

# Community & Environment Committee



**Agenda:** *Community & Environment Committee*

**Date:** *Monday 28 March 2011*

**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 (“R” Items)**

- 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 Traffic Authority of NSW.
- 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 (“D” Items)**

- 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

24 March 2011

To: Her Worship The Mayor, Councillor Isabelle Shapiro ex-officio  
Councillors Susan Wynne (Chair)  
Sean Carmichael (Deputy)  
Anthony Boskovitz  
Peter Cavanagh  
Susan Jarnason  
Greg Medcraft  
Andrew Petrie

Dear Councillors

### **Community & Environment Committee Meeting – 28 March 2011**

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 Monday 28 March 2011 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	Late Correspondence	
3	Declarations of Interest	

### **Items to be Decided by this Committee using its Delegated Authority**

D1	Confirmation of Minutes of Meeting held on 14 March 2011	1
D2	Woollahra Local Traffic Committee Extraordinary	2
D3	NPWS Carpark Opposite Watsons Bay Hotel – 1025.G	5
D4	Collection of E-Waste – 900.G E-Waste	8
D5	Commissioning of Pictorial Historical Publication of Woollahra for Sesquicentenary – 900.G / 1090.G 150 years	10

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

R1	New Media Literary Prize – 48.G	14
R2	Identification of Places of Significant Cultural and Historical Importance – 900.G / 474.G	19

**Item No:** D1 Delegated to Committee  
**Subject:** **Confirmation of Minutes of Meeting held on 14 March 2011**  
**Author:** Les Windle, Manager - Governance  
**File No:** See Council Minutes  
**Reason for Report:** The Minutes of the Meeting of Monday 14 March 2011 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 14 March 2011 be taken as read and confirmed.

Les Windle  
Manager – Governance

**Item No:** D2 Delegated to Committee  
**Subject:** **Woollahra Local Traffic Committee Extraordinary Meeting Minutes – 17-18 March 2011**  
**Author:** Tom O’Hanlon – Director, Technical Services  
**File No:** 595.G 2011  
**Reason for Report:** For the Committee to consider the recommendations of the Woollahra Local Traffic Committee.

**Recommendation:**

That Recommendation Y7 contained in the minutes of the extraordinary meeting of the Woollahra Traffic Committee held by email on 17-18 March 2011 be adopted.

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**Tom O’Hanlon**  
**Director - Technical Services**

# Woollahra Local Traffic Committee Minutes

The extraordinary meeting of the Woollahra Local Traffic Committee (Meeting No.02a/11) was held by email on Thursday 17 and Friday 18 March 2011.

## 1. Attendance

### Committee Members:

Present:	Mr Alan Opera (Chairman)	(Woollahra Municipal Council)
	Mr Navin Prasad	(Roads and Traffic Authority)
	Snr Const Steve Papageorgiou	(Rose Bay Police - Traffic)
	Ms Robyn Attuell	(Clover Moore MP Representative)
	Mr John Giblin	(Peter Debnam MP Representative)
Observer:	Mr Eric Graham	(Sydney Buses)

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

<b>Item No:</b>	Y7	Traffic Matters on Local Roads – Recommendation to C&E for consideration.
<b>Subject:</b>	<b>Manning Road, Double Bay - Temporary Half Road Closure to Allow Installation of Precast Panels</b>	
<b>Author:</b>	Frank Rotta – Traffic Engineer	
<b>File No:</b>	T300	
<b>Reason for Report:</b>	Traffic Committee approval of TMP, TCP & Temporary Parking Restrictions	

### **Recommendation:**

- A. That the TMP and TCP for installation of the pre-cast panels onto the building being constructed at No.23 Manning Road be approved subject to:
- The contractor providing RTA accredited traffic controllers in Manning Road to guide pedestrians across the road on a one to one basis as well as the traffic controllers to manage the vehicular traffic during the works.
  - 30 metres of ‘No Stopping 8.30am-2.30pm’ restrictions being installed across the road from No.23 Manning Road on the days when the works are occurring to ensure that the bus service along this route is not disrupted.
  - The traffic alterations required by the TCP only occurring between 9.30am-2.30pm on the days when the works are occurring.
  - A maximum of 3 days being allocated to complete this project.
  - These works being completed during school holidays.

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**Alan Opera**  
**Chair**



**Item No:** D3 Delegated to Committee  
**Subject:** NPWS Carpark opposite Watsons Bay Hotel  
**Author:** Bruce Rann – Manager Open Space and Trees  
**File No:** 1025.G  
**Reason for Report:** Responding to an adopted Notice of Motion of Council

**Recommendations:**

- 1 That Council continue with the current arrangements where residents and visitors to Watsons Bay may use the NPWS car park area opposite the Watsons Bay Hotel for free.
- 2 That Council staff discontinue investigating grant opportunities for the NPWS owned car park.
- 3 That Council not enter into a land-swap arrangement with NPWS between this car park and the western verge of Greycliff Avenue which adjoins Neilsen Park.

