



Community & Environment Committee

Agenda: *Community & Environment Committee*

Date: *Tuesday 10 June 2014*

Time: *6.00pm*

Outline of Meeting Protocol & Procedure:

- The Chairperson will call the Meeting to order and ask the Committee/Staff to present apologies or late correspondence.
- The Chairperson will commence the Order of Business as shown in the Index to the Agenda.
- At the beginning of each item the Chairperson will ask whether a member(s) of the public wish to address the Committee.
- If person(s) wish to address the Committee, they are allowed four (4) minutes in which to do so. Please direct comments to the issues at hand.
- If there are persons representing both sides of a matter (eg applicant/objector), the person(s) against the recommendation speak first.
- At the conclusion of the allotted four (4) minutes, the speaker resumes his/her seat and takes no further part in the debate unless specifically called to do so by the Chairperson.
- If there is more than one (1) person wishing to address the Committee from the same side of the debate, the Chairperson will request that where possible a spokesperson be nominated to represent the parties.
- The Chairperson has the discretion whether to continue to accept speakers from the floor.
- After considering any submissions the Committee will debate the matter (if necessary), and arrive at a recommendation (R items which proceed to Full Council) or a resolution (D items for which the Committee has delegated authority).

Recommendation only to the Full Council:

- Such matters as are specified in Section 377 of the Local Government Act and within the ambit of the Committee considerations.
- Matters which involve broad strategic or policy initiatives within responsibilities of Committee.
- Matters requiring the expenditure of moneys and in respect of which no Council vote has been made.
- Matters delegated to the Council by the Roads and Maritime Services.
- Matters not within the specified functions of the Committee,
- Matters reserved by individual Councillors in accordance with any Council policy on "safeguards" and substantive changes.
- Parks and Reserves Plans of Management (Strategies, Policies and Objectives).
- Residential Parking Schemes - Provision and Policies.

Delegated Authority:

- Community Services and Programs.
- Library Services
- Health.
- Licensing.
- Liquor Licences.
- Regulatory.
- Fire Protection Orders.
- Residential Parking Schemes (surveillance and administration).
- Traffic Management (Traffic Committee Recommendations).
- Waste Minimisation.
- To require such investigations, reports or actions as considered necessary in respect of matters contained within the Business Agendas (and as may be limited by specific Council resolution).
- Confirmation of the Minutes of its Meetings.
- Any other matter falling within the responsibility of the Community and Environment Committee and not restricted by the Local Government Act or required to be a Recommendation to Full Council as listed above.
- Statutory reviews of Council's Delivery Program and Operational Plan.

Committee Membership:

7 Councillors

Quorum:

The quorum for a Committee meeting is 4 Councillors.

WOOLLAHRA MUNICIPAL COUNCIL

Notice of Meeting

5 June 2014

To: Her Worship the Mayor, Councillor Toni Zeltzer ex-officio
Councillors Deborah Thomas (Chair)
Peter Cavanagh
Anthony Marano
Andrew Petrie
Elena Wise
Susan Wynne (Deputy Chair)
Jeff Zulman

Dear Councillors

Community & Environment Committee Meeting – 10 June 2014

In accordance with the provisions of the Local Government Act 1993, I request your attendance at a Meeting of the Council's **Community and Environment Committee** to be held in the **Council Chambers, 536 New South Head Road, Double Bay, on Tuesday 10 June 2014 at 6.00pm.**

Gary James
General Manager

Additional Information Relating to Committee Matters

Site Inspection

Other Matters

Meeting Agenda

Item	Subject	Pages
1	Leave of Absence and Apologies	
2	Note Council resolution of 27 June 2011 to read late correspondence in conjunction with the relevant Agenda Item	
3	Declarations of Interest	

Items to be Decided by this Committee using its Delegated Authority

D1	Confirmation of Minutes of Meeting held on 12 May 2014	1
D2	Delivery Program 2013 to 2017 & Operational Plan 2013/14 (DPOP) Quarterly Progress Report December 2013 against Goal 1 – A Connected & Harmonious Community, Goal 2 – A Supported Community, Goal 3 – A Creative & Vibrant Community, Goal 5 – Liveable Places, Goal 6 – Getting Around, Goal 7 – Liveable places, Goal 6 – Getting Around, Goal 7 – Protecting our Environment & Goal 8 – Sustainable Use of Resources – 1229.G	2

***Note Annexure 1 Circulated Under Separate Cover**

D3	Woollahra Local Traffic Committee Minutes – 3 June 2014 – 595.G 2014	
D4	Minutes of the Animal Advisory Committee Meeting of 21 May 2014 – 271.G AACM	

Items to be Submitted to the Council for Decision with Recommendations from this Committee

R1	Woollahra Child Care Needs Study 2014 – 79.G	
R2	Woollahra Small Sculpture Prize – Naming rights Sponsorship – 20.G	

Item No: D1 Delegated to Committee
Subject: **Confirmation of Minutes of Meeting held on 12 May 2014**
Author: Les Windle, Manager - Governance
File No: See Council Minutes
Reason for Report: The Minutes of the Meeting of Monday 12 May 2014 were previously circulated. In accordance with the guidelines for Committees' operations it is now necessary that those Minutes be formally taken as read and confirmed.

Recommendation:

That the Minutes of the Community and Environment Committee Meeting of 12 May 2014 be taken as read and confirmed.

Les Windle
Manager – Governance

Item No: D2 Delegated to Committee

Subject: **Delivery Program 2013 to 2017 & Operational Plan 2013/14 (DPOP) Quarterly Progress Report December 2013 against Goal 1 - A connected & harmonious community, Goal 2 - A supported community, Goal 3 - A creative & vibrant community, Goal 5 - Liveable places, Goal 6 - Getting around, Goal 7 - Protecting our environment and Goal 8 - Sustainable use of resources.**

Author: Kylie Walshe - Director Community Services
Tom O'Hanlon - Director Technical Services

File No: 1229.G

Reason for Report: To review the status of the Priorities and Actions in Council's Delivery Program 2013 to 2017 and Operational Plan 2013/14 for the three months ending 31 March 2014.

Recommendation:

THAT the March 2014 Quarterly Progress Report on Goal 1 (A connected & harmonious community), Goal 2 (A supported community), Goal 3 (A creative & vibrant community), Goal 5 (Liveable places), Goal 6 (Getting around), Goal 7 (Protecting our environment) and Goal 8 (Sustainable use of resources) of Council's Delivery Program 2013 to 2017 and Operational Plan 2013/14 be received and noted.

Background:

Council adopted its Delivery Program 2013 to 2017 and Operational Plan 2013/14 (DPOP) in June 2013 in accordance with the Integrated Planning and Reporting Legislation for NSW Local Government. The Delivery Program and Operational Plan are two of the key strategic planning documents that comprise Council's Integrated Planning & Reporting Framework.

It is a requirement under the Integrated Planning & Reporting Legislation that Council report on the progress of its Delivery Program at least every six months. In response to this requirement, and in order to ensure that Council's reporting to the community is transparent, timely and manageable under the legislation, progress reports on the DPOP are presented to Council quarterly for the periods ending 30 September, 31 December, 31 March and 30 June each year.

