tabcorp Park – Race and Stay Packages ▪ Menangle House Ghost Tours and Quest Apartments package 	Ongoing
<ul style="list-style-type: none"> ▪ Continue to encourage operators to use the Macarthur tourism brand on all marketing collateral and promotions. 	<ul style="list-style-type: none"> ▪ Provide logo pack to all operators to incorporate the logo on publications, website, letterhead etc... 	Ongoing
<ul style="list-style-type: none"> ▪ Explore potential nature based tourism opportunities once Dharawal formally becomes a national park. 	<ul style="list-style-type: none"> ▪ Met with NPWS in 2012 to discuss walking tracks, picnic facilities, car parking, site security, access, trail head signage and directional street signage. ▪ O’Hares Creek walk and lookout opened October 2013. ▪ New tourists facilities in place: <ul style="list-style-type: none"> ▪ Entry Car Park (2013) ▪ Trail head signage (2013) ▪ Picnic Tables (2013) ▪ Toilet facilities (2014) ▪ Information flyer and map developed 2013. 	Ongoing

<ul style="list-style-type: none"> ▪ Updated Georges River Bushwalking Guide (incorporating Dharawal NP) released in 2013 ▪ Dharawal National Park now offer guided group tours: <ul style="list-style-type: none"> ▪ Photography Trail Tours ▪ Women's Walk ▪ Aboriginal Viewpoint ▪ Coordinate Guided Indigenous Bushwalks during Heritage Festival (2015) 		Ongoing
<ul style="list-style-type: none"> ▪ Georges River Recreation Guide redesigned and updated 2013. ▪ Trail Head signage at each walking track within the Georges River Nature Reserve erected 2014. 	<ul style="list-style-type: none"> ▪ Continue to investigate tourism potential within the Georges River Nature Reserve. 	Ongoing
<ul style="list-style-type: none"> ▪ Cycle way not developed during strategy timeframe. 	<ul style="list-style-type: none"> ▪ Explore possible potential tourism opportunities should the cycle link through The Australian Botanic Gardens, Mount Annan be established. 	N/A
<ul style="list-style-type: none"> ▪ Liaised with local historical societies in 2013 and in 2014 about the possibility of guiding heritage walking tours of the town centre during their monthly open days. Unfortunately due to lack of volunteers, they are unable to guide tours. ▪ Trialled guiding tours using VIC staff, however, it became unfeasible due to staffing costs and availability. 	<ul style="list-style-type: none"> ▪ Explore the possibility of local historical societies implementing a program of regular heritage walking tours in the town centres. 	October 2013
<ul style="list-style-type: none"> ▪ Actively promote and support all Council and community run events in Macarthur. This includes media releases, hosting journalist visits, advertising, social media marketing, coordination of radio interviews, live weather crosses etc... 	<ul style="list-style-type: none"> ▪ Continue to support and promote cultural and community events to increase visitation to Macarthur. 	Ongoing
<ul style="list-style-type: none"> ▪ Continual support to current event organisers. Also provide suggestions and ideas for future potential directions. 	<ul style="list-style-type: none"> ▪ Investigate avenues to incorporate new events in the Macarthur region to increase visitation. 	Ongoing
<ul style="list-style-type: none"> ▪ TASTE Macarthur was expanded to a bi-annual program in 2013. Prior to this TASTE Macarthur was held annually in autumn. ▪ In 2015 TASTE Macarthur evolved into a social media incorporating both Facebook and Instagram. The aim was to empower the public (locals and 	<ul style="list-style-type: none"> ▪ Grow the TASTE Macarthur Week program to become a bi-annual program held in conjunction with Macarthur's food and wine festivals. 	2013 and ongoing

<ul style="list-style-type: none"> ▪ Support operators in the development of cooperative marketing activities through the network. 	<p>visitors) to share their positive dining experiences throughout the Macarthur region, using the hashtag #tastemacarthur.</p> <p>Examples of operators working cooperatively together include:</p> <ul style="list-style-type: none"> ▪ Made in Macarthur Food Tours – various local venues, changes seasonally ▪ Progressive Wine Lunch – Fussy Grape, Trattoria La Vigna and Razorback Ridge ▪ Macarthur Winter Warmer Package ▪ Wizard of Oz Festival ▪ Rydges Hotel and Tabcorp Park – racing and accommodation packages ▪ Macarthur Secret Supper Club ▪ Menangle House – Ghost Tours and Party in the Park events ▪ Macarthur Mother’s Party in the Park – Menangle House and Pretty Picnics ▪ Menangle House Ghost Tours and Quest Apartments package ▪ Cartoscope Map of Macarthur developed in 2013. 	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Support operators in the development of a Macarthur touring map. ▪ Investigate opportunities to encourage investment in tourism business and infrastructure. 	<ul style="list-style-type: none"> ▪ Camden Economic Development Strategy adopted and implemented. ▪ All funding opportunities are provided to operators, for the development of tourism projects, development and events. ▪ 2014 – The Wizard of Oz Funland was awarded first prize in Champions of the West – tourism section. Sydney Trail Riding Centre was a highly commended. 	<p>2013</p>
<ul style="list-style-type: none"> ▪ Continue to monitor what other developing regions are doing and what product successes they having. Emulate these. 	<p>Through our professional networks, we continue to monitor what other tourism regions are doing. Networks include:</p> <ul style="list-style-type: none"> ▪ Greater Sydney Tourism Network ▪ Destination NSW ▪ Australian Institute of Tourism Officers ▪ LGSA Tourism 	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Investigate the suitability of interactive smart phone applications to enhance visitor experiences. 	<ul style="list-style-type: none"> ▪ Macarthur app in development. The app will be live and available to download by the public in mid 2015. 	<p>2014/15</p>