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**Resolution**

On Monday 23 October 2010 Council resolved:

- 1) *A report be brought to the relevant committee investigating the ability of Council to work with National Parks and Wildlife to develop the parking area across the Road from Doyles at Watsons Bay into a more significant parking area so that it can service:
  - a) Tourists
  - b) Users of the new Watsons Bay Baths Precinct as well as Camp Cove
  - c) Ferry commuters when the current State Government, any future State Government or any private operator decides to provide permanent peak hour ferry services to and from Watsons Bay on Monday to Friday.*
- 2) *That preliminary investigations be undertaken in conjunction with National Parks and Wildlife as to methods to fund such a project including State Government funding, State Government grants, grants from Tourism NSW and Public Private Partnerships.*

**Background**

The car parking area opposite the Watsons Bay Hotel, on the corner of Military Road and Cliff Street is owned and maintained by the National Parks and Wildlife Service NSW (NPWS).

The car park is approximately 1,200 square metres in size and accommodates around 40 cars parked in 3 rows. It is in average condition with poorly defined edges and no line marking.

Despite its condition, this car park is well patronised as a “free to use” area for visitors to the Watsons Bay Hotel, WMC parks and nearby services.

## **Meeting with NPWS staff**

On 14 October 2010 Bruce Rann and Alan Opera met with NPWS Area Manager, Ben Khan, who had previously been forwarded the Council Resolution. At this meeting the issues in the WMC Resolution were discussed prior to Mr Khan proposing three NPWS preferred options.

Mr Khan prefaced the discussions by noting that any options discussed at the site meeting may need to be considered and analysed in more detail by the NPWS Senior Management Group before any firm commitments could be given.

### NPWS Option 1

The option most favoured by NPWS is for a land swap between this car park and the western verge of Greycliff Avenue which adjoins Neilsen Park.

NPWS consider the car park opposite the Watsons Bay Hotel of limited use to their customers, as patrons going to the Gap Bluff Centre have designated parking and patrons of the Sydney Harbour National Park foreshore north of Camp Cove Beach generally use the car park at the harbour end of Cliff Street .

NPWS believe that people using the car park opposite the Watsons Bay Hotel are mostly visiting the hotel, Gap Park and Robertson Park, and as such NPWS have no short term plans to improve this area.

Conversely, NPWS believes that visitors to Nielsen Park, Shark Bay and the Nielsen Park Café are not well serviced with appropriate parking.

If the land swap proposal is to be considered and further investigated, Mr Khan pointed out that some of Council's existing concerns about people walking on the road could be addressed by the design and installation of a pathway (or pathways) from the rear of the cars through the Park to the Beach and Café area.

It should be noted that previous community meetings with residents who live around Nielsen Park have shown that some residents will be opposed to Council giving this land to NPWS . On street parking for both residents and for visitors to Nielsen Park and the Nielsen Park kiosk has been the topic of heated debate on a number of occasions.

### NPWS Option 2

NPWS may consider working with Council on an upgrade of the car park with its current footprint, however being a low priority area for NPWS, funding options and apportioning of expenses would have to be negotiated.

An upgrade could consider elements including defining the edges of the car park and installing line marking

### NPWS Option 3

NPWS may consider working with Council on an upgrade of the car park with an expanded footprint, however funding options and apportioning of expenses would have to be negotiated.

If NPWS were to increase the size of this car park the area would remain a NPWS owned and operated car park; and it is possible that a "pay and display" ticketing system would be implemented with revenue going to NPWS.

### **Investigations for funding options**

At the conclusion of the site meeting the WMC staff did not feel that NPWS staff would consider investigations into funding options via grants and or public private partnerships a high priority. Consequently this particular working partnership has not been explored further.

Our internal staff who compile our grant applications have been advised of Council's interest in this project, and any upcoming opportunities will be investigated. At this point in time there are no appropriate grants on offer.

### **Conclusions**

The car park opposite the Watsons Bay Hotel currently holds approximately 40 cars; this number could only be improved very slightly by defining the edges and line marking.

The car park opposite the Watsons Bay Hotel is currently a free resource for patrons of WMC parks.

NPWS staff have indicated that they are interested in a land swap between the car park opposite the Watsons Bay Hotel and the western verge of Greycliff Avenue which adjoins Neilsen Park.

If WMC enter into a land swap arrangement WMC would not be able to enlarge the the Watsons Bay car park into a more significant parking area as all surrounding land would remain in the ownership of NPWS

NPWS indicated that they might consider the other options mentioned in the resolution, but that any development or upgrading of the Watsons Bay car park would not be a high NPWS priority.

Bruce Rann  
Manager – Open Space and Trees

Tom O'Hanlon  
Director Technical Services

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Annexures: nil

**Item No:** D4 Delegated to Committee  
**Subject:** **Collection of E-Waste**  
**Author:** Mark Ramsay –Manager Depot & Waste Services  
**File No:** 900.G E-Waste  
**Reason for Report:** To respond to a Notice of Motion dated 31 January 2011

**Recommendation:**

- A. That Council does not place a ban on the collection of e-waste from the household clean-up collections.
- B. That Council continues to participate in the joint biannual e-waste collection days with Waverley Council.
- C. That upon the Federal Governments introduction of its “National Television and Computer Product Stewardship Scheme” Council educates residents in the options that will be available to dispose of their e-waste.

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**Background**

The Community & Environment meeting held on 31 January 2011 adopted the following Notice of Motion:

“That a report be brought to Council via the appropriate Committee on costs and benefits of no longer collecting e-waste from the curb but only through the Bi Annual E Waste collections which are held in conjunction with Waverley Council.

and

That the E Waste Clean up dates be advertised on the Woollahra Web site and included on the next Clean up service fridge magnet.”