The framework for quarterly progress reports is consistent with the structure of the Delivery Program and Operational Plan developed around the following interrelated themes and supporting goals:

Theme: Community well-being

- Goal 1: A connected and harmonious community.
- Goal 2: A supported community.
- Goal 3: A creative and vibrant community.

Theme: Quality places and spaces

- Goal 4: Well planned neighbourhoods.
- Goal 5: Liveable places.
- Goal 6: Getting around.

Theme: A healthy environment

- Goal 7: Protecting our environment.
- Goal 8: Sustainable use of resources.

Theme: Local prosperity
Goal 9: Community focused economic development.

Theme: Community leadership and participation
Goal 10: Working together.
Goal 11: A well-managed Council.

Annexure 1 to this report is Council's Quarterly Progress Report for the period 1 January 2014 to 31 March 2014 for Goals 1, 2, 3, 5, 6, 7 and 8, being most relevant to the Community and Environment Committee (C&E).

Progress comments for all Delivery Program Priorities and Operational Plan Actions are provided in the tables of **Annexure 1**. Council staff provide updates on these comments on an ongoing basis for internal management purposes, with the comments then collated at the end of the quarter for reporting to Council and the community. Generally, actions included in the Operational Plan relate to the current financial year, however there are a number of actions that extend beyond June 2014, as indicated in the Target Date column.

A tick in the final column of the tables in Annexure 1 headed "Updated Comments" indicates that the comments relating to that action have been updated since the previous quarterly report to Council. The purpose of the tick is to enable Councillors and other readers of the report to easily identify where an action status has been updated.

Adopted notices of motion and other decisions of the Council:

To further improve the efficiency and transparency of Council's Integrated Planning and Reporting procedures, notices of motion and other decisions of the Council which are strategic and/or project based are now included as additional actions in the DPOP and reported on through the Quarterly Progress Report.

Adopted notices of motion which are non-strategic in nature, such as placement of an additional agenda item on a meeting or writing a letter to an organisation, will be monitored administratively.

During the period 1 January 2014 to 31 March 2014, no new notices of motion have been identified as strategic and/or project based in nature.

Conclusion:

THAT the March 2014 Quarterly Progress Report on Goal 1 (A connected & harmonious community), Goal 2 (A supported community), Goal 3 (A creative & vibrant community), Goal 5 (Liveable places), Goal 6 (Getting around), Goal 7 (Protecting our environment) and Goal 8 (Sustainable use of resources) of Council's Delivery Program 2013 to 2017 and Operational Plan 2013/14 be received and noted.

Kylie Walshe
Director Community Services

Tom O'Hanlon
Director Technical Services

Annexures:

- 1 DPOP Quarterly Progress Report March 2014 for Goal 1 (A connected & harmonious community), Goal 2 (A supported community), Goal 3 (A creative & vibrant community), Goal 5 (Liveable places), Goal 7 (Protecting our environment) and Goal 8 (Sustainable use of resources) – *distributed separately*.

Item No: D3 Delegated to Committee
Subject: **Woollahra Local Traffic Committee Minutes – 3 June 2014**
Author: Cathy Edwards-Davis, Manager Engineering Services
File No: 595.G 2014
Reason for Report: For the Committee to consider the recommendations of the Woollahra Local Traffic Committee

Recommendation:

- A. That the Recommendations Y1-Y6 contained in the minutes of the Woollahra Traffic Committee held on Tuesday 3 June 2014 be adopted.
 - B. That the Recommendation Z1 contained as an informal item in the minutes of the Woollahra Traffic Committee held on Tuesday 3 June 2014 be adopted.
-

Cathy Edwards-Davis
Manager – Engineering Services

Tom O’Hanlon
Director Technical Services

Woollahra Local Traffic Committee Minutes

The meeting of the Woollahra Local Traffic Committee was held in the Thornton Room, Council Chambers, Double Bay, on Tuesday 3 June 2014 at 10.00am.

1. Attendance

Committee Members:

Present:	Ms Cathy Edwards-Davis (Chairperson)	(Woollahra Municipal Council)
	Mr Stephen Brown	(Roads and Maritime Services)
	Snr Const Corinne Dawes	(Rose Bay Police)
	Mr John Giblin	(Gabrielle Upton MP Representative)
Staff:	Mr Frank Rotta	(Woollahra Municipal Council)
	Mr David Collaguazo	(Woollahra Municipal Council)
	Ms Armodee Reece	(Woollahra Municipal Council)
Observer:	Mr Eric Graham	(Transport NSW – State Transit)
Apologies:	Mr Alex Greenwich MP	(Member for Sydney)
	Mr Colin De Costa	(Woollahra Municipal Council)

Also in
Attendance:

2. Minutes of Previous Meeting

The minutes of Meeting No.4/14 held in Council Chambers, Double Bay, on Tuesday 6 May 2014 were confirmed by Mr John Giblin and Snr Const Corinne Dawes.

3. Matters Arising from Minutes of Previous Meetings

Y3: Edgecliff Road, Woollahra

Council staff have resolved not to proceed with the pedestrian crossing to the east of Bathurst Street.

4. Local Traffic Committee recommendations not adopted or amended by Woollahra Council Community & Environment Committee

Nil

5. Extraordinary Meetings

Nil

6. Late Correspondence

Item Y4: Glenmore Road, north of Gurner St, Paddington – Pedestrian Crossing

Mr Alex Greenwich MP did not attend the meeting. He voted in support of item Y4, which is the only item in his electorate.

7. Traffic Matters on Local Roads – Recommendation to C&E for Consideration

Item No: Y1 Traffic Matters on Local Roads – Recommendation to C&E for Consideration

Subject: **Parking Restriction Changes**

Author: Frank Rotta – Traffic Engineer

File No: (Refer to Table 1)

Reason for Report: Various parking restriction changes throughout the Woollahra Council area.

Committee Vote: Unanimous Support

Recommendation:

That the recommendations of Item Y1-1 contained in Annexure 1 be adopted.

Item Y1-1: Hamilton Street, Rose Bay - Request for a Disabled Zone

Officer Recommendation:

1. That a ‘Disabled Parking’ zone be installed on the southern side of Hamilton Street in front of No. 19 Hamilton Street, Rose Bay between the driveways to Nos 19 & 21.
2. That the applicant be advised of Council’s Procedure and conditions for Disabled Parking zones, including the requirement to renew these zones annually.

Committee Vote: Unanimous Support

Resolved to Recommend:

Adopt the Officer Recommendation

Item No: Y2 Traffic Matters on Local Roads – Recommendation to C&E for consideration.

Subject: **Dover Road, Rose Bay – Raised Pedestrian Crossing**

Author: Shirlene Yee Yet – Team Leader Traffic and Transport

File No: T132

Reason for Report: To seek approval for the installation of a pedestrian crossing.

Officer Recommendation:

That Council give approval for the construction of a raised pedestrian crossing in Dover Road, Rose Bay immediately west of Ian Street subject to the following:

- i. The proposal be placed on public exhibition.
- ii. The detailed design and public consultation results be reported to the Traffic Committee.

