



Community & Environment Committee

Agenda: *Community & Environment Committee*

Date: *Monday 10 February 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 (e.g. 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

6 February 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 February 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 Monday 10 February 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 16 December 2013	1
D2	Woollahra Local Traffic Committee Minutes – 4 February 2014 – 595.G 2014	2
D3	Rear Access Lanes (known as Dunny Lanes) as Community Gardens – 1208.G	9
D4	Library Report 1 July 2013 – 31 December 2013 – 48.G/48.G (Strategic)	12
D4	Cultural Committee Minutes Report – 79.G Cultural Committee	38

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

R1	Woollahra Small Sculpture Prize – 20.G	49
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Item No: D1 Delegated to Committee
Subject: **Confirmation of Minutes of Meeting held on 16 December 2013**
Author: Les Windle, Manager - Governance
File No: See Council Minutes
Reason for Report: The Minutes of the Meeting of Monday 16 December 2013 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 16 December 2013 be taken as read and confirmed.

Les Windle
Manager – Governance

Item No: D2 Delegated to Committee
Subject: **Woollahra Local Traffic Committee Minutes – 4 February 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:

That the Recommendations Y1-Y7 contained in the minutes of the Woollahra Traffic Committee held on Tuesday 4 February 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 4 February 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:	Ms Shirlene Yee Yet	(Woollahra Municipal Council)
	Mr Frank Rotta	(Woollahra Municipal Council)
	Ms Deirdre Farrell	(Woollahra Municipal Council)
	Ms Carla Hetherington	(Woollahra Municipal Council)
Observer:	Mr Eric Graham	(Transport NSW – State Transit)
Apologies:	Mr Alex Greenwich MP	(Member for Sydney)

Also in
Attendance:

2. Minutes of Previous Meeting

In the minutes of Meeting No.11/13 held in Council Chambers, Double Bay, on Tuesday 3 December 2013, there was a split vote on item Y1-3, rather than Y1-1, which was unanimous.

3. Matters Arising from Minutes of Previous Meetings

Nil

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

Nil

5. Extraordinary Meetings

Nil

6. Late Correspondence

Nil

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 to Y1-2 contained in Annexure 1 be adopted.

Item Y1-1: Edward Street, Woollahra. Request for a Disabled Zone

Officer Recommendation:

1. That a 6 metre ‘Disabled Parking’ zone be installed on the northern side of Edward Street in front of No. 10 Edward Street, Woollahra and be located in such a manner as to maximise the amount of available parking in this street.
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 Y1-2: Point Piper Lane, Paddington - No Stopping Restrictions Extension

Officer Recommendation:

That the existing No Stopping restrictions on the western side of Point Piper Lane, be extended by 1.5m northwards to improve garage access for No. 182 Jersey Road.

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: **Albemarle Avenue & Wilberforce Avenue, Rose Bay – Boats and Trailers**

Author: Shirlene Yee Yet – Team Leader Traffic and Transport

File No: 6T, 495

Reason for Report: To provide results of the resident consultation on proposed parking changes.

Officer Recommendation:

- A. That based on feedback received from the residents of Albemarle Avenue, “*1P 7am – 9am Monday Permit Holders Excepted*” restrictions be installed in the existing unrestricted parking in Albermarle Avenue.
- B. That based on feedback received from the residents of Wilberforce Avenue, no parking restrictions be installed at this time.
- C. That the residents of Albemarle Avenue, Wilberforce Avenue and Rose Bay Primary School be advised of Council’s decision.

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: **Disabled Parking Bays – Greycliffe Avenue, Vaucluse**

Author: Shirlene Yee Yet – Team Leader Traffic and Transport

File No: 205

Reason for Report: Request to improve access for people using the disabled parking bays

Officer Recommendation:

- A. That the 4 disabled parking bays in Greycliffe Avenue along Neilson Park be widened to 3.8m to improve access for mobility impaired people.
- B. That a 1.2m area between the first disabled parking bay and the footpath be hatched to ensure an obstructed path of travel is available for pedestrians.
- C. That Council write to National Parks requesting that consideration be given to allocating funds to upgrade access for mobility impaired people from the disabled parking bays to the Park.