**Current e-waste collection methods:**

Council currently allows the collection of e-waste within the normal scheduled household collections. Whilst it is obvious that many items are placed out for collection, the exact number and tonnages are not known.

In 2010, Woollahra joined with Waverley Council to run 2 e-waste collections days. These collections were held in the carpark under Syd Einfeld Drive and were manned by a total of 8 staff.

For each collection day 2 x 40 foot containers were hired at a cost of \$1,785 each.

A total of nearly 40 tonnes of e-waste was collected over the 2 days. The cost of recycling this material was \$520 per tonne. The total cost of running these 2 days, including container hire, disposal, wages and advertising was app. \$35,000. This places the real cost of collecting and disposing of this waste at approximately \$875 per tonne.

The cost of collecting this waste in our normal household collection days and disposing of it at landfill is \$6,500, or \$162 per tonne.

### **Federal & State Govt's Future for e-waste Collections**

In 2009 all State and Territory governments agreed to a new national policy on waste and resource recovery called the "National Waste Policy: less waste more resources". This policy was endorsed by the Council of Australian Governments in August 2010. In keeping with this policy, the Federal Govt has recently released a discussion paper on its proposed "National Television and Computer Product Stewardship Scheme". Subject to passage of the Bill through Parliament the proposed regulations will commence in 2011.

The State Government has also recently released a draft discussion paper for the future direction and planning for the 2011-2015 NSW Waste Avoidance & Resource Recovery Strategy, which will also incorporate regulations covering e-waste.

The fully policy documents can be found at:

[www.environment.gov.au/settlements/waste/ewaste/consultation/index.html](http://www.environment.gov.au/settlements/waste/ewaste/consultation/index.html)  
[www.environment.nsw.gov.au](http://www.environment.nsw.gov.au)

These schemes will introduce a Product Stewardship legislation that will govern how e-waste is collected and disposed of and will place the onus of responsibility, and cost, onto the producers and importers.

### **Conclusion**

The main problems associated with banning the collection of e-waste from the household collection day are the cost involved, the associated possible increase in illegal dumping and the affect that leaving the rejected e-waste on the nature strip would have. It would be impossible to ascertain who had placed the e-waste out for collection and would therefore be very simple for a resident to deny ownership. This would then result in Council having to go back and collect the e-waste and dispose of it at further cost.

The change in service would also need to be accompanied by a very strong educational campaign so that residents had a full understanding of the reasons for the change and did not see it as "another service and cost cutting exercise".

Due to our current educational material and collection dates, the banning of e-waste could not commence until 1 January 2012.

As the Federal and State Governments are both seeking to introduce legislation covering the collection and disposal of e-waste which will result in a substantial decrease in the amount of e-waste being placed out for collection, the banning of these items at this time would be impractical.

Mark Ramsay  
Manager Depot & Waste Services

Tom O'Hanlon  
Director Technical Services

**Item No:** D5 Delegated to Committee

**Subject:** **Comissioning of Pictorial Historical Publication of Woollahra for sesquicentenary**

**Author:** Joan Ruthven, Information Services and Research Librarian

**File No:** 900.G / 1090.G 150 years

**Reason for Report:** This report is in response to a Notice of Motion of 1 November 2010 regarding the commissioning of pictorial historical publication of Woollahra for Sesquicentenary.

**Recommendation:**

- A. That the information be received and noted.
- B. The Committee note the inclusion of \$7,900 in the draft 2011/12 Estimates for the purchase of an image management system (IMS) for the digitization and online display of a pictorial history of Woollahra.

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**Introduction:**

This report is in response to the Notice of Motion by Councillor Howe which was adopted by Council on 1 November, 2010;

- “A. That staff prepare and table a report to the Community and Environment Committee regarding the commissioning of a pictorial publication celebrating the 150 Anniversary of the Woollahra Municipality (Sesquicentennial).”*
- B. That the report include consideration of;*
  - (i) Preparation and publication of a Second Edition of the title “The History of Woollahra, a Record of Events 1788-1960, and a Centennial of Local Government” commissioned by Council in 1960 to celebrate the Centennial of Woollahra,*
  - (ii) A “stand alone” pictorial publication, including the many photographs and historical references researched and produced for the Sesquicentennial Exhibition earlier this year, together with other photographs, paintings and historical information available through Council’s extensive historical archives,*
  - (iii) Feasibility of such production(s), including recommendations on availability of internal and external resources, timing, estimated costs, and availability of external funding by way of grants, donations or sponsorship and anticipated sales.”*

**Background:**

Sesquicentennial celebrations:

An outline of the Sesquicentennial celebrations to mark the 150 anniversary of the proclamation of the Woollahra municipality was presented in the Mayoral Minute of 8 March 2010. It highlighted the significant dates of 20 April, 1860 when the Governor General proclaimed Woollahra as a municipality and 6 June 1860 which marked the first meeting of Woollahra Council.

The Sesquicentennial celebrations included a range of promotions and activities such as:

- Mayoral / Community Reception on 20 April 2010
- Logo updated to reflect the 150 years;
- One page advertorial in the Wentworth Courier;
- Creation of a photographic display, rotated through Customer Service and Library service points during Heritage Week (9-24 April 2010);
- Renaming the function and meetings rooms at Redleaf; and
- Launch of Sesquicentenary web sub-site.