Committee Vote: Unanimous Support

Resolved to Recommend:

Adopt the Officer Recommendation

Item No: Y3 Traffic Matters on Local Roads – Recommendation to C&E for consideration.

Subject: **Cranbrook Road, Bellevue Hill – Reconfiguration of centreline and associated parking restrictions**

Author: Frank Rotta – Traffic Engineer

File No: T119

Reason for Report: Request by residents of Cranbrook Road, Bellevue Hill

Officer Recommendation:

- A. That an “S-Curve” warning sign facing northbound traffic (facing south) be installed on the green sewer vent located in front of No. 5 Cranbrook Road, Bellevue Hill.
- B. That an “S-Curve” warning sign facing southbound traffic (facing north) be installed on Power Pole No. SY25385 located in front of No.4 Cranbrook Road.
- C. That “Curve” warning signs be installed on both approaches to the curve outside No. 18 Cranbrook Road, Bellevue Hill.
- D. That rpms should be installed at 2m intervals on the unbroken centreline sections of the curves outside Nos. 2, 3, 4, 5 & 7 Cranbrook Road, No.18 Cranbrook Road and Nos. 45 &49 Cranbrook Road.
- E. That the unbroken double centreline in the straight sections of Cranbrook Road between the southern side of the driveway to No.9 Cranbrook Road and 3m north of the northern side of the driveway to No. 18 Cranbrook Road be changed to single broken centreline with rpms at 6m centres.
- F. That the unbroken double centreline in the straight sections of Cranbrook Road between the northern side of the driveway to No. 20 Cranbrook Road and 3m north of the northern side of the driveway to No. 45 Cranbrook Road be changed to single broken centreline with rpms at 6m centres.
- G. That “No Parking” restrictions be installed at the following locations:

- i. 8m of “No Parking” on the eastern side of Cranbrook Road on the bend generally across the road from the driveway to No. 9 Cranbrook Road.
 - ii. On the straight section of kerb in front of No.25 Cranbrook Road.
 - iii. 9m of “No Parking” on the western side of Cranbrook Road immediately south of the driveway to No.49 Cranbrook Road.
- H. That Council’s Compliance Section be requested to investigate whether or not Beresford Hall is complying with the conditions of development consent dealing with on and off site parking of staff and visitors.
- I. That the changed conditions in the street be monitored to determine whether or not any additional parking restrictions are required in this street.
- J. That all residents/business operators on both sides of Cranbrook Road from No. 49 Cranbrook Road in a northerly direction to New South Head Road, be advised of these recommendations which can then be implemented unless there is an adverse public reaction to Council’s proposal.

Committee Vote: Unanimous Support

Resolved to Recommend:

Adopt the Officer Recommendation

Item No: Y4 Traffic Matters on Local Roads – Recommendation to C&E for consideration.

Subject: **Glenmore Road, north of Gurner St, Paddington – Pedestrian Crossing**

Author: Frank Rotta – Traffic Engineer

File No: T191

Reason for Report: To audit pedestrian crossing in line with RMS Technical Directions.

Officer Recommendation:

That the following alterations be carried out at the pedestrian crossing in Glenmore Road, north of Gurner Street, Paddington:

- A. The “No Stopping” distance on the western side of the pedestrian crossing south of the crossing be increased to 13 metres.
- B. The “No Stopping” distance on the eastern side of the pedestrian crossing north of the crossing be increased to 13 metres.
- C. The “No Stopping” distance on the western side of the pedestrian crossing north of the crossing be increased to 10 metres.
- D. All Pedestrian Crossing and Pedestrian Crossing Ahead signage associated with this crossing be upgraded to the new fluoro yellow signs.
- E. The mountable kerb on the blisters at this pedestrian crossing be changed to upright kerb and that funding be considered as part of the annual Traffic Strategy review process.
- F. The unbroken centreline (BB lines) and zig-zag lines on both sides of this pedestrian crossing be repainted.

Committee Vote: Unanimous Support

Resolved to Recommend:

Adopt the Officer Recommendation

Item No: Y5 Traffic Matters on Local Roads – Recommendation to C&E for Consideration

Subject: **2 New Beach Road, Darling Point – Works Zone**

Author: Frank Rotta / Deirdre Farrell – Traffic Engineer

File No: 407.G

Reason for Report: Request for a Works Zone

Officer Recommendation:

- A. That approval be granted for a 6 metre Works Zone to be temporarily installed for No. 2 Beach Road, Darling Point. The proposed Works Zone is to be located on the eastern side of New Beach Road from 2m north of the prolongation of the common boundary between Nos 3 & 4 New Beach Road for a distance of 6 metres in a southerly direction, and is subject to the following conditions:
- i. Any directive provided by the NSW Police Department is to be complied with.
 - ii. The Works Zone is to operate between the hours of 7am – 4pm Mon-Fri and 7 am-1pm Sat for a period of 8 weeks from 7 July, 2014 to 22 August, 2014 (to be calculated from sign installation date).
 - iii. Suitable traffic control measures are to be put in place to manage truck movements to and from the construction site, and if necessary to and from the adjacent street system, in accordance with the RMS's Traffic Control at Works Sites manual.
 - iv. The applicant shall provide and implement a Traffic Control Plan prepared by an RMS accredited traffic consultant to deal with use of the footpath/trucks/barriers/pedestrian protection to load and unload materials to and from the works site and for the general use of this Works Zone. This plan must be completed to the satisfaction of Council's traffic engineer.
 - v. A Permit to Stand Plant will be required for all concrete pours, deliveries and/or truck presences in relation to the construction works.
 - vi. Existing Residents' Permit Parking restrictions shall be maintained outside of the Works Zone hours of operation.
 - vii. The applicant must ensure that the traffic lanes, footpaths and driveways, adjacent to the Works Zone, remain free of obstruction at all times during the construction.
 - viii. The applicant must inform Council's Traffic Engineer when the project is completed and the Works Zone can be removed.
 - ix. This Works Zone is in an area zoned as Residential 2(a). The fee payable shall be in accordance with Council's adopted fees and charges applying to the period for which the approval is given, and must be paid prior to the Works Zone being installed.
 - x. Payment of all appropriate security bonds required by the Development Consent for this property.
 - xi. Failure to comply with any of these conditions may result in the cancellation of the Works Zone at Council's discretion.
 - xii. Should the Works Zone be required for a period longer than the approved period, permission from the Director of Technical Services is required to extend the Works Zone.
 - xiii. Any alteration to the hours of operation of the Work Zone will require the approval of the Woollahra Local Traffic Committee.
- B. That the applicant notifies all residents and businesses whose property frontage is within 50 metres of the Works Zone immediately following payment for the Work Zone. The applicant must forward a copy of this notice to Council for approval, prior to distribution.