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: **Kiaora Road, Double Bay - Changes to Road Layout and Parking**

Author: Deirdre Farrell – Traffic & Transport Engineer

File No: 264T

Reason for Report: Kiaora Lands Development – Changes to road layout and parking

Officer Recommendation:

That the proposed works in drawing number C3-73(C) are approved for implementation.

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: **Manning Road, Double Bay – Bus Stop Demarcation**

Author: Shirlene Yee Yet – Team Leader Traffic and Transport

File No: 300T

Reason for Report: To clearly demarcate bus zone area.

Officer Recommendation:

- A. That the bus stop in front of 40 Manning Road be sign posted with Bus Zone signs to prohibit stopping within 24m on the approach and 6m on the departure of a bus stop to better delineate the bus zone length.
- B. That the bus stop along No. 2 Forest Road in Manning Road be sign posted with Bus Zone signs to prohibit stopping within 15m of the approach to the bus stop sign to better delineate the bus zone length.

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: **17 Transvaal Avenue, Double Bay – Works Zone**

Author: Deirdre Farrell – Traffic and Transport Engineer

File No: 407.G

Reason for Report: Request for a Works Zone

Officer Recommendation:

- A. That approval be granted for a Works Zone to be temporarily installed for No. 17 Transvaal Avenue, Double Bay. The proposed Works Zone is to be located on the eastern side of Transvaal Avenue, starting at a distance 7.0 metres south of the prolongation of the common boundary between Nos 15 and 17 Transvaal Avenue for a distance of 6.0 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 applicant shall apply for and receive a Road Occupancy Licence from the Transport Management Centre (Transport for NSW).
 - iii. The Works Zone is to operate between the hours of 7am – 4pm Mon-Fri and 7.00am-1.00pm Sat for a period of 4 weeks from 24 February, 2014 (to be calculated from sign installation date).
 - iv. 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.
 - 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 “1P Ticket Mon-Sat” 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 Business 3(b) and has parking meter fees of Fee 1, \$4.30 per hour. 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. Should the Works Zone be required for a shorter period, subject to a minimum period of 4 weeks, application may be made for a pro-rata refund.
 - x. Failure to comply with any of these conditions may result in the cancellation of the Works Zone at Council’s discretion.
 - xi. 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.
 - xii. 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 no less than 7 days after 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: Y7 Traffic Matters on Local Roads – Recommendation to C&E for consideration.
Subject: **Queen Street at Nelson Street, Woollahra – Pedestrian Crossing Safety**
Author: Shirlene Yee Yet – Team Leader Traffic and Transport
File No: 373T
Reason for Report: Request to improve pedestrian safety in Queen Street at Nelson Street

Officer Recommendation:

- A. That Council approve the installation of a speed hump and kerb blisters at the at-grade pedestrian crossing in Queen Street at Nelson Street as per the attached design plan 15181-TC1 dated 12 December 2013.
- B. That the local residents within 50m of the proposed raised crossing be advised of the works and a notice detailing the proposed works placed on site for the wider community.

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

Nil

9. Late Items

Nil

There being no further business, the meeting concluded at 10.08 am.

Cathy Edwards-Davis
Chair

Item No: D3 Delegated to Committee

Subject: **Rear Access Lanes (known as Dunny Lanes) as Community Gardens**

Author: Chris Munro, Team Leader Environment and Sustainability

File No: 1208.G

Reason for Report: Adopted Notice of Motion

Recommendation:

- A. That Council note the work to date on community gardens in the LGA.
- B. That Council staff continue to support community gardens in areas with clear resident demand.
- C. That Council staff assist any resident groups who would like to propose a community garden in a dunny lane, with careful consideration of the issues outlined in this report.

Background

At the Council Meeting of 23 September 2013 a resolution was adopted:

“That a report be submitted to the appropriate Committee of Council as to the viability of using Paddington dunny lanes as community gardens”.