### Research for Publication

In undertaking the research for the commissioning of a pictorial publication celebrating the 150 Anniversary of the Woollahra Municipality, a number of different options were considered. This report includes an outline of the current practices of other Councils who have undertaken similar projects and includes a broader definition of the term publication that takes into account online resources.

**Option 1:** The preparation and publication of a hardcopy book, be it the second edition of the title “*The History of Woollahra, a Record of Events 1788-1960, and a Centennial of Local Government*” or a new a stand alone ‘coffee table book’ pictorial publication of photographs, paintings and historical information available in Council archives.

From discussions with other Councils, the following information has been found. Please note that the costings are for external resources only and does not include any Council staff time / internal resources:

1. Randwick City Council published in 2009 *Randwick* by Pauline Curby, a 404 page history of the Randwick area including aboriginal history. Similar to Woollahra, Randwick celebrated its Sesquicentenary in 2009 and this publication was part of its celebrations. Randwick won the NSW Premiers History Award and the R H Dougherty Award 2010.

This book was researched and written externally, with minimal staff input. It took approximately three (3) years to produce. The editing and publication costs were based on a book (softcover and hardback) of 100,000 to 120,000 words, with about 120 photos, illustrations, 4 maps, notes, references, and a comprehensive index. It was costed on managing the project in-house, but contracting out the design, editing, proof-reading, indexing and printing of the publication. Council’s Communication section marketed the publication.

#### **Estimated Expenditure 2006:**

Professional Historian Level 2	\$160,000 (over two years, excluding GST)
Editing	\$ 11,000
Proof-reading	\$ 1,500
Index	\$ 5,000
Design and printing	\$100,000
Scanning and permissions for photos	\$ 5,000
Generating maps	\$ 3,000
<b>Total</b>	<b>\$285,500</b>





The benefits of publishing online through the IMS would include:

- Represents a less costly method of publishing images and associated text than in hard copy;
- Increased community access to images and text, 24/7;
- Has the capacity to include not only the many photographs and historical references assembled for the Sesquicentennial Exhibition, but the entire Woollahra Council historic photograph collection and allow for continuous updating;
- Allows the Woollahra Council historic photographic collection to be uploaded and showcased at a national level through the national pictorial database, Pictures Australia;
- Disaster Management control by ensuring images are not lost in the event of damage to the original; and
- Uses existing staff resources to update the collection.

**Proposal:**

In light of the above research, associated costs, limited funding opportunities as well as the lead in time required for any hardcopy publication, it is recommended that Council support the purchase of an image management system (IMS). The use of an IMS to showcase images displayed 'Marking our local milestones: Woollahra celebrates 150 years' can be achieved through the existing staff time. A budget request of \$7,900 has been included for the purchase of the IMS in the draft 2011/12 Estimates.

**Conclusion:**

Council has held significant events to celebrate the Sesquicentenary, which have been well received by the community and Council alike. To ensure the maintenance and recording of both past and future events, it is recommended that Council focus on the digitization of our history in pictures, therefore keeping them safe for future generations.

Joan Ruthven  
**Information Service and Research Librarian**

Vicki Munro  
**Acting, Director Community Services**

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**Item No:** R1 Recommendation to Council  
**Subject:** **New Media Literary Prize**  
**Author:** Vicki Munro, Acting Director Community Services  
**File No:** 48.G  
**Reason for Report:** In response to a matter of urgency calling for a report on the establishment of a Woollahra New Media Literary Prize.

**Recommendations:**

- A. That the information be received and noted.
- B. That Council support the establishment of a Woollahra New Media Literary Prize.
- C. That a working party with up to two Councillors be established to develop criteria, guidelines and timeframes for the prize.
- D. That Council include in the draft 2011/12 Estimates an annual budget allocation of \$3,000 per year for the Woollahra New Media Literary Prize and an associated action in the draft Delivery program 2009-2012 and Operational Plan 2011/12.

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**Introduction:**

At the Public Forum on the 14 March 2011, a community member, Ms Keri Huxley raised an issue concerning the establishment of a New Media Literary Prize for Woollahra Council. It was noted that Woollahra has always been a leader in raising the importance and status of cultural activities within the eastern suburbs and that having broken new ground in 2001 with the Woollahra Small Sculpture prize, that in 2011 the Council had another opportunity to enhance its reputation as a leader in the arts, through the design and implementation of a national “New Media” Literary Prize.

It was resolved as a matter of urgency, due to the given state of the budget deliberations, that a report addressing the establishment of a Woollahra New Media Literary Prize be prepared for the Community and Environment Committee’s consideration.

**Background:**

Existing Woollahra Council Cultural Prizes

- a) Woollahra Local Writers’ Word Festival:

Woollahra Local Writers' Word Festival is an annual festival which showcases the work of new and emerging local authors. Small-press or self-published authors of fiction, non-fiction and poetry, living in the Woollahra Municipality or neighbouring municipalities are invited to be part of the event.

Short listed writers have the opportunity to present their work publicly, sell their works and be interviewed by well known literary ambassador, Irina Dunn. Winners in each of the three categories, fiction, non fiction and poetry receive a prize of \$500, in celebration of the written word.

The Local Writers' Word Festival is organised and administered by the Woollahra Library & Information Service, in partnership with Woollahra Library Friends. It commenced in 2004 as a small gathering of local writers and was simply known as Local Writers Day. The event was revamped and re-branded as the Local Writers Word Festival in 2007 with inclusion of informative talks on different writing genres and "how to get published" strategies.