Theme 2: Marketing and Promotion

ACTIONS	Implementation	Date
<ul style="list-style-type: none"> ▪ Continue with the implementation of an annual public relations campaign. ▪ Aim to distribute one press release per week, featuring a positive story about the region and its attractions, to media travel editors. ▪ In conjunction with key operators, conduct familiarisation tours showcasing the region's diverse tourism offerings. 	<p>In addition to organising media famils (listed below), our public relations campaign also includes preparing media releases, organising media interviews and responding to enquiries and pitching ideas to tourism and lifestyle shows.</p> <p>A minimum of one media release a week on local tours, attractions and events is distributed to metro, regional and local media.</p> <ul style="list-style-type: none"> ▪ 2012 Media Famils/Visits: <ul style="list-style-type: none"> ▪ Jenny Baldwin – Gardening Australia ▪ Lauren Wright – Southern Highlands News ▪ Jessica Sanford – House and Garden Magazine ▪ John Rankin – Seniors Lifestyle ▪ Alex Harmon – TNT Down Under Magazine ▪ Aleney de Winter – Out and About With Kids Magazine ▪ 2013 Media Famils/Visits: <ul style="list-style-type: none"> ▪ Michael Gebicki – RACB Royal Auto ▪ Chris Payne – News Limited ▪ Rebecca Dawson – Holidays with Kids ▪ Bev Malzard – Get Up and Go ▪ Amanda Woods – Advenutres All Around and 2UE ▪ Dominica Sanda – Southern Highlands News ▪ Tracey Spicer – Sun Herald ▪ Lana Bogunovich – ETB News (conference guide) ▪ Mike Smith – Zue ▪ 2014 Media Famils/Visits: <ul style="list-style-type: none"> ▪ John Rozentaals – Illawarra Mercury ▪ Jody Duffy – Illawarra Mercury ▪ Chris Hook – Daily Telegraph 	<p>Ongoing</p>

	<ul style="list-style-type: none"> ▪ Neil Keen – Daily Telegraph ▪ Mercedes Maguire – Daily Telegraph ▪ Melinda Browning – Sunday Telegraph ▪ Greta Stonehouse – Australian Traveller Magazine ▪ Wendy Kay – 2UE ▪ Megan Drapalski – Southern Highlands News ▪ Josh Bartlett – Southern Highlands News ▪ David Fitzsimons – Daily Telegraph ▪ Jenifer Jagielski – Sunday Telegraph 	
<ul style="list-style-type: none"> ▪ Target lifestyle and TV shows to film segments within the region. Encourage TV news crews to attend and cover local events. 	<ul style="list-style-type: none"> ▪ Today Show <ul style="list-style-type: none"> ▪ 2012 – Gledswood Homestead (May) ▪ Sydney Weekender <ul style="list-style-type: none"> ▪ 2012 – Gledswood Ghost Tours (May) ▪ 2013 – Macarthur Feature (Australian Botanic Garden, Mega Mini Golf, Infusion, Back Galley Split and Progressive Wine Lunch (September)) ▪ 2014 – Macarthur Centre for Sustainable Living (April) ▪ 2014 – Sydney Trail Riding Centre (May) 	Ongoing
<ul style="list-style-type: none"> ▪ Continue to encourage operators within the region to utilise the Macarthur tourism logo on all of their marketing collateral. 	<ul style="list-style-type: none"> ▪ A logo pack was supplied to all local tourism operators. The pack had a variety of logo versions and instructions on how to use the logo. 	2013.
<ul style="list-style-type: none"> ▪ Explore the possibility of visitor signage at train and bus interchanges. 	<ul style="list-style-type: none"> ▪ Welcome signage at Campbelltown Railway Station is currently being investigated involving Campbelltown Council's Technical Department, C+M Department and Community Services Department (as of February 2015). 	Ongoing
<ul style="list-style-type: none"> ▪ Continue to explore the possibility of welcome signage along the M5/Hume Highway. 	<ul style="list-style-type: none"> ▪ Macarthur Welcome Signage (northern end of region) erected April 2013. 	2013
<ul style="list-style-type: none"> ▪ Attend travel and lifestyle trade shows in the key markets of Canberra and Sydney. 	<ul style="list-style-type: none"> Annual trade shows attended include: <ul style="list-style-type: none"> ▪ Sydney Retirement and Lifestyle Expo – promoting group tours and targeting day trips / short breaks market 	Ongoing

<p>Recommended: Sydney Lifestyle and Retirement Expo, Canberra Spring Home and Leisure Expo, Sydney Adventure Travel and Backpackers Expo.</p>	<ul style="list-style-type: none"> ▪ Sydney Adventure Travel Expo (until 2014) – promoting the region’s for short breaks and day trips ▪ Canberra Retirement and Lifestyle Expo - promoting group tours and targeting short breaks market. Macarthur is also promoted as an accommodation base for travelling into Sydney. ▪ Canberra Home and Leisure Expo - promoting group tours and targeting short breaks market. Macarthur is also promoted as an accommodation base for travelling into Sydney. 	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Attend relevant wedding expos. Recommended: Western Sydney Bridal Expo. 	<p>Annual Bridal Expos attended include:</p> <ul style="list-style-type: none"> ▪ For Eternity – Penrith ▪ Weddings Australia – Rosehill ▪ Weddings Australia - Wollongong 	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Attend expos targeting the group travel market. Recommended: Trade Travel 	<p>Attended Trade Travel up until 2012. Following this, we found it more beneficial to directly contact our group tour and coach tour databases directly. We also implemented a VIP discount for repeat tour bookings.</p>	<p>2012</p>
<ul style="list-style-type: none"> ▪ Attend trade shows targeting the conference and incentive market. Recommended: RSVP. 	<p>Greater Sydney Tourism stopped exhibiting at RSVP in 2012 due to changes in the expo format.</p>	<p>2012</p>
<ul style="list-style-type: none"> ▪ Review and update all destination marketing collateral and publications as required including, but not limited to, the: <ul style="list-style-type: none"> - Regional Visitor Guide - Group Tour Ideas Kit - School Excursion Ideas Kit - Macarthur Top Attractions Brochure - Heritage Directory. 	<p>All marketing collateral and publications is reviewed on an annual basis and updated as required.</p>	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Advertise in key markets using a variety of different media outlets including regional television, newspapers and online campaigns. 	<p>Key markets identified include Greater Sydney (particularly South West), Wollongong and Illawarra, Southern Highlands and Canberra. Marketing and Public Relations activities are developed and implemented in each of these markets.</p>	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Generate publicity through competitions with radio 	<ul style="list-style-type: none"> ▪ Facebook Competitions (examples of prize packages include High Tea, School 	<p>Ongoing</p>