Committee Vote: Unanimous Support

Resolved to Recommend:

Adopt the Officer Recommendation

Item No: Y6 Traffic Matters on Local Roads – Recommendation to C&E for Consideration
Subject: **26 Carlisle Street, Rose Bay – Works Zone**
Author: Shirlene Yee Yet – Team Leader Traffic and Transport
File No: 407.G
Reason for Report: Request for a Works Zone

Officer Recommendation:

- A. That approval be granted for a 8 metre Works Zone to be temporarily installed for No. 26 Carlisle Street, Rose Bay. The proposed Works Zone is to be located on the western side of Carlisle Street, starting at the common boundary of Nos 26 & 28 Carlisle Street to a distance 8m south and is subject to the following conditions:
- i. Any directive provided by the NSW Police Department is to be complied with.
 - ii. The Works Zone is to operate between the hours of 7am – 4pm Mon-Fri and 7 am-1pm Sat for a period of 52 weeks from June 2014 to June 2015 (to be calculated from sign installation date).
 - iii. Suitable traffic control measures are to be put in place to manage truck movements to and from the construction site, and if necessary to and from the adjacent street system, in accordance with the RMS's Traffic Control at Works Sites manual.
 - iv. The applicant shall provide and implement a Traffic Control Plan prepared by an RMS accredited traffic consultant to deal with use of the footpath/trucks/barriers/pedestrian protection to load and unload materials to and from the works site and for the general use of this Works Zone. This plan must be completed to the satisfaction of Council's traffic engineer.
 - v. A Permit to Stand Plant will be required for all concrete pours, deliveries and/or truck presences in relation to the construction works.
 - vi. Existing Residents' Permit Parking restrictions shall be maintained outside of the Works Zone hours of operation.
 - vii. The applicant must ensure that the traffic lanes, footpaths and driveways, adjacent to the Works Zone, remain free of obstruction at all times during the construction.
 - viii. The applicant must inform Council's Traffic Engineer when the project is completed and the Works Zone can be removed.
 - ix. This Works Zone is in an area zoned as Residential 2(a). The fee payable shall be in accordance with Council's adopted fees and charges applying to the period for which the approval is given, and must be paid prior to the Works Zone being installed.
 - x. Payment of all appropriate security bonds required by the Development Consent for this property.
 - xi. Failure to comply with any of these conditions may result in the cancellation of the Works Zone at Council's discretion.
 - xii. Should the Works Zone be required for a period longer than the approved period, permission from the Director of Technical Services is required to extend the Works Zone.
 - xiii. Any alteration to the hours of operation of the Work Zone will require the approval of the Woollahra Local Traffic Committee.

- B. That the applicant notifies all residents and businesses whose property frontage is within 50 metres of the Works Zone immediately following payment for the Work Zone. The applicant must forward a copy of this notice to Council for approval, prior to distribution.

Committee Vote: Unanimous Support

Resolved to Recommend:

Adopt the Officer Recommendation

8. Informal Matters - For discussion by committee members and recommended to Community and Environment Committee by Council Officers

Item No: Z1 Traffic Matters on Local Roads – Recommendation to C&E for consideration.
Subject: **New South Head Road, Edgecliff Road – Parking Restrictions**
Author: Shirlene Yee Yet – Team Leader Traffic and Transport
File No: T329
Reason for Report: To provide feedback on the recent community consultation

Recommendation:

That the parking restrictions on the northern side of New South Head Road between Mona Road and Darling Point Road, Edgecliff not be changed at this time.

9. Late Items

Suttie Road, Woollahra / Arthur Street, Bellevue Hill

Raised by Eric Graham – some issues with access for the buses in these locations. Locations noted for investigation by Traffic department.

Old South Head Road, Rose Bay / Vacluse

Advised by RMS that upgrades to existing refuge islands commence next week.

There being no further business, the meeting concluded at 10.24 am.

Cathy Edwards-Davis
Chair

Item No: D4 Delegated to Committee
Subject: **Minutes of the Animal Advisory Committee Meeting of 21 May 2014**
Author: Colin DeCosta – Coordinator Regulatory Services
File No: 271.G AACM
Reason for Report: To submit the minutes of the Animal Advisory Committee meeting of 21 May 2014 in accordance with the adopted ‘Terms of Reference’.

Recommendation:

That the minutes of the Animal Advisory Committee meeting of Wednesday 21 May 2014 be received and noted.

Report:

The Animal Advisory Committee (AAC) was formed in 1997 to coincide with the introduction of the *Companion Animals Act 1998*, which commenced operations on 1 September 1998.

On 10 December 2012, Council adopted the current ‘Terms of Reference’ for the AAC. The ‘Terms of Reference’ state that the purpose of the AAC is;

“To serve as an advisory body to Council to assist with the development of policies, programmes, services and plans for companion animals. The AAC shall not operate in a regulatory or authoritative capacity.”

The ‘Terms of Reference’ further state that;

“The AAC is an advisory committee only and has no delegated authority. The AAC will report to the Community and Environment Committee as required.”

The current members of the AAC were appointed by the Mayor in October 2013. Councillor Ted Bennett is the appointed Chairperson.

As specified by Clause 8.1 of the ‘Terms of Reference’ (copy attached as ‘Annexure 1’), the AAC will hold meetings as required or called by the Chairperson when Council has a statutory obligation to consult on significant animal management issues, where advice or professional information is needed by Council or where Council identifies there is a need. Clause 8.2 further states meetings will be held on the third Wednesday of the month at regular intervals four times a year at the Council Chambers with those specific months to be determined by the Chair of the Committee.

The minutes of the AAC meeting of 21 May 2014 are attached as ‘Annexure 2’ and indicate that the scheduled meeting could not be held.

Colin DeCosta
Coordinator - Regulatory Services

Tim Tuxford
Manager - Compliance

Annexure:

1. Animal Advisory Committee Terms of Reference adopted by Council on 10 December 2012
2. Minutes of the Animal Advisory Committee meeting of 21 May 2014.



Animal Advisory Committee
Meeting Minutes

Meeting held - Wednesday 21 May 2014

Present: **Councillors:** Nil
 Community: Rosemary Stafford, Vicki Etherington, Margaret Titterton

Staff: Colin De Costa (Co-ordinator Regulatory Service) , Melanie Isaacs
(Companion Animal Officer), Caitlin Moffat (Project Manager Open Space &
Trees), Vanessa Wood (Secretary)

Apologies: Cr Ted Bennett (chair), Julie Brandon, Nicola Grieve,

Meeting opened: 3.30pm

Item No.	Subject	Discussion	Action
1.	AAC Terms of Reference		
	AAC Terms of Reference	The meeting could not proceed as it did not satisfy the provisions of Clauses 6 (Quorum) and 9.1 (Chairperson) of the Animal Advisory Committee Terms of Reference. The Coordinator Regulatory Services closed the meeting at 3.40pm apologising to those members who had attended.	N/A

Next meeting will be held on Wednesday 20 August 2014 at 3.30pm

Item No: R1 Recommendation to Council
Subject: **Woollahra Child Care Needs Study 2014**
Author: Sharon Campisi, Manager Community Development
File No: 79.G
Reason for Report: To report on the findings of the 2014 Child Care Needs Study

Recommendation:

- A. That Council adopt recommendations 1-5 of the 2014 Child Care Needs Study.
- B. That Council continue to operate the Woollahra Preschool in its current form.
- C. That staff monitor supply of early education and care places and consider the opportunity to expand service provision at the Hugh Latimer Centre (recommendation 6) when the future use of this facility is considered by Council.