All submissions are reviewed and judged by Irina Dunn of the Australian Writers Network and literary critic Geordie Williamson. In 2010, 17 submissions were received with 13 writers selected to be featured on the day. Next year, the Library will be seeking sponsorship for the prizes and examining further partnership opportunities with Woollahra Festival, who hosts a festival of ideas at a similar time

b) **Woollahra Small Sculpture Prize:**

The Woollahra Small Sculpture Prize is the only national prize for sculptures of smaller dimensions and has attracted strong support from artists, collectors, benefactors, critics as well as the local community. The Prize was initiated in 2001 by Council to support, promote and celebrate artistic excellence as well as to encourage the local community to access the then, newly renovated Woollahra Council Chambers.

The Woollahra Small Sculpture Prize currently totals \$13,000 prize monies across the following categories:

- The Woollahra Small Sculpture Prize: an acquisitive award of \$10,000
- The Special Commendation: a non-acquisitive award of \$2,000
- The Viewers' Choice: a non-acquisitive award of \$1,000

The 10th Anniversary Woollahra Small Sculpture Prize exhibition was launched on Friday 22 October 2010 at Redleaf Council Chambers and concluded on Sunday 7 November. In 2010, 552 sculptures were entered and the final 43 pieces were exhibited over a 17 day period. Finalists' works were selected for exhibition by judges John Kaldor AM (Principal of Kaldor Public Art Projects), Monica McMahon (Curator - University of Western Sydney) and Glenn Barkley (Curator - Museum of Contemporary Art).

Other Council Literary Prizes

a) **Waverley Council:**

Waverley Council hosts 'The Nib': CAL Waverley Library Award for Literature. It was established in 2002 with the support of Westfield Bondi Junction as its major sponsor, and the Friends of Waverley Library. The new major sponsor for the prize is the Copyright Agency Limited (CAL) This Award offers a prize of \$20,000, as well as each of the six finalists receive the Alex Buzo Shortlist Prize. Past winners have included Gideon Haigh, Helen Garner, Geoffrey Blainey, Christopher Koch and Robert Gray.

The Waverley Award is presented for excellence in research in the creation of literary work of merit, published over the last 12 month period. Judges also take into account readability, literary merit and value to the community. All fiction and non-fiction writing are eligible. Authors, whose works are nominated must be Australian citizens and must be living at the time of entry. All works submitted must be in English and collaborative work of not more than two authors may be nominated.

b) Randwick City Council:

The Randwick Award for Literature is a biennial award which was established in 2010 as an important legacy arising from Randwick Council's 150<sup>th</sup> anniversary celebrations in 2009. The Award aims to foster an appreciation of literature and to stimulate the arts and culture in the Randwick area.

A prize of \$10,000 is awarded to the work judged to have the highest outstanding literary merit. Entries for the Randwick Award for Literature must be:

- A work of fiction in the form of a novel, novella or collection of short stories;
- In English by an Australian author; and
- Published within the previous two years.

Each year that the Award is conducted, the Council will appoint a panel of four judges, three to be selected from the literary community and the fourth judge to be Randwick Council's Manager, Library and Community Services. Peter Carey for his book "Parrot and Olivier" won the inaugural Award.

**Proposal:**

To gain an understanding of the scope, uniqueness and potential of the proposed Woollahra New Media Literary Prize, the following definitions have been found:

- New media is a broad term in media studies that emerged in the later part of the 20th century to encompass the amalgamation of traditional media such as film, images, music, spoken and written word, with the interactive power of computer and communications technology, computer-enabled consumer devices and most importantly the Internet. There are many promises related to the term. For example, new media holds out a possibility of on-demand access to content any time, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. Another important promise of New Media is the "democratization" of the creation, publishing, distribution and consumption of media content. What distinguishes new media from traditional media is the digitizing of content into bits. There is also a dynamic aspect of content production which can be done in real time. (*New Media, 2011*).
- The rise of new media has increased communication between people all over the world and the Internet. It has allowed people to express themselves through blogs, websites, pictures, and other user-generated media. (*New Media, 2011*).
- The Australian Government Department of Environment, Water, Heritage and the Arts recognises New media art as 'an exciting and integral part of the contemporary art scene in Australia.' (*New media art, n.d.*)
- 'New media art, as defined by the Australia Council, is a process where new technologies are used by artists to create works that explore new modes of artistic expression. These new technologies include computers, information and communications technology, virtual or immersive environments, or sound engineering. They are the brushes and pens of a new generation of artists.' (*New media art, n.d.*)
- 'The potential of new media is limitless and literary examples of new media art include works which involve audience participation, user-generated content, and/or game-play.' (*New media art, n.d.*)

In recent years, prominent national and international literary awards have begun to acknowledge the growing legitimacy of new media as a form of literary and artistic expression. Examples include:

- In 2010, the Pulitzer Prize introduced changes to their Journalism category to cater for the new digital age. “They recognize the growing importance of visual storytelling that uses video, and other multimedia formats and recognizes an ongoing intention to honour works regardless of format., interactive presentations and all that encompasses newer forms of media”. (*Gissler, Sig and Oh, Clare, 2011*)
- The Newcastle Poetry Prize has recently made provisions for new media works. These are defined as “Poetry including text, images, sound, music and animation”. The New Media Prize carries an award of \$2000. (*New Media Award, 2011*)
- The NSW Premier’s Literary Award includes the provision for works in e-book format. However these works must have an ISBN and be commercially available.
- The Digital Narrative Award was created by the WA State Government to reward writers ‘who create engaging narratives, through the use of digital technologies’ and carries a prize of \$5,000. (*Western Australian Premier’s Book Awards, 2011*)
- This is Not Art is an annual independent, emerging and experimental arts festival in Newcastle which showcases local and international writers, artists, musicians and creative researchers. With an emphasis on emerging talent, the festival explores diverse a range of artistic practices including new media work. (*This is Not Art, 2010*)

The majority of support for writers at present focuses on providing opportunities for creators of traditional paper-based work or their electronic equivalents, the NSW Premier’s Literary Award is the most obvious example of this. Although the above examples demonstrate a trend toward support for other forms of new media literary practice, at present, there remains a gap in the level of support for ‘experimental’ uses of new media in literature.

It is proposed that Council establish the Woollahra New Media Literary Prize with initial prize money of \$3000 and develop a working party to define the Prizes’ criteria, guidelines and timeframes.

The working party would consist of up to eight members including two Councillor representatives, (including the Mayor or delegate), two community representatives, the Library Manager, President of the Woollahra Library Friends and an industry representative. The working party would also, as required, invite relevant people to provide expert advice on the application and opportunities of this new media. It is proposed that the community representatives would be sought through an expression of interest process.

The Woollahra New Media Literary Prize would not replace the existing Local Writers Word Festival which would continue to support local new and emerging small-press or self-published print authors. It would aim to be a national prize with an emphasis on the potential of new media in Literature. It is envisaged that the written expression could include, but not be limited to poetry, media drama, short essay forms of literature and story telling. It may be appropriate to have a tie to Council’s successful Poets Picnic event, now in its 22<sup>nd</sup> year and provide further reinvigoration to this event.

### **Identification of Income & Expenditure:**

Due to the timing of this initiative, Council currently does not have any funds allocated in the draft 2011/2012 estimates for this project, hence it is proposed that an annual budget allocation of \$3,000 per year for the Woollahra New Media Literary Prize be established.

**Conclusion:**

With community and industry consultation, the proposed Woollahra New Media Literary Prize has the potential to provide local and national New Media practitioners with much needed support while raising the cultural profile of Woollahra Council and the local community.

Vicki Munro  
Acting Director Community Services

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**Citations:**

Gissler, Sig & Oh, Clare (2011). *Pulitzer Prize Board announces changes for 2011 journalism competition*. Retrieved from [http://www.pulitzer.org/2011\\_rules\\_changes](http://www.pulitzer.org/2011_rules_changes)

*New Media* (2011). Retrieved March 22, 2011 from [http://en.wikipedia.org/wiki/New\\_media](http://en.wikipedia.org/wiki/New_media)

*New Media Art* (n.d.). Retrieved March 22, 2011 from <http://www.cultureandrecreation.gov.au/articles/newmedia/>

*New Media Award* (2010). Retrieved March 22, 2011 from <http://newcastlepoetryprize.com/new-media-award/>

*This is Not Art* (2010). Retrieved March 22, 2011 from <http://thisisnotart.org/>

*Western Australian Premier's Book Awards* (2011). Retrieved March 22, 2010 from [http://www.slwa.wa.gov.au/about\\_us/premiers\\_book\\_awards](http://www.slwa.wa.gov.au/about_us/premiers_book_awards)

**Item No:** R2 Recommendation to Council

**Subject:** **Identification of Places of Significant Cultural and Historical Importance**

**Author:** Joan Ruthven, Information Services and Research Librarian

**File No:** 900.G / 474.G

**Reason for Report:** This report is in response to a Notice of Motion of 1 November, 2010, regarding the commissioning of a series of plaques to identify places of historical and cultural significance in Woollahra.

**Recommendation:**

- A. That the information be received and noted.
- B. That Council consider the proposal of the creation of a plaque scheme in relation to where:
  - (i) Persons who are recognized as significantly contributing to the development of our nation and its culture resided.
  - (ii) Significant historical or cultural events in the history of the Woollahra Municipality or Australia as a nation took place.
- C. If approval is granted, a community committee to determine selection criteria and assess nominations will be established during the 2011/12 Financial year.
- D. Subject to Council's decision in regard to the plaque scheme, an annual budget allocation of \$4,000 per year will be sought from 2012/13.
- E. That Council note the inclusion of \$7,900 in the draft 2011/12 Estimates for the purchase of an image management system (IMS) to allow for the digitisation and online display of established plaques identifying places of significant cultural and historical importance in the LGA.