<p>stations and suburban newspapers by offering supplier donated prizes (eg weekend package for two with activities and dining included).</p>	<p>Holiday Adventure Pack, Mother's Day Pamper Pack, Winter Warmer Weekend Away, Wests Tigers Game and Accommodation Giveaway). Taste Macarthur: Competition and prizes offered (supported by In Macarthur Magazine)</p>	<ul style="list-style-type: none"> ▪ Continue to focus marketing efforts on 'must see, must do' experiences. 	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Ensure the tourism photo library contains images that are current, fresh and engaging. Distribute upon request (eg media enquiries, Destination NSW etc). 	<p>Biennial Photoshoots coordinated in 2012 and 2014.</p>	<ul style="list-style-type: none"> ▪ Regularly review and update content on Tourism Australia, Sydney.com and other tourism websites. 	<p>Oct/Nov 2012 and May 2014</p>
<ul style="list-style-type: none"> ▪ Coordinate the transfer of the macarthur.com.au site to the new Content Management System. Refresh and update elements of the site where applicable. 	<p>Content is reviewed regularly. Also, each time a new listing or event is added to the Macarthur website, it is also added to Get Connected – the database supplying information to Sydney.com and Australia.com</p> <ul style="list-style-type: none"> ▪ New website developed and populated. ▪ Macarthur website went live in February 2013. ▪ Site has had ongoing tweaks since this time. 	<ul style="list-style-type: none"> ▪ Regularly review the macarthur.com.au site to ensure that content is current and well presented. 	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Continue to improve search engine optimisation for the macarthur.com.au site. 	<ul style="list-style-type: none"> ▪ Entire site content is reviewed bi-annually, however, events are added and changes are made to listings as soon as we are made aware of new details. ▪ Featured events on website home page are changed each Monday. ▪ Wisdom implemented changes into the CSM which help with search engine optimisation. 	<ul style="list-style-type: none"> ▪ Increase the use of social media as a marketing tool and regularly update information and respond to comments and requests within appropriate timelines. 	<p>Sept 2013</p>
<ul style="list-style-type: none"> ▪ Develop a campaign called 'That's My Macarthur' to increase local community pride and encourage residents to explore the attractions in the region. 	<ul style="list-style-type: none"> ▪ The Visit Macarthur Facebook page when live in late 2011. ▪ A Macarthur Social Media Strategy Developed was developed in 2014. ▪ Current number of 'Likes' on Facebook – 7,800 (February 2015 figure). ▪ Macarthur Grapevine (replacing the That's My Macarthur campaign name) campaign was developed in 2014. ▪ Macarthur Grapevine microsite currently in development (Feb 2015). ▪ Unique trails, local ambassadors, merchandise. 	<ul style="list-style-type: none"> ▪ Investigate the possibility of developing an annual 'My Macarthur' Rewards Program offering discounts and 	<p>Ongoing</p>
	<p>This will be implemented as part of the Macarthur Grapevine campaign above.</p>		<p>Ongoing</p>

<p>incentives to the local community.</p> <ul style="list-style-type: none"> ▪ Develop annual promotions targeting the visiting friends and relatives (VFR) market. 	<p>Various local promotions include:</p> <ul style="list-style-type: none"> ▪ 101 Things to Do in Macarthur flyer (distributed in 2012 rates notice) ▪ Attendance at annual local events (eg Riverfest, Ingleburn Festival, AnnanRoma, Taste Food and Wine Festival, High Tea in the Park, Fisher's Ghost) providing information to locals and VFRs. ▪ Annual bus shelter advertising, encouraging locals to drop into the VIC for ideas on what to see and do. 	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Continue to work with coach companies and group tour operators to expand the group and school excursion market. 	<p>Continue to target coach and group tours via direct marketing, the Macarthur Group Tour Ideas Kit and VIP discounts.</p> <p>Group tours coordinated via the VIC for the duration of the strategy:</p> <ul style="list-style-type: none"> ▪ 2012 - 98 tours ▪ 2013 – 67 tours ▪ 2014 – 105 tours <p>The School Excursion Market to Macarthur is targeted via direct mailout to schools of the Macarthur School Excursion Guide (printed 2012 and early 2015) .</p>	<p>Ongoing</p>

Theme 3: Industry Support

ACTIONS	Implementation	Date
<ul style="list-style-type: none"> ▪ Support opportunities to connect tourism industry businesses and stakeholders. Support the development of a self governing tourism network. 	<ul style="list-style-type: none"> ▪ Informal tourism network meetings held a number of times a year. ▪ Tourism newsletter distributed to operators. ▪ Both Camden and Campbelltown Council supported the development of a self-governing tourism network, however, as per past attempts, it was not successful. 	
<ul style="list-style-type: none"> ▪ Encourage tourism operators to participate in product development/educational workshops. 	<ul style="list-style-type: none"> ▪ Operators encouraged to attend DNSW Industry Development Workshops held throughout Sydney and Wollongong during mid 2013 and mid 2014. 	<p>Ongoing</p>
<ul style="list-style-type: none"> ▪ Establish a regular tourism survey of visitors to help identify the industry's strengths, issues and challenges. 	<ul style="list-style-type: none"> ▪ Online Survey Developed ▪ Australian Botanic Garden, Mount Annan survey developed in 2014 	<p>Ongoing</p>

	incorporating questions on Macarthur tourism attractions visited.	
<ul style="list-style-type: none"> ▪ Continue to produce an industry newsletter updating operators on tourism activities and initiatives. ▪ Work with Destination NSW staff to educate them on Macarthur product and investigate the suitability of Macarthur's inclusion in Destination NSW's visiting journalist program. ▪ Continue to work with and support Greater Sydney Tourism projects and initiatives where suitable. ▪ Support ways to acknowledge and recognise Macarthur's tourism industry achievements, such as supporting and encouraging applications into the Greater Sydney Tourism Awards. ▪ Explore ways for Macarthur tourism businesses or events to secure funding assistance. 	<ul style="list-style-type: none"> ▪ E Newsletter distributed twice a year to update industry on Council's tourism initiatives. ▪ All press releases are sent to Destination NSW and familiarisations tours are encouraged ▪ Attend meetings. ▪ Campbelltown's Marketing and Tourism Coordinator is the Vice-Chairperson of the organisation. ▪ Entrants in the Greater Sydney Tourism Awards in 2012. Local winners in the Award include: <ul style="list-style-type: none"> ▪ Campbelltown Arts Centre Café – Tourism Restaurants and Catering Services – HIGHLY COMMENDED ▪ The Australian Botanic Garden – Tourist Attraction – COMMENDED ▪ Quest Campbelltown – New Tourism Development – HIGHLY COMMENDED ▪ Narellan Motor Inn – Standard Accommodation – COMMENDED ▪ In 2013 it was decided the awards would be biennial instead of annual. ▪ All funding opportunities are provided to operators, for the development of tourism projects, development and events. ▪ 2014 – The Wizard of Oz Funland was awarded first prize in Champions of the West – tourism section. Sydney Trail Riding Centre was a highly commended. 	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>