Background:

Council last conducted a Child Care Study in 2009 that found there was a “gap” between the supply of and demand for children’s services at that time of between 310 – 320 children, which equated to between 150 – 160 licensed places.

The research found that this gap was expected to peak by 2011/12 then progressively decline in the future to a gap of between 260 – 270 children, which equated to between 125 – 135 licensed places by the year 2026, assuming no additional supply.

The research also concluded that any response from the market place that addresses the provision of children’s services, and especially an integrated service, would assist in meeting the demonstrated demand and reduce the current and future gaps.

Council considered the study findings at its meeting of 22 March 2010 and resolved:

- a) *That the findings of the Woollahra Child Care Study 2009 are noted.*
- b) *That Council encourage increased hours of operation and additional licensed places by private child care and children’s services operators throughout the Municipality.*
- c) *That Council apply to increase the licensed places at Woollahra Preschool from 60 to 65, to commence as soon as practical.*
- d) *That no further action be taken regarding the provision of additional children’s services centres on Council owned or managed land.*
- e) *That following the release of the 2011 Australian Bureau of Statistics Census a review of the supply and demand of children’s services is submitted to Council and recommendations from Stages 2 and 3 commence implementation, if required.*

It is a priority in the current Delivery Program and Operational Plan 2013/14 to “*encourage and promote the increased provision of children’s services*”. This forms part of Strategy 2.1 “*to increase access to services and information to support the community*”. The review of the 2009 Child Care Study is an action in the 13/14 Operational Plan to be completed by 30 June 2014.

The 2014 Child Care Study:

In early 2014, Council engaged Consultants CRED Community Planning to undertake research into the supply of and demand for child care in the Woollahra LGA. The research included:

- Analysis of the current local, State and National policy context and the impacts of this on current and future early education and care supply;
- Demographic analysis and trend forecasting relating to children and families;
- Population forecasts based on the preliminary population projections by NSW Planning and Infrastructure (2013);
- Audit and telephone survey of all local early education and care services to understand total supply, service being provided, who is accessing care and emerging trends (for example, part time care or decreasing capacity);
- Mapping of current supply of services;
- Comparative analysis with neighbouring and nearby Councils who have completed child care studies;
- A telephone survey with 150 randomly selected resident parents with children (or those who are planning to have children) aged 0 to 5 years to understand local preferences and use of early childhood education and care;
- Qualitative interviews with local parents.
- Provision of a benchmarking formula based on outcomes of evidence collected; and
- Consideration of local development opportunities or new early childhood education and care centres as identified as a need.

The study is now complete and the full report is included as Attachment A to this report, and distributed under a separate cover.

Consultation:

Consultation undertaken by consultants to inform the study findings included a telephone survey by Micromex of 150 Woollahra residents who are current and intended users of childcare. The survey was conducted between 20 and 28 February 2014. A further telephone survey of all local early education and care services was also undertaken in February and March 2014. 25 of the 26 education and care services in Woollahra LGA participated in the survey and 1 declined to participate. Interviews were also completed with 20 carers (15 mothers and five nannies) at the Holdsworth Playgroup to gain qualitative feedback from local residents about usage and preference for services in Woollahra LGA.

Key findings:

Policy and planning context:

- Local government has a legislated role to plan for the needs of children.
- There is an increasing awareness by parents of the importance of their children's access to early education and care prior to starting school.
- Changes to the way that NSW Government funds community based/not for profit preschools means that priority of access will be for children in their year before school.
- Long day care centres in NSW offer a preschool program run by qualified early childhood teachers.
- There is currently a Productivity Inquiry into early education and care and it is possible that large-scale changes may result to elements of our current early education and care system, especially in the subsidies/funding/supply and demand areas.
- The National Quality Framework (NQF) has meant significant changes to staff to child ratios and to the qualification requirements of educators.
- As at November 2013, 84% of the NSW services rated as *Exceeding the National Quality Standard* under the National Quality Standard were community-based/not for-profit (42% community based/not for-profit and 42% council-services) and only 16% were private/for-profit services.

- There has been a growth in premium providers in the early education and care sector servicing the “top end” of the market, charging higher fees in exchange for additional services and benefits. Woollahra is considered a desirable location for premium providers to deliver new services.

Woollahra community profile:

- The number of children aged 0 to 5 years increased by 16% between 2006 and 2011 from 3,008 to 3,501 (+493).
- 39% of all children aged 0 to 5 years in 2011 were aged under 2 years and represented 41% of the growth of children aged 0 to 5 years between 2006 and 2011.
- There are also increasing numbers and proportions of families with children aged under 5 years in the LGA representing almost 14% of all families in 2011.
- The population of Woollahra LGA is forecast to increase to 62,000 by 2021. If the proportion of children aged 0 to 5 years remains the same, the population of children 0 to 5 years may increase to 4,162 in 2021 (+661 from 2011) requiring additional early education and care places.
- Families in the Woollahra LGA earn on average significantly higher weekly incomes than families in Greater Sydney and therefore are generally able to pay more for early education and care.

Workers and journey to work:

- There are approximately 26,543 employed residents in the Woollahra LGA. Around 20.5% of all Woollahra LGA’s employed residents live and work in the LGA (or 5,449).
- 71% of all of Woollahra’s working residents (or 19,027) travel outside the area to work.
- The main areas that Woollahra residents travel to work outside the LGA are: Sydney Inner City (CBD), Sydney East, and Waverley. Services along travel routes to work, such as New South Head Road and Old South Head Road may be more highly used by local residents and those on their journey to work.
- Every day, there are around 16,166 workers working in the Woollahra LGA. Around 34% of these workers live and work in the Woollahra LGA, and around 66% (or 10,717 workers) work in the LGA but live outside.
- Around 20% of all education and care places in the LGA are used by workers who live outside the LGA.
- There are more employed residents of Woollahra leaving the area to go to work than there are residents from outside the LGA coming into the area to work each day. The numbers of workers leaving, and workers coming in, probably negate each other in terms of demand for education and care.
- Woollahra residents travel to work mostly by car (43.7%).

Current supply and utilisation of care:

- There are 26 early education and care services located within the Woollahra LGA including 6 services attached to private schools, 7 that are community-based/not for profit services, and 13 private/for-profit services.
- These centres provide a total of 1,179 licensed places, with 169 of these places designated for under 2 year olds (or 14%). On average around 0.34 education and care places are currently provided per child.
- There are approximately 2,022 children attending these services each week - on average children are accessing care for three days a week.

A summary of the current spread of places across the Woollahra LGA is outlined below:

Suburb	Number of centres 2014	Places for children under 2	Places for children 2-5	Total places
Bellevue Hill	2	0	116	116
Darling Point	1	0	40	40
Double Bay/Point Piper	2	8	81	89
Edgecliff	1	15	15	30
Paddington	3	24	120	144
Rose Bay	7	40	232	272
Vaucluse/ Watsons Bay	4	12	138	150
Woollahra	6	70	268	338
	26	169	1010	1179

Source: Survey of Woollahra early education and care centres, Cred Community Planning 2014

The suburbs with the highest number of early education and care centres are:

- Rose Bay (7 centres); and
- Woollahra (6 centres).