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**Introduction:**

This report is in response to the Notice of Motion by Councillor Chris Howe which was adopted by Council on 1 November, 2010;

*Identification of Places of significant Cultural and Historical Importance*

- A. *That staff prepare and table a report to the Community and Environment Committee regarding the establishment of an appropriate program for public identification of places where:*
  - (i) *persons who are recognised as significantly contributing to the development of our nation and its culture resided.*
  - (ii) *significant historical or cultural events in the history of the Woollahra Municipality or Australia as a nation took place.*
- B. *That the report include a schedule of significant persons and places, recommendations as to appropriate identification methods (such as the porcelain/brass plaques found throughout the City of London), together with the feasibility of such a program including estimated costs, timing and availability of funding by way of grants, donations or sponsorship.*

In order to address the Notice of Motion, the starting point for this report included investigation of:

- The approach undertaken to date by Woollahra Council in the identification of significant sites and the installation of commemorative plaques;
- The nature and extent of the existing coverage of significant persons, places and events within the LGA through the use of commemorative plaques, memorials and monuments;
- The approach undertaken and experiences of other local councils in similar projects;
- The approach taken by the City of London's 'Blue Plaque' scheme and;
- The feasibility of using an image management system to register all commemorative plaques and signage already established within the LGA in order to make this information readily accessible to the local and broader community.

## **Background:**

### Woollahra Council plaque schemes

Over the last three decades, Council has initiated a range of schemes which have involved the installation of commemorative plaques. The historical background to these initiatives has been researched through reference to a range of items in the Local History collection, and through discussion with relevant council officers:

- 1) **Woollahra Conservation Award (WCA)**  
This award is managed by Planning and Development and is conferred biennially in three categories on the owners of local buildings to mark outstanding conservation works to heritage items, buildings within heritage conservation areas and other buildings. The award includes the permanent installation of an in situ plaque. There are no requirements as to where the plaque is to be placed, rather it is up to each winner. Since the granting of the first WCA in June 1985, there have been approximately 45 plaques issued through this scheme. It is expected that the next award will be issued in 2011. The cost per plaque is approximately \$385 not including installation.
- 2) **Register of the National Estate Historic Plaques program**  
In 1983, Council began a program to provide plaques for items within the LGA which have been listed by the Australian Heritage Commission as items on the register of the National Estate. This scheme was designed to extend between 1983 and the bicentennial year (1988) after which this plaque scheme was concluded. The brass embossed plaques were designed in cooperation with the National Trust of Australia.

Council has, in addition to carrying out installations within these systematic frameworks, responded as the occasion has presented itself to unique opportunities to commemorate people, places or events through plaques, memorials and monuments. These instances are documented through the *Monuments and memorials in Woollahra surveys* undertaken by the Woollahra History and Heritage Society (WHHS) on behalf of the Royal Australian Historical Society (RAHS), and further described below. Two examples of plaques installed by Council are:

- Plaque to mark the former location of the well-known Sydney Stadium (demolished 1970s, to make way for the eastern suburbs railway) in 1980 and;
- Monument installed as a tribute to the life and work of Swedish humanitarian Raoul Wallenberg, erected by Woollahra Council in Gaden Reserve in 1985



Council's experience in installing and maintaining plaques in both public places and on private property has exposed certain issues worth noting:

- The display in perpetuity of plaques installed on private property (e.g. in the case of the Woollahra Conservation Award or the register of the National Estate program) cannot be guaranteed, being dependent upon the goodwill of the owner of the subject property. The property owner is under no enforceable obligation to display or maintain the plaque, and the transfer of a property can lead to its later removal;
- The feasibility of installing plaques in an open space is administered by Woollahra Council's Technical Services division who examine the appropriateness of the installations on a case-by-case basis; and
- The maintenance of all commemorative installations demands ongoing effort, vigilance and expenditure. The supplementary volume of 1993/4 to the original *Monuments and memorials in Woollahra* undertaken by the Woollahra History and Heritage Society in 1987 notes the deterioration, vandalism (graffiti) and disappearance of a number of items during the seven year interval between the two surveys.

In order to capitalise on the commemorative inscriptions already established in the LGA, records of the existing memorials could be created and displayed online. This could be achieved through the use of an online image management system (IMS). The result would be a database of images (photographs of the plaques) and historical commentary. This approach would draw together the currently geographically dispersed elements of our heritage into a cohesive unit, and make the information that is presently available only through the inscriptions at the site, readily and broadly accessible. North Sydney Council has successfully used this approach.

Two sources already available and well-used in the collection at the Local History Centre could provide the basis of such an online database:

- Monuments and memorials in Woollahra survey undertaken by the WHHS on behalf of the RAHS;
- Three volume photographic survey of sites and properties listed by the Australian Heritage Commission of the Register of the National Estate.

It should be noted that in order to upload these sources, surveys and individual photographs, into an IMS, permission would be required from the parties involved.

#### The approaches and experiences of other Councils with plaque schemes

Discussion with other councils has provided information on a variety of experiences and approaches to the provision of commemorative plaques to mark important sites. In some cases the work of selecting a worthy site and researching its history for commemoration has been given to community groups or local history societies, and in others absorbed by council's staff. The costs of plaques, as evidenced by the experiences of those councils contacted for advice has been surprisingly diverse. As to be expected, installation costs are determined by the physical characteristics of the site itself. Regarding the possibility of external funding opportunities, preliminary investigation suggests that sponsorship for such programs is not readily available.