Theme 4: Visitor Servicing

ACTIONS	Implementation	Date
<ul style="list-style-type: none"> ▪ Maintain Visitor Information Centre (VIC) 	<ul style="list-style-type: none"> ▪ Annual reporting processes submitted and accreditation maintained. 	<p>Ongoing</p>

<p>Accreditation for Camden and Campbelltown Visitor Centres.</p> <ul style="list-style-type: none"> ▪ Continue to investigate and support the proposal of a Regional Visitor Information Centre located off Narellan Road, close to the Hume Highway off ramp, within The Australian Botanic Garden, Mount Annan. ▪ Identify and investigate the suitability of online booking packages within the current Visitor Centres or Regional Visitor Centre. ▪ Support VIC casual and volunteer staff in their role as information providers by providing regular training and familiarisation trips. ▪ Review tourism signposting (brown and white signs). Remove redundant/outdated signs. 	<ul style="list-style-type: none"> ▪ Camden Council and Campbelltown City Council supported the principal of a Regional Visitor Information Centre (in 2013), however could not commit the funding level required by the Australian Botanic Garden. ▪ A 'Book Online' feature has been implemented on macarthur.com.au which redirects to the individual business's online booking system, so users of the website can book directly. ▪ Induction and training is ongoing for all council staff – casual, part-time and full time staff. ▪ All staff are kept up to date with new events, experiences and attractions via the VIC Communication folder. ▪ A review of all Greater Sydney Tourist Routes was undertaken by Destination NSW in 2012. ▪ All redundant signposting is reported on an ongoing basis. 	<p>September 2013</p> <p>October 2013</p> <p>Ongoing</p> <p>Ongoing</p>
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2. COMMUNITY RESOURCES AND DEVELOPMENT

2.1 Macarthur Community Options Funding Update

Reporting Officer

Manager Community Resources and Development

Attachments

Letter from the NSW Department of Family and Community Services (contained in this report)

Purpose

To advise Council of the renewal of the Department of Family and Community Services' (FACS) Ageing, Disability and Home Care Funding Agreement; the timetable for transition to the National Disability Insurance Scheme (NDIS), and the status of a tender for Regional Assessment Service funding.

History

Council at the meeting of 9 December 2014 considered a Confidential report on the proposed direction for the Macarthur Community Options Service.

Council at the meeting of the 9 December 2014 also endorsed two tenders to the Department of Social Service for Regional Assessment Service to provide assessment and short term case management services from 1 July 2015 through the Macarthur Community Options Service.

Report

Council has received written advice from FACS that the current disability services funding for the Macarthur Community Options Service will be renewed from 1 July 2015 for a term of three years. A new funding agreement will be issued to Council in May.

The NDIS will be introduced during this period, with the gradual transition from FACS funding to the NDIS commencing on 1 July 2016 and being completed by 30 June 2018. Transition arrangements, which will provide details of this changeover process, are yet to be finalised.

Advice has been received from Community Options Australia that their tender to deliver the Regional Assessment Services has been successful. The exact level of funding is subject to further discussions with the Department of Social Services. Council was a party to that tender and further advice regarding the funding and service requirements will be provided to Council once the details are known.

Officer's Recommendation

1. That the renewal of the Funding Agreement covering a three year term from 1 July 2015 to 30 June 2018 with the Department of Family and Community Services be executed under the Common Seal of Council if required.
2. That a further report be provided to Council outlining the National Disability Insurance Scheme transition process once this information becomes available.
3. That a further report be provided to Council on the Regional Assessment Service once details on the funding and service requirements are available.

Committee's Recommendation: (Oates/Lound)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

ATTACHMENT 1



AT15/13452

Mr Paul Tosi
Campbelltown City Council
91 Queen St
CAMPBELLTOWN NSW 2560

Dear Mr Tosi

Further to our letter of September 2014, I am writing to update you on renewal of the Department of Family and Community Services' (FACS), Ageing, Disability and Home Care Funding Agreement, which expires on 30 June 2015.

In order to continue funding disability service providers until the introduction of the National Disability Insurance Scheme (NDIS), a new FACS Funding Agreement for disability service providers is being developed.

The new Funding Agreement will cover a three year term from 1 July 2015 to 30 June 2018. However, as the transition to the NDIS is due to commence from 1 July 2016, the funding agreement, in accordance with the provisions of the *Disability Inclusion Act 2014*, will provide for funding to be adjusted in accordance with NDIS transition arrangements to be agreed with the Commonwealth.

New Funding Agreements will be processed and issued to service providers from early May 2015 onwards as part of a pack of information that will include a Funding Agreement Guide. The Guide will highlight the changes to the Funding Agreement and provide instructions on the process and timeframe for Agreements to be formally executed.

Should FACS require any additional conditions to Funding Agreements with specific providers, this will be communicated to those providers as part of the Funding Agreement information pack.

Should you have any questions regarding the content of this letter, please contact your local FACS District Contract Manager.

Yours sincerely

Jim Longley
Deputy Secretary

10/03/2015

Ageing, Disability and Home Care, Department of Family and Community Services NSW
Level 5, 83 Clarence Street, Sydney NSW 2000 | T (02) 9377 6000 | TTY (02) 9377 6167
Translating and Interpreting Service 13 14 50 | ABN 82 016 305 789 | www.adhc.nsw.gov.au

2.2 Forest Lawn Cemetery Bus

Reporting Officer

Manager Community Resources and Development

Attachments

Nil

Purpose

To seek Council's approval for the transfer of the operation of the Forest Lawn Cemetery Bus to South West Community Transport.

History

Council has been operating the Forest Lawn Cemetery Bus since 2006, providing a free monthly service to seniors in the Campbelltown Local Government Area (LGA) who find it difficult to reach the cemetery. Eligible residents are picked up from their homes, taken to the Forest Lawn Cemetery at Leppington and brought back home.

Council provides a bus, a driver, promotion, a booking service and an on-bus supervisor for the service. Currently the total cost to Council of providing the service is \$12,750 per year. With increasing demand for the service and the growing support needs of passengers, the service is becoming more resource intensive.

Council was briefed on 24 February 2015 on the transfer of the bus service to a local community organisation.

Report

The growth of the service and the extent of client needs suggest that the Forest Lawn Cemetery Bus may be more appropriately provided by an organisation specialising in transport services for the elderly.