The suburbs with the lowest number of places for children aged under 2 years were:

- Bellevue Hill (0 places);
- Darling Point (0 places); and
- Double Bay (8 places)

The current number of places per child is outlined in the table below:

Suburb	Number of places	Children 0-5 years	Number of places/child
Bellevue Hill	116	744	0.16
Darling Point	40	179	0.22
Double Bay/Point Piper	89	322	0.28
Edgecliff	30	111	0.27
Paddington	144	695	0.21
Rose Bay	272	458	0.59
Vaucluse/ Watsons Bay	150	548	0.27
Woollahra	338	444	0.77
	1179	3501	0.34

- Around 81% of centres are full and have no vacancies, some have long waiting lists.
- Woollahra has a high use of nannies - 26% of those surveyed use a nanny, with this use often in conjunction with formal centre based education and care.
- Around 20% of workers use early education and care places located in the Woollahra LGA.
- Around 78% of residents drive their child to care. They are happy to travel up to 3 kilometres to access early education and care.
- 127 new places have commenced operating since the 2009 study, equating to an increase of approximately 32 places per year.

Current and forecast demand for places:

- Residents of the Woollahra LGA have shown a preference for both access to long day care and for 2 years of preschool attendance from the age of 3 years (four preschools in the LGA prioritise 4 year olds). They have also identified a preference for quality services and are aware of the difference in service types.
- 74% of all children in the Woollahra LGA need access to some form of centre-based care for approximately three days per week. Using this formula, a benchmark of 0.44 education and care places is required per child to meet demand.

- Using this benchmark, there is a current gap (2014) of 361 places and a forecast gap (2021) of 653 places, assuming no additional supply.
- The suburbs with the highest current (2014) demand are Bellevue Hill (211 gap) and Paddington (162 gap).

As outlined below the current gap in places varies across suburbs:

Suburb	Total places	Children 0-5 years	Places required based on 0.44 places per child	current (2014) gap in places 0-5 years
Bellevue Hill	116	744	327	211
Darling Point	40	179	79	39
Double Bay/Point Piper	89	322	142	53
Edgecliff	30	111	49	19
Paddington	144	695	306	162
Rose Bay	272	458	202	-70
Vaucluse/ Watsons Bay	150	548	241	91
Woollahra	338	444	195	-143
	1179	3501	1540	361

- It is expected that much of this gap can be met through the private provision of new centres. If all DAs currently approved (132 places) become operational, the current (2014) gap will be reduced to 229 places.
- If all DAs currently approved (132) and under consideration (341) become operational, the forecast gap will be reduced to 180 places by 2021.

The current LGA- wide gap and potential new places are outlined below:

2014		Potential new places
Number of children aged 0-5 (census 2011)	3501	
Demand for places based on 0.44 places per child	1540	
Number of operating places (2014)	1179	
Current Gap (2014)	361	
Places with Development Approval not yet operating (2014)		
33 Heeley St Paddington (additions to existing centre) 70/2013		8
42 Newcastle St Rose Bay (new centre) 430/2012		70
88 Newcastle St Rose Bay (new centre to replace existing + 8 places) 215/2011		8
17 Transvaal Ave Double Bay (new centre) 411/2013/1		19
10 Saber St Woollahra (extensions to new centre) 339/12		27
Total number of places with Development Approval not yet operating (2014)	132	132
2014 gap if all approved places commence operating	229	

The potential future (2021) gap and potential places are outlined below:

2021		Potential new places
Number of children aged 0-5 (estimated 2021)	4162	
Demand for places based on 0.44 places per child	1832	
Number of places (2014)	1179	
Estimated Gap 2021 assuming no additional supply	653	
Number of places with Development Approval not yet operating (2014)	132	

2021 Gap if all approved places commence operating	521	
Places under current consideration April 2014		
108 Old South Head Road Vaucluse 563/2013		30
1 Kiaora Road Double Bay (site A) 82/2014/1		66
1 Kiaora Road Double Bay (site B) 81/2014/1		56
2 Quarry St Paddington 94/2013		120
25/27 Newcastle St Rose Bay 454/2013/1		69
Number of places under current consideration (2014)	341	341
2021 Gap if all approved places and those under current consideration commence operating	180	

Children under 2 years:

- The main gap is for places for children aged under 2 years.
- Currently there are places to service only 12.5% of all children aged under 2 years, however, in NSW around 29.7% of all children aged 0 to 2 years access child care.
- Woollahra LGA has only 169 places for under 2s, which is 14% of all early education and care places are offered.
- Supply of places for children under 2 years is higher in the nearby Council areas of City of Sydney (28%) and Leichhardt (25%).

Suburb	Number of centres 2014	Places for children under 2	Children aged under 2	Number of places/child
Bellevue Hill	2	0	263	0.00
Darling Point	1	0	183	0.00
Double Bay/Point Piper	2	8	90	0.09
Edgecliff	1	15	55	0.27
Paddington	3	24	131	0.18
Rose Bay	7	40	155	0.26
Vaucluse/ Watsons Bay	4	12	298	0.04
Woollahra	6	70	180	0.39
	26	169	1355	0.12

- While it is anticipated that the private/for-profit market, including DAs currently with Council, will meet much of the demand there are two areas where there is a gap that may not be met through the market:
 - Places for children aged under 2 years; and
 - Increased access by 3 year olds to quality preschool places. Residents indicate a preference for community-based not for-profit and Council preschool services.

Council's current role in early education and care:

- Currently Woollahra Council's role in relation to early education and care is:
 - Planning and regular supply and demand studies; and
 - Service delivery via Woollahra Preschool.
- The Woollahra Preschool is a high quality service with a very good reputation locally and is in high demand from residents, however, a 2009 Study questioned the efficiency of Council operating only one service.
- The preschool has opportunities to expand and provide an additional 60 early education and care places onsite.

Conclusions and report recommendations:

Based on past provision of new centres through the private market, a potential additional 341 places through DAs currently with Council and 132 places already approved and not yet operating, it is considered that the private market will continue to provide sufficient places to meet local demand. As a high-income area, with high numbers of working families, Woollahra is a desirable area for providers to establish new services. The report concludes however, that there are two main early education and care gaps that are not currently being met by the market:

- 1) An increased provision of places for children aged under 2 years; and
- 2) Increased access by 3 year olds to quality preschool places.

It further finds that these gaps may be met through information to providers and a review of Council's direct service delivery role. Specific recommendations are outlined below:

Recommendation 1

That Council recognise the current and forecast gap in centre based education and care places when considering development applications for child care.

Response:

The Planning and Development Department will be provided with the updated demand information for inclusion in assessment reports.

Recommendation 2

Council review its Child Care Centres Development Control Plan to encourage early education and care centres to provide places for children aged under 2 years.

Response:

This recommendation and the study findings will be referred to Council's Strategic Planning team to consider in the development of the Draft Woollahra Comprehensive Development Control Plan.