*Comparison of local government councils in the identification of places of significant cultural and historical importance*

Council	Section involved	Plaque identification methods	Cost	Timing	External funding
Canterbury Council	General Manager	Local Historical Society	\$4200 each plaque plus Historians \$700 each for research and text.	Dependent on local historical society	Nil
Hornsby Council	Cartography section and Local Studies section	Local Studies Librarian	\$800 each plaque and then mounted on sandstone	Ongoing	Nil
Leichhardt Council	Engineering and Planning	Citizen committee	\$2500 per A4 plaque depending on wording	Dependent on Citizen committee	Nil
North Sydney Council	Library	Digitization of existing plaque records through Search Tech Image Management System (IMS)	Staff time \$6400 initial set-up costs \$1500 annually	Immediate setup with IMS – ongoing addition of new images	Nil

City of London's Blue Plaque scheme

The City of London's Blue Plaque scheme, believed to be the oldest of its type, was set up in 1866 and has been administered by a succession of bodies over its 145 year history, currently by English Heritage. The plaques are designed as historical markers linking notable figures of the past to the buildings in which they lived and worked, or marking significant historical events. A further scheme limited to the 'square mile' of the Central Administration District of London complements the broader city scheme. The City Corporation has compiled a searchable database of all the blue plaques, allowing visitors to locate plaques and discover who or what they commemorate. Approximately 550 Blue Plaques exist in the greater London area.

Proposals for inclusion in the Blue Plaque system are considered by a panel which meets three times per year. The selection criteria is carefully defined and strictly observed, e.g.

- There is no provision for marking the site of a demolished building, rather the original must be in place;
- The subject must have been dead for 20 years or have passed the centenary of their birth. These rules exist to allow a person's reputation to mature and to help ensure that their achievements can be assessed dispassionately.

Once a plaque is erected, it may last for hundreds of years, so consideration of such issues is important. Information from English Heritage indicates that each proposal must be substantiated by detailed historical research. Funding appears to be internal, with contributions welcome from proposers of sites.

**Proposal:**

**Part 1:** Initiate a Plaque Scheme based on the prototype London-based scheme 'Blue Plaques'.

That Council consider the proposal of the creation of a plaque scheme in relation to where:

- (i) *Persons who are recognized as significantly contributing to the development of our nation and its culture resided.*
- (ii) *Significant historical or cultural events in the history of the Woollahra Municipality or Australia as a nation took place.*

It is proposed that this program could be based on the prototype London scheme 'Blue Plaques' where a committee of community and Council staff would be established to select from nominations made by the public. Parameters for the program would be similar to the Blue Plaque scheme in that every nomination would have to meet basic selection criteria established by the committee before it can be considered. It is proposed that this would be an ongoing program with up to four plaques installed each year.

As the proposed scheme will be driven by public suggestion, the onus will be on the public to provide full details for each proposal as per the Blue Plaque scheme. The library will then verify the details on behalf of the community committee and check whether a plaque does not already exist for the nomination.

Details for each proposal would need to include:

- The name of the person, or historical event or site, being proposed for a plaque;
- The birth and death dates of the person;
- Reasons why the nominated person, or historical event or site, deserves a plaque;
- Information about the person's life and achievements;
- A list of the Woollahra addresses associated with the subject being proposed, with dates of occupation if known. At least one of these buildings must remain standing and should be largely unaltered from the period in which the nominated figure knew it; and
- A recent photograph of the nominated address.

The commencement of plaque installation would be dependent on the time it takes to form a committee, receive nominations and to check facts. An estimated lead time for set up has been projected at a minimum of twelve months. This allows for the formation of a committee, finalisation of criteria and a call for nominations. The time frame advised by the Blue Plaque scheme is between four and six years from the initial proposal of a plaque before installation.

The cost for individual plaques varies from between \$385, not including installation, to \$4200 fully installed. This does not include Council time. The committee would need to seek donation / sponsorship to pay for these costs or consideration by Council to allocate resources, as the experience of other councils is that no grants are available for this type of project. If supported, an annual budget allocation of \$4,000 would be requested from 2012/13.

**Part 2:** Purchase an Online Image Management System (IMS) to document established plaques within the LGA.

As investigation has shown Woollahra already has a substantial number of plaques documenting significant people and events and there are a number of current approaches in identifying recipients and awarding plaques throughout the LGA, the most logical step to enhance what has already been achieved is to make this information readily available to the community.

It is proposed that an IMS, similar to that used by North Sydney Council be purchased to register and promote all commemorative plaques and signage installed by Council as well as other plaques within the LGA subject to permission.

The advantages of an online IMS:

- Images and information for each plaque are available from a single source, as opposed to current practice where information is fragmented between government departments and hardcopy registers;
- A plaque register that is able to be accessed by the community simultaneously, as opposed to the present limitations of hard copy editions held at the Local History Centre;

- Provision of images and text 24/7;
- The capacity for the material to be integrated with other modules including photographs, historic maps and the historic council minutes to present a digital archives with a local community focus;
- Disaster Management control by ensuring images are not lost in the event of damage to the original plaque;
- Continuous updating, as new material becomes available; and
- The use of existing staff resources to update the online plaque collection.

**Conclusion:**

Council has many documented plaques and monuments within the LGA. Council currently supports an ongoing plaque program through the Woollahra Conservation Award which focuses on outstanding local buildings. The development of plaque scheme to identify people and places of historical and cultural significance would add a further dimension to the history of the area. In addition to this, the implementation of an online image management system to create a database of plaque images and associated historical commentary will make our existing plaques and monuments more accessible.

Joan Ruthven  
Information Services and Research Librarian

Vicki Munro  
Acting, Director Community Services

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**POLITICAL DONATIONS DECISION MAKING FLOWCHART  
FOR THE INFORMATION OF COUNCILLORS**