Discussions with South West Community Transport (SWCT) have identified their interest in providing the Forest Lawn Cemetery Bus service on behalf of Council. SWCT is a provider of services to the frail aged, and can offer access to their other services such as transport for shopping and medical services, as well as assessment and referral to a wide range of services offered by other providers. The cemetery bus service fees proposed by SWCT are consistent with the fees for other SWCT services for the same target group.

As the specialist local community transport service, South West Community Transport is set up with efficient booking and call back systems and highly skilled staff across the range of roles required to operate the service.

Since the briefing Council has been advised that SWCT will be commencing a cemetery bus service in April 2015 for all LGAs in their operational area, including Campbelltown. SWCT will provide this new service in Campbelltown whether or not the existing Council service continues. Council therefore has a number of options to consider.

Options

Option	Annual cost to Council	Cost to Passengers
<p>Option 1 Council continues to provide a service using Council staff</p> <p>SWCT independently provides their service</p>	<p>\$12,750 (includes staff advertising and bus costs)</p> <p>Nil</p>	<p>Council service - Nil</p> <p>SWCT - depending on ability to pay \$0-\$7</p>
<p>Option 2 Council ceases to provide the service and SWCT provides the service solely</p>	<p>Nil</p>	<p>depending on ability to pay \$0-\$7</p>
<p>Option 3 SWCT provides the Council service on our behalf in addition to their own service</p>	<p>\$7970 (advertising and bus cost only)</p>	<p>depending on ability to pay \$0-\$7</p>

Proposal

It is proposed that SWCT operates the service on behalf of Council, with Council providing monthly advertisements and the use of a community bus once each month. This would mean a reduced cost to Council, staff time would be redirected to other priorities. Travel time would be significantly reduced for customers, and access to additional services of SWCT and other providers would be made available to all passengers. In addition SWCT staff are trained to deal with any emergency or health related issues that may occur with cemetery bus passengers.

Further discussion would be required with Council's cemetery bus clients, SWCT and the Forest Lawn Cemetery to develop a partnership that maintained the current level of service, and determined the roles of the respective parties.

Officer's Recommendation

1. That Council approve the transfer of the operation of the Forest Lawn Cemetery Bus to South West Community Transport as outlined in Option 3 of the report.
2. That an agreement be entered into with South West Community Transport on the transfer of the operation of the Forest Lawn Cemetery Bus from 1 July 2015.

Committee's Recommendation: (Thompson/Lound)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

3. CULTURAL SERVICES

3.1 Campbelltown Arts Centre 2015 Contemporary Music Programme Events

Reporting Officer

Manager Cultural Services

Attachments

Nil

Purpose

To inform Council of two creative development and public performance events to be held in May at Campbelltown Arts Centre as part of the Centre's 2015 Contemporary Music Program.

Report

Leah Flanagan

Campbelltown Arts Centre will host Aboriginal singer Leah Flanagan in a one week artistic creative development which will conclude with a public performance on Saturday 30 May at 7.00pm.

As part of the creative development, Leah will be mentoring selected young Indigenous female musicians from the Macarthur region providing them with advice, encouragement and practical help on song writing and careers in the music industry.

The creative development will conclude with a public performance at Campbelltown Arts Centre by Leah and her band supported by the young mentored musicians and Campbelltown Arts Centre's 2014 Composer in Residence, Jim Moginie. This event will bring the local Indigenous community together with the broader community and provide a safe and friendly setting for families and groups to come together and experience the musicality of one of Australia's rising stars.

Astronomy Class and Srey Chanthy

Campbelltown Arts Centre will host ARIA nominated Australian band Astronomy Class and Melbourne based Cambodian singer Srey Chanthy in a one week artistic creative development from 27 April to 2 May 2015. The creative development will conclude with a public performance on Saturday 2 May at 7.00pm.

3.1 Campbelltown Arts Centre 2015 Contemporary Music Programme Events

As part of the creative development, Shannon Kennedy (aka MC Ozi Batler), from Astronomy Class will be conducting workshops for young hip hop artists from the Macarthur region.

The creative development will conclude with a public performance at Campbelltown Arts Centre by Astronomy Class with Srey and a full band, including some special guests. This will provide local audiences with the opportunity to see and hear the results of this cross-cultural collaboration.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Thompson/Brticevic)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

3.2 2015 Local Indigenous Dance Program for Schools

Reporting Officer

Manager Cultural Services

Attachments

Nil

Purpose

To inform Council of two local Indigenous Youth Dance Programs for Schools to be held at Campbelltown Arts Centre in February and May as part of the 2015 Contemporary Dance Program.

History

The 2015 Artist-In-Schools Indigenous Dance Creative Development project and the Campbelltown Arts Centre (CAC) and the National Aboriginal Islander Skills Development Association (NAISDA) Dance College project are a continuation of an ongoing creative partnership between the Arts Centre and NAISDA, since 2005. The partnership provides ongoing professional dance pathways and meaningful, intergenerational and artistic experiences for local Indigenous youth and develops new audiences in contemporary dance.

NAISDA is a unique world-class cultural organisation that provides excellence in Indigenous dance and performing arts education and training. NAISDA students represent communities throughout Australia. It encourages and prepares its students to be enterprising, to engage in lifelong learning and to lead fulfilling lives. NAISDA is committed to responding to the needs and aspirations of its constituents and the wider Indigenous community through the development and delivery of performing arts education and training.

Report

2015 Artist-In-Schools Indigenous Dance Creative Development

Stage 1 of the Indigenous Youth Dance Programs for Schools was held from 23 – 27 February. Emerging Indigenous choreographer and NAISDA graduate Thomas E.S. Kelly ran in-school dance making and choreography workshops that fused traditional dance with contemporary techniques for local high school students in the Campbelltown, Camden and Wollondilly Local Government Areas. The project provided cultural and intergenerational mentorship and skills based learning for students who may not have had any previous dance experience, or the opportunity to participate in contemporary dance.

CAC/NAISDA Local Indigenous Dance Project

Stage 2 of the program will be held from 4-9 May. Campbelltown Arts Centre will host the CAC/NAISDA Local Indigenous Dance Project for Aboriginal and Torres Strait Islander students in Years 9-12. Mentored by Thomas E.S. Kelly, tertiary students from NAISDA, will join 10 local Indigenous high school students to develop and perform their own work through the five day mentorship and dance devising project. The program is a component of the NAISDA Dance Certificate IV curriculum that integrates dance pedagogy, traditional Aboriginal and Torres Strait Island dance, contemporary dance and shares local stories.