Recommendation 3

Council prepare a fact sheet for developers and providers around the gaps and demand for early education and care services in the Woollahra LGA, including places for under 2 year olds and quality preschool places for 3 year olds, to encourage the right type of care in the right places.

Response:

A map of the Woollahra LGA outlining the key suburb gaps in supply of places and an information sheet outlining the type of places in highest demand can be devised and provided to developers and operators. It would need to be kept up to date as more places commence operating.

Recommendation 4

Council should continue to monitor supply of places. If Development Applications continue to be submitted to Council for new early education and care places, it is anticipated that the market will meet the projected gap.

Response:

The growth in potential and actual places could be reviewed and reported annually through the Delivery Program and Operational Plan reporting process.

Recommendation 5

Future demand for places has been based on assumptions around population projections. It is recommended that Council review the supply and demand of early education and care with the release of the next Australian Bureau of Statistics Census of Population and Housing.

Response:

The next census will occur in August 2016, with the detailed information required for analysis usually released later in the following year. A further report could be commissioned in 2017 in line with this timeframe.

Recommendation 6

Woollahra Council, as an exception provider of services, should review its role as an early education and care direct service provider to decide if it should continue to directly provide education and care through Woollahra Preschool and if it should avail itself of the opportunity to expand provision at the Hugh Latimer Centre. Council should also keep in mind that its service is a high quality service with a very good reputation in the local area.

Should Council decide to continue the direct service provision of the Preschool, it should consider the following possible options:

- 1) Continue to manage the Woollahra Preschool and not expand its role.
- 2) In view of the preference of residents for preschool for 3 and 4 year olds and the need for additional baby places that the centre be changed to become a 120 place long day care centre with a preschool program and places for under 2 year olds; or
- 3) To cater for the desire by residents for 2 years of preschool for 3 and 4 year olds, the centre remains as a preschool and expands to 120 places offering 60 places for children aged from 3 years at a higher fee.

Should Council decide to no longer be a direct service provider of the Woollahra Preschool, it should consider the following options:

- 1) In keeping with its history, and the stated local preferences of residents for community based/not for-profit services with a good reputation, lease the centre to a community based/not for-profit provider as either a 60 place or 120 place preschool offering places for 3 to 5 year olds.
- 2) Lease the centre to a community based/not for-profit provider as a long day care centre with places for under 2 year olds and a preschool program.

Response:

The Woollahra Preschool operates on an operational cost recovery basis with fees and government grants covering operational costs and overheads excluding rent. The service currently caters for 118 families across the week. The Study findings reiterate the consistently high parent satisfaction feedback and the popularity of the service in the community. The service also works to develop connections and a sense of community among its sometimes isolated users, contributing to community capacity building.

It is recommended that Council continue to directly provide the service. The options to increase places at the facility and consideration of the preferred service model require further investigation as they have budgetary and staffing implications.

It is further recommended that staff monitor supply of early education and care places and consider future service expansion in the context of an analysis of the future use of the Hugh Latimer Centre once the Local History Centre is relocated to the new Library on New South Head Rd in June 2015.

Identification of Income & Expenditure:

The adoption of recommendations 1 to 5 have no financial implications for Council's current budget. Any changes to the service at Woollahra Preschool may have financial implications and will be the subject of a consideration at a later date.

Conclusion:

A report has been provided outlining a current (April 2014) LGA-wide unmet demand for 361 early education and care places in Woollahra and a forecast (2021) gap of 653 places assuming no additional supply. The demand varies across suburbs in the LGA. Based on past provision of new centres and recent applications for new and extended centres, it is considered that the private market will continue to provide sufficient places to meet local demand. There are however, two main early education and care gaps that are not currently being met by the market:

- 1) An increased provision of places for children aged under 2 years; and
- 2) Increased access by 3 year olds to quality preschool places.

Council will continue to work to address current and future gaps to ensure the adequate provision of quality early education and care services for the Woollahra community.

Sharon Campisi
Manager Community Development

Kylie Walshe
Director Community Services

Annexures:

Annexure A: Child Care Needs Study 2014, CRED Community Planning

Item No: R2 Recommendation to Council
Subject: **Woollahra Small Sculpture Prize – naming rights sponsorship**
Author: Jo Jansyn, Cultural Development Coordinator
File No: 20.G
Reason for Report: To provide a report in response to a Council Resolution.

Recommendation:

- A. That Council not seek naming rights sponsorship for the Woollahra Small Sculpture Prize.
- B. That other levels of sponsorship of the Woollahra Small Sculpture Prize continue to be sought.

Background:

This report is in response to the following Council Resolution incorporated into the Woollahra Small Sculpture Prize Report presented to Council on 24 February 2014:

- D. *THAT a report be made giving guidance as to how Council could seek naming rights sponsorship for the Woollahra Small Sculpture Prize to offset the cost to Council.*

Council has an adopted ‘Policy for the Sponsorship of Events and Activities’ (see Annexure 1). The policy sets out the procedures for attracting and managing sponsorship across the organisation for any appropriate activities.

According to standard definitions “*Sponsorship is a cash and/or in-kind fee paid in return for access to the exploitable commercial potential associated with the project. While the sponsoree may be non-profit, unlike philanthropy, sponsorship is done with the expectation of a commercial return or specified benefits. Sponsorship is not philanthropy, a grant, a partnership or a joint venture*”.

History of Woollahra Small Sculpture Prize Sponsorship (WSSP)

The WSSP commenced in 2001 and the sourcing of sponsorship for The WSSP commenced not long after in 2003. In 2003, the WSSP received \$5,000 that was secured by the then Chair, Cr Fiona Sinclair King. In 2004, no cash sponsorship was found, despite many staff hours used on ‘cold calling’ corporate or company sponsors. This approach was time consuming and the conversion rate was nil.

The roles of the WSSP Committee were then reviewed and now include the role to actively pursue sponsorship for the WSSP, as outlined in the Committee’s Terms of Reference. This has resulted in a number of ongoing sponsors or benefactors per year, with a minimum of \$15,000 cash being raised each year since 2005. It should be noted that the conversion rate for sponsorship has been more successful in the years where the WSSP Committee and Councillors have actively sought sponsorship due to their connections to the community. Feedback has been given from WSSP Committee Members that it can be an uncomfortable task to approach their own contact bases for financial support for Council projects therefore the majority of sponsorship research and follow up is administered by the Cultural Development Coordinator. Sponsorship training has been provided to the WSSP Committee by Council’s Communications Manager, with the most recent workshop occurring in February 2014. Please see Annexure 2 for a summary of previous cash and in-kind contributions to the WSSP.

The total contributions of financial support represented in Annexure 2 to the WSSP since 2003 is \$170,250 ex GST. Of this, only a quarter could be called true sponsorship, the remainder is philanthropy. It has not been uncommon for cash supporters to request to remain anonymous or provide feedback that name mention recognition on promotional material is not required; hence their company name is listed instead. Philanthropic based cash supporters prefer to support the WSSP and do not wish to receive any benefits as it is perceived as a much loved community project with many community outcomes.