A showcase of dance work developed through the project, including work created by Monica Stevens at NAISDA will be held at Campbelltown Arts Centre on Friday 8 May. The schools open dress rehearsal showing will be held on Saturday 9 May at 2.00pm and 6.00pm. International Dance Day falls during this week and performances will be in acknowledgement of this.

The local Indigenous Dance Programs for Schools build on the achievements of Aboriginal dance programs currently provided within Campbelltown. It provides the opportunity for the learning and developing of new skills and new forms of both traditional and contemporary Indigenous dance practice. In addition, the program provides Aboriginal secondary students in Campbelltown with the opportunity to be mentored by senior NAISDA dance students who are representative of communities throughout Australia. Furthermore, it introduces local Indigenous secondary students to options for post-school pathways into tertiary education.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Thompson/Lound)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

3.3 2015 National Awards for Local Government

Reporting Officer

Manager Cultural Services

Attachments

Nil

Purpose

To inform Council that two submissions have been made to the Department of Infrastructure and Regional Development for the 2015 National Awards for Local Government.

Report

The National Awards for Local Government is an annual celebration of Australian local government achievements. The Awards recognise the important role of local governments in delivering targeted quality services to Australians in urban and regional communities.

The List

Campbelltown Arts Centre has submitted an application for the exhibition 'The List' under the Category, Arts Animates which is sponsored by the Ministry for the Arts in the Attorney-General's Department.

This award recognises excellence by local governments in driving community engagement and participation in the arts which:

- encourages innovative opportunities for participation in artistic activities
- supports new arts or cultural activities by artists and organisations that bring the community together and celebrates local identity
- promotes cross-sector partnerships, networks or collaborations
- builds sustainability and encourages commercial success for artists and organisations.

'The List' which was held from 9 August to 12 October 2014 was a multidisciplinary exhibition offering insights into current issues within and celebrated the diversity of cultures within Campbelltown, with a focus on Pacific cultural heritage. Artists worked closely with the community to explore new arts practices, partnerships, and celebration of identity.

Beach Safety Pilot Program

Council's Community Resources and Development Section have submitted an application for the Beach Safety Pilot Program under the category, Multicultural Australia – Strength in Diversity which is sponsored by the Department of Social Services.

This award recognises local initiatives that promote the benefits of and/or respond to opportunities and challenges arising from Australia's cultural, religious and linguistic diversity which improve the wellbeing of people and families.

A group of young people attended the Beach Safety Pilot Program on 21 January 2015, which focused on learning and rehearsing basic survival skills in the water and teaching basic emergency response and rescue techniques. Surf Life Saving NSW, volunteer lifesavers from the North Wollongong Surf Life Saving Club and Wollongong City Council coordinated workshops and practical activities on the day.

The participants were aged from twelve to eighteen years of age from local multicultural and Aboriginal and Torres Strait Islander communities, which have been identified as over represented in drowning statistics by Surf Life Saving NSW.

National Grand Finalists will be presented with Awards at Parliament House, Canberra on 16 June 2015.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Lound/Oates)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

4. CUSTOMER SERVICE

No reports this round

5. EDUCATION AND CARE SERVICES

No reports this round

6. HEALTHY LIFESTYLES

6.1 Sport Facility Program Fund

Reporting Officer

Manager Healthy Lifestyles

Attachments

Nil

Purpose

To advise Council of the outcome of projects submitted for consideration to the NSW Office of Sport under the Sport Facility Program Fund.

History

Council at the meeting of 11 November 2014 was advised that the Sport Facility Program Fund administered by the NSW Office of Sport was open and would close on 31 October 2014.

In previous years the Program provided financial assistance in the form of grants to sporting and other organisations on a dollar for dollar basis up to fifty per cent of the total project cost with grants available between \$500 and \$200,000.

In 2014 the Sport Facility Grant Program conditions changed with the introduction of a cap of \$50,000 to be awarded to any one organisation each financial year.

Report

Council submitted applications for eight projects. The projects, exclusive of GST, were:

Installation of automated floodlight systems to Eschol Park Basin 1

Project cost:	\$5195
Council contribution:	\$2600
Sport Facility Program Fund:	\$2595

Installation of automated floodlight systems to Ambarvale Sports Complex, Woodland Road Baseball Complex, Lynwood Park 3 and 4, Thomas Acres Reserve and Gilchrist Oval

Project cost:	\$31,170
Council contribution:	\$15,600
Sport Facility Program Fund:	\$15,570

Installation of automated floodlight systems to James Meehan Oval and Bensley Reserve
Project cost: \$10,390
Council contribution: \$5200
Sport Facility Program Fund: \$5190

Installation of automated floodlight systems to Memorial Oval
Project cost: \$5195
Council contribution: \$2600
Sport Facility Program Fund: \$2595

Installation of tiered seating at Eschol Park Basin 3
Project cost: \$48,990
Council contribution: \$12,295
Club contribution: \$12,295
Sport Facility Program Fund: \$24,400

Installation of synthetic cricket pitch and ground works at Victoria Park, Minto
Project cost: \$19,400
Council contribution: \$7200
Association contribution: \$5000
Sport Facility Program Fund: \$7200

Installation of diamond safety fencing at Woodland Road Baseball Complex, St Helens Park
Project cost: \$5990
Council contribution: \$1500
Club contribution: \$1500
Sport Facility Program Fund: \$2990

Installation of shade shelter and refurbishment of access path at Ingleburn Tennis Centre
Project cost: \$16,799
Council contribution: \$4200
Association contribution: \$4199
Sport Facility Program Fund: \$8400

Council has now received confirmation that it has been successful in four grant applications out of the eight projects it applied for. The successful projects are:

- Installation of automated floodlight systems to Eschol Park Basin 1
- Installation of automated floodlight systems to James Meehan Oval and Bensley Reserve
- Installation of automated floodlight systems to Memorial Oval
- Installation of synthetic cricket pitch and ground works at Victoria Park, Minto.

The total cost for the successful projects is \$40,180. Council's contribution to the projects is \$17,600, with an Association contributing \$5000 and the NSW Office of Sport providing \$17,580 in funding.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Lound/Thompson)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

6.2 Qatar Football Association - Campbelltown Sports Stadium

Reporting Officer

Manager Healthy Lifestyles

Attachments

Nil

Purpose

To advise Council that the Qatar Football Association (Qatar) has entered into an agreement with Council to hire Campbelltown Sports Stadium as a pre-competition camp venue, prior to the FIFA Under 20 World Cup to be held in New Zealand in May 2015.

History

Campbelltown Sports Stadium hosted the Chinese National Football team in a pre-competition training camp in the lead up to the AFC Asian Cup Australia 2015, from 29 December 2014 to 6 January 2015. The Stadium also hosted the Young Socceroos in a training camp in April 2014.

Report

Following China's National Football team's successful pre-competition training camp held at the Stadium, Council officers were contacted by Qatar to host their Under 20's team at Campbelltown Sports Stadium in a pre-competition camp prior to the FIFA World Cup which is to be held in New Zealand from 30 May to 20 June 2015.

The Qatar team will use the Stadium for training sessions and two friendly matches against the Young Socceroos who have not qualified for the tournament. At this stage the team officials have indicated that these matches will be closed to the public. It is not yet known if there will be any training session open to the community. A further update will be provided to Council once details are finalised. The team will be in Campbelltown from 15 May to 22 May prior to departing for New Zealand for the FIFA Under 20s World Cup.

The Qatar contingent, who will be staying at Rydges, Campbelltown will be made up of approximately 40 people including players, coaching and medical staff and officials. The training camp will contribute positively to the local economy through accommodation, transport, hospitality and entertainment spending.

Hosting the Qatar team will provide a further opportunity to promote the Macarthur region and to showcase the Stadium's highly regarded playing surface to other international teams which may result in further team visits in the future.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Lound/Brticevic)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

Note: Councillor Kolkman retired from the meeting during discussion of item 6.2 - Qatar Football Association - Campbelltown Sports Stadium.

6.3 2015 Campbelltown City Challenge Walk

Reporting Officer

Manager Healthy Lifestyles

Attachments

Nil

Purpose

To provide Council with an evaluation report following the staging of the 2015 Campbelltown City Challenge Walk held on Sunday 8 March at The Australian Botanic Garden, Mount Annan.

History

The Challenge Walk is an annual community event that has been staged since 1992 in the grounds of The Australian Botanic Garden, Mount Annan.

Designed as a family-friendly event with a healthy lifestyle focus, the Challenge Walk makes a significant contribution to the health and wellbeing of the community by promoting a simple and cost effective approach to a healthier lifestyle through walking. It raises the profile of walking as an enjoyable form of exercise for all age groups and abilities. The event encourages people to walk regularly by providing an annual goal to increase motivation.

Report

The 2015 event was the 24th annual Campbelltown City Challenge Walk with up to 2300 registered walkers participating. Participants included NSW Premier Mike Baird, Mayor Paul Lake, State Members, Chris Patterson (Camden), Bryan Doyle (Campbelltown) and the Australian Botanic Garden Curator-Director, John Siemon also participated in the Challenge Walk.

The event has grown steadily and now attracts entrant numbers three or four times higher than those of most local or regional fun runs. This reflects its viability as a significant health promoting project encouraging greater levels of physical activity in the local community.

The event attracted 92 teams made up from families, schools, charities, clubs, corporate businesses and various organisations. Significantly, the walk also attracted participants from Greater Sydney, the Southern Highlands and the Illawarra region. Members of metropolitan walking clubs and competitive athletes also took part.

The Australian Botanic Garden, Mount Annan and the Macarthur Advertiser continue to be the main event sponsors. The Campbelltown Joggers Club volunteers managed late entrant processing, race direction, timing and recording.

Council provided a promotional stall to highlight the opportunities and programs at each of our leisure facilities. Go 4 Fun, a free NSW Government family oriented weight management program also had a stall with giveaways and information as did Channel Nine.

The Campbelltown Rotary Club provided a BBQ service at the event to help raise funds for their community projects.

The 2015 Campbelltown City Challenge Walk was delivered through Council's approved budget, sponsorship and a range of in kind contributions and support from local organisations and community groups.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Thompson/Oates)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

6.4 Minutes of the Sports Liaison Sub Committee Meeting held 11 March 2015

Reporting Officer

Manager Healthy Lifestyles

Attachments

Minutes of the Sports Liaison Sub Committee Meeting held 11 March 2015 (contained within this report)

Purpose

To seek Council's endorsement of the minutes of the Sports Liaison Sub Committee Meeting held 11 March 2015.

Report

Detailed below are the recommendations of the Sports Liaison Sub Committee. Council officers have reviewed the recommendations and they are now presented for Council's consideration. There are no recommendations that require an individual resolution of Council.

Recommendations of the Sports Liaison Sub Committee

Reports listed for consideration

4. Notes of the previous meeting held 17 September 2014

That the information be noted.

5. Presentations

This meeting of the Sports Liaison Sub Committee included a number of presentations to representatives from various sporting clubs and associations. Attendees were provided with an update in regard to season changeover, club administration, new Working With Children Legislation, Use of Public Open Space by Commercial Fitness Groups by Trainers and Personal Trainers, Capital Works Program and Grants.

Officer's Recommendation

That the minutes be noted.

Committee's Recommendation: (Thompson/Lound)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

ATTACHMENT 1

Minutes of the Sports Liaison Sub Committee

**Held Wednesday 11 March 2015
in the Ingleburn Community Hall**

Meeting commenced at: 6.45pm

1. Acknowledgement of Land

An Acknowledgement of Land was presented by the Chairperson, Councillor Thompson.

2. Welcome and Introduction

Councillor Thompson welcomed all members and invited guests to the Sports Liaison Sub Committee meeting.

3. Attendance and Apologies

Attendance: Councillor B Thompson (Chairperson)
Councillor D Lound

Also in attendance: Manager Healthy Lifestyles - Mr M Berriman
Acting Sport and Recreation Coordinator - Mr T Collins
Recreation Booking and Administrative Officer - Ms J Robinson
Executive Support - Mrs D Taylor
Campbelltown District Netball - Mr M Seery
Softball Campbelltown - Mr R Bromley
Campbelltown Aussi Masters Swimming - Mr L Risk
Campbelltown Aussi Masters Swimming - Mr G Jacques
Campbelltown Collegians JRLFC - Mr C Whipleby

Apologies: Councillor P Lake
Prue Bagnall - Aus Oztag Assoc

Sub Committee's Recommendation (Thompson/Lound)

That the apologies be accepted.

CARRIED

4. Notes of the previous meeting held 17 September 2014

Report

The notes of the Sports Liaison Sub Committee meeting held 17 September 2014, copies of which have been circulated to each Sub Committee member.

Officer's Recommendation

That the information be noted.

Sub Committee's Recommendation (Thompson/Lound)

That the information be noted.