In a further bid to raise external funds for WSSP, in 2007 a 'Friends of the Woollahra Small Sculpture Prize' Program was trialled. Ten 'Friends' joined the program for a membership fee of \$75 each. This program was not successful in raising funds and did not prove attractive as it did not offer tax deductibility and incurred additional staff time to manage a program of benefits for the 'Friends'.

The WSSP currently offers the following levels of sponsorship (ex GST):

- Level 1 (Bronze) \$500
- Level 2 (Silver) \$2,000
- Level 3 (Gold) \$5,000
- Level 4 (Platinum) \$10,000

Please see Annexure 3 for a non-tailored version of current sponsorship levels with details of benefits.

Sponsorship of other Council Projects

It is considered important to understand the role of sponsorship in other projects coordinated by Council, with a small number of projects throughout Council attracting some form of sponsorship in the past. This has been mostly in-kind sponsorship in the form of prizes and advertising for projects including People and Pets Day, Environment and Sustainability projects, Youth Photographic Award and Short Film Prize and Kids Day Out. Small, one off cash sponsorship has previously provided to Kids Day Out, Youth Photographic Award and Short Film Prize and Local Writers Word Festival. Community Services projects (other than for the Woollahra Small Sculpture Prize) are no longer attracting small levels of cash sponsorship and the level of in-kind support has been diminishing due to budget constraints, with this evident for a number of years.

Sponsorship received has always been modest, as Council projects are unable to offer tax deductibility, plus it is generally not seen as attractive for local business and individuals to put financial support into Council projects. These projects are also ineligible to receive funding from Foundations which traditionally support cultural projects (for e.g. The Balnaves Foundation or the Transfield Foundation) as Council is unable to be endorsed by the Australian Taxation Office as a Deductible Gift Recipient for either goods or cash.

Budget

The WSSP is presented across a calendar year but is budgeted for across a financial year. The cost of staging the WSSP over the 2013/14 financial year is estimated to be \$28,693, excluding staff time in project management which is estimated to be \$26,000.

To present the WSSP at the same level in 2014, cash sponsorship targets have been budgeted at the same level as in 2013 (i.e. \$17,000 ex GST cash sponsorship).

The project budget for 2013/14 is shown below.

2013/14 Budget - WSSP	
Salaries & wages	\$15,000
Materials – Goods & Services	\$19,450
Printing & Stationery	\$11,400
General Contracts	\$8,500
Advertising	\$8,000
Recoverable expenses	\$1,000
	\$69,093
Sales	\$5,400
Sponsorship	\$17,000
Entry fees	\$18,000
	\$40,400
Net Cost to Council	\$28,693

Cash sponsorship and philanthropy contribute to the expenses of contracting an external specialist arts publicist (increases professionalism and maintain high profile of the WSSP), developing community programs (schools worksheets, volunteer staff skills development speciality programs and family workshops) and some marketing. In-kind sponsorship assists the WSSP by decreasing expenditure. In-kind sponsorship is sought predominantly in the areas of advertising, judges' gifts and launch catering (food and beverage) and equated to approximately \$8,300 for the 2013 WSSP.

The sourcing of sponsorship for the WSSP is an intensive use of staff time and resources; however the WSSP budget is reliant on sponsorship to maintain its current profile as a leading Australian art prize, unless additional Council funds are allocated.

Naming Rights Sponsorship for the Woollahra Small Sculpture Prize

In 2004, professionally designed sponsorship brochures were produced which listed a Corporate Sponsorship of \$15,000 and indicated that this would bring 'significant benefits and naming rights'. Naming rights as a benefit have never been excluded in the history of WSSP sponsorship; however this has not been a benefit that has been requested from a potential sponsor when tailoring a proposal.

As of early June 2014, \$9,500 of cash sponsorship has been secured for the 2014 WSSP plus a media partner for in-kind advertising support. A sponsorship arrangement for catering and catering services, valued at \$10,000 is currently being finalised and it is anticipated that this sponsor will be referred to as a 'Principal Sponsor'.

Further consideration has been given to the potential of a naming rights sponsor and expert advice sought from Council's Communications Manager and Articulate Public Relations, who promote many significant national art awards, as well as the WSSP Committee (meeting 21 May 2014). It is recommended that Council not seek naming rights sponsorship for the Woollahra Small Sculpture Prize for the following reasons:

- The WSSP is a signature event for Council and achieves great public relations. The WSSP also has high regard nationally amongst artists, arts enthusiasts and critics. Naming rights will diminish /dilute the strong brand of the WSSP. The WSSP Committee gave regard to the 'right fit' of a sponsor. For this reason, it is practise for many profiled art prizes such as Sculpture by the Sea, Mosman Art Prize, The Blake Prize, Waverley Art Prize and the Moran Art Prize to not offer naming rights but to acknowledge significant financial contributors as 'Principal Sponsor' or 'Partner' or even offer naming of individual prizes within the overall award.

- A naming rights sponsor is quite often annual or signed up for a short number of years, particularly if they are trying to sell a current message. A changing naming rights sponsor is perceived to be confusing for the brand. For example, within the past two years, the Redlands Westpac Art Prize has shifted to the Redlands Konica Minolta Art Prize.
- The WSSP (Council) is unable to be endorsed by the Australian Taxation Office as a Deductible Gift Recipient (DGR)/have tax deductibility status. This does not make the WSSP attractive to a corporate sponsor for larger amounts of funding and ineligible to receive funding from foundations who typically support art initiatives.

Feedback has been provided that some media outlets (for eg ABC) have a policy not to mention a naming rights sponsor in the title of the event/prize.

Should Council wish to pursue a naming rights sponsor it is considered that the adopted Policy for Sponsorship of Events and Activities provides the guidelines to follow in securing this sponsorship. However, consideration needs to be given to the amount of staff time that would be expended in securing and managing this level of sponsorship and any impact this may have on other cultural development projects. It is suggested that Council could improve the attractiveness of the WSSP for corporate sponsors by providing tax deductibility status which could be achieved if the WSSP was part of an art gallery space or through the employment of an organisational sponsorship specialist.

Conclusion:

The Woollahra Small Sculpture Prize is one of Council's signature cultural activities and generates excellent return on investment to Council in terms of the media coverage and community good will achieved. The fact that a Principal Sponsor has just been secured for the 2014 WSSP to the value of \$10,000 of in kind support demonstrates that the current method of seeking sponsorship, whilst time consuming, is still effective in reaching moderate in-kind and cash sponsorship. Initiatives to consider in the future that would improve the attractiveness of the WSSP to corporate sponsors include offering tax deductibility if the WSSP were to be part of a Council cultural facility such as a gallery or cultural centre or to employ an organisational sponsorship specialist.

The Woollahra Small Sculpture Prize budget is reliant on sponsorship to present the project at the current level without additional resources allocated by Council. It is recommended that sponsorship continue as in previous years and a naming rights sponsor not be pursued.

Jo Jansyn
Cultural Development Coordinator

Kylie Walshe
Director Community Services

Annexures:

1. Adopted Policy for the Sponsorship of Events and Activities
2. Table of Woollahra Small Sculpture Prize Sponsors
3. Example of general WSSP sponsorship material

Political Donations – matters to be considered by Councillors at Meetings