CARRIED

5. Presentations

5.1 Acting Sport and Recreation Coordinator

Council's Acting Sport and Recreation Coordinator presented information on the following issues:

- a. **season changeover**
- b. **Club Administration**
- c. **new Working with Children Legislation - update**
- d. **Use of Public Open Space by Commercial Fitness Groups by Trainers and Personal Trainers - update**
- e. **Capital Works Program - update**
- f. **Grants**

A copy of the presentation is attached and will be distributed to all clubs and associations that were invited to the Sports Liaison Sub Committee.

<P:\Presentations\Sub Committees\Sport and Recreation Update 110315.ppt>

6. General Business

Nil

Next meeting of the Sports Liaison Sub Committee will be held 30 September 2015.

Councillor Thompson

Chairperson

Meeting closed: 7.12pm

6.5 School Swimming Carnivals

Reporting Officer

Manager Healthy Lifestyles

Attachments

Nil

Purpose

To inform Council of the swimming carnivals held by local schools at Council's Leisure Centres.

History

School swimming carnival season is generally first term of each school year and concludes at the end of March prior to the Sydney South West Regional Carnival and the NSW State School Championships.

Macquarie Fields Leisure Centre and The Gordon Fetterplace Aquatic Centre hold swimming carnivals for local and district schools. The majority of carnivals are held in the outdoor pools, however, with increased demand for dates, carnivals are also held in the indoor 25m pools.

Report

Macquarie Fields Leisure Centre

Macquarie Fields Leisure Centre held 24 carnivals in the current carnival season; this included two in November 2014 and 22 between 2 February 2015 and 13 March 2015 with a total of 5058 competitors and 1758 spectators.

The Centre also held three zone carnivals including Fields Zone with 176 competitors and 165 spectators, Liverpool PSSA carnival with 263 competitors and 326 spectators and Hume Zone with 244 competitors and 295 spectators.

The Gordon Fetterplace Aquatic Centre

The Gordon Fetterplace Aquatic Centre held 37 carnivals in the current carnival season; with three carnivals in November to December 2014 and 34 carnivals between 2 February 2015 and 17 March 2015 with a total of 10,699 competitors and 3740 spectators.

The Centre held three zone carnivals including the Catholic Education Office with 324 competitors and 337 spectators; PSSA with 349 competitor's and 287 spectators and Fisher Zone with 180 competitors and 136 spectators.

The Centre also hosted three regional carnivals including the Sydney South West Region water polo with 80 competitors and 40 spectators, Sydney South West Region high school carnival with 550 competitors and 310 spectators and Sydney South West Region primary with 550 competitors and 784 spectators.

Each of Council's outdoor pools have limited capacity for wet weather days to reschedule events. Council's Booking of Swimming Centre for School Carnivals Policy gives local schools priority in booking carnivals prior to any school outside the Campbelltown Local Government Area.

Bookings for carnivals are due to open in August 2015 for the following carnival season.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Oates/Lound)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

6.6 Feasibility of the installation of basketball courts at Macquarie Fields

Reporting Officer

Manager Healthy Lifestyles

Attachments

Nil

Purpose

To update Council on the feasibility of installing basketball courts in close proximity to the Glenquarie Shopping Centre and Skate Park at Macquarie Fields.

History

At its meeting of 11 November 2014, Council requested that a report be presented outlining the feasibility of installing basketball courts in close proximity to the Glenquarie Shopping Centre and Skate Park at Macquarie Fields.

Council was also provided with a briefing on this proposal on 24 February 2015.

Report

Council officers have been researching strategic locations for passive unstructured recreation across the Campbelltown Local Government Area. Skate parks, cycleways, walking paths and basketball courts are seen as appropriate venues for such unstructured activities.

The Macquarie Fields tennis complex was originally located at the Glenquarie Shopping Centre and the four tennis courts were moved to its current location, adjacent to the Skate Park at Macquarie Fields, in 2009.

There are eight other tennis courts within a two kilometre radius of the complex - two at Seddon Park Glenfield and six at the Ingleburn Tennis Club. With a variety of options within close proximity, the Macquarie Fields Tennis complex has been underutilised for tennis and has been identified as a possible venue for passive recreation.

Initial quotes for the removal of four tennis courts and the redevelopment of them into basketball and volleyball courts is estimated to cost \$84,000. The synthetic surfaces of these courts have been professionally assessed as being still in excellent condition and able to be relocated to replace the surface at another tennis complex.

Council has identified that the Glen Alpine Tennis Courts require replacement at an estimated cost of \$100,000.

It is proposed to redevelop the tennis courts at Macquarie Fields into basketball and volleyball courts and relocate the court surfaces to Glen Alpine Tennis Courts. By conducting both projects together the cost to Council would be approximately \$116,000 therefore providing an overall cost saving of \$68,000. The project would be funded through Healthy Lifestyles 2015-2016 Sport and Recreational Program.

Delivering popular youth activities by the provision of multi-sport courts at Macquarie Fields along with the Skate Park would enhance the complex as a youth hub, offering a range of activities for the community.

Officer's Recommendation

1. That Council approve the redevelopment of the tennis courts at Macquarie Fields into multi-purpose courts.
2. That Council approve the relocation of the synthetic surfaces from Macquarie Fields tennis complex to Glen Alpine tennis complex.

Committee's Recommendation: (Brticevic/Lound)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 21 April 2015 (Rowell/Borg)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 56

That the Officer's Recommendation be adopted.

7. LIBRARY SERVICES

No reports this round

8. GENERAL BUSINESS

Nil.

Confidentiality Motion: (Thompson/Lound)

That the Committee in accordance with Section 10A of the *Local Government Act 1993*, move to exclude the public from the meeting during discussions on the items in the Confidential Agenda, due to the confidential nature of the business and the Committee's opinion that the public proceedings of the Committee would be prejudicial to the public interest.

CARRIED

22. CONFIDENTIAL ITEMS

22.1 Family Day Care Community Support Programme Funding - Update

Reason for Confidentiality

This report is **CONFIDENTIAL** in accordance with Section 10A(2)(d)(i) of the *Local Government Act 1993*, which permits the meeting to be closed to the public for business relating to the following: -

- (d) commercial information of a confidential nature that would if disclosed:
 - (i) prejudice the commercial position of the person who supplied it.

Motion: (Thompson/Lound)

That the Committee in accordance with Section 10 of the *Local Government Act 1993*, move to re-open the meeting to the public.

CARRIED

There being no further business the meeting closed at 5.45pm.

T Rowell
CHAIRPERSON