The Woollahra Community Garden Policy 2011 states that:

A ‘community garden’ is defined as a parcel of public open space operated by the community (with Council assistance) where the site is used for:

- *the production of produce for the personal use of its members through allotments or shared plots, and*
- *demonstration gardening, or where other environmental activities are undertaken, also encouraging the involvement of schools, youth groups and citizens in gardening activities.*
- *Community gardens are not-for-profit, and can provide for a wide range of environmental, social and economic benefits.*

The Woollahra LGA currently has a number of very successful community gardens. These gardens include:

1. Paddington community garden, Quarry Street, Paddington
2. Holdsworth Community Garden, Woollahra
3. Windsor Street Reserve, Paddington

We also have a new community garden planned for Manion Avenue, Rose Bay, next to the Woollahra Playing Fields.

All of these community gardens are successfully managed by organised groups of local residents in accordance with Council's Community Gardens Policy. Council provides support in the form of set up, materials and ongoing technical advice.

Currently all of our community gardens are operating within public open space.

The operation of community gardens in dunny lanes would face a different set of challenges due to a range of issues associated with the ownership of the land. Issues such as ownership, access, capital costs, maintenance, safety, insurance, liability would all require further clarification.

Council attempted to promote similar community based garden groups during 2011 and 2012 under the 'Sustainability Street' program. The Sustainability Street program included a number of free day and evening workshops and was run across Woollahra in an attempt to foster the emergence of community led garden projects. After some initial interest including the planting of communal fruit trees in front gardens along O'Sullivan Road, there was no further demonstrated interest in the program.

To date the most successful community gardens in Woollahra have been championed and organised by committed groups of residents who have all agreed to become active stakeholders in the creation and ongoing maintenance of the gardens.

Ownership and use of Dunny Lanes

The actual ownership of dunny lanes in Woollahra can be complex, with some being allocated to more than one property, some being allocated to the house at the end of the lane and some being completely or partially Council owned. If the legal tenure of a dunny lane is unclear it is unlikely that a community garden would be approved by Council.

One of the expected outcomes of Sustainability Street was for community gardens in 'unused spaces' such as dunny lanes and Council staff were hoping to receive and assist with community led applications at that time, however no applications were made.

During the sustainability street workshops it was discussed that many people liked to keep their lanes clear for access and moving equipment, furniture and for trades' people to access homes and gardens for maintenance purposes.

Additionally due to the narrowness of many of our dunny lanes each landowner that backs onto a dunny lane would need to agree to any overall project to ensure that the required access for individual needs is maintained.

Contaminated Land Issues

As community gardeners are generally looking to produce "organic quality" fruit and vegetables the condition of the soil the plants are grown in is important. In the case of the Paddington Community Garden, Council had to cap the site with a layer of clay as the soil on site was deemed contaminated and not of an organic quality.

In the case of the Woollahra Park Community Garden, the siting of the beds had to be moved slightly to avoid another area of contaminated land.

Considering the prior use of dunny lanes it could be expected that contaminated land will be found again and that the creation of community gardens in these areas may be slow and expensive with regards to soil analysis and remediation.

Conclusion

It is recommended that Council does not install community gardens in dunny lanes at this time, but continues to support community gardens in any appropriate areas with a clear resident demand.

If a group of residents would like to approach Council with a clear plan for the conversion of a dunny lane into a community garden Council staff would be happy to facilitate the proposal as a potential community project.

Chris Munro
Team Leader – Environment & Sustainability

Bruce Rann
Manager – Open Space & Trees

Tom O’Hanlon
Director – Technical Services

Item No: D4 Delegated to Committee
Subject: **Library Report 1 July 2013 - 31 December 2013**
Author: Vicki Munro, Manager, Library and Information Services
File No: 48.G/48.G (Strategic)
Reason for Report: To review the operations of Woollahra Library & Information Service for the six months, 1 July 2013 to 31 December 2013.

Recommendation:

That the report of the Library Service for the six months 1 July 2013 to 31 December 2013 be received and noted.

This report reviews Woollahra Library & Information Service's activities and projects for the period 1 July 2013 to 31 December 2013, including detailed statistical analysis.

1.0 Library Usage

To gain a better understanding of the Library usage, this report compares statistics from 1 July 2013 to 31 December 2013 with the same period from the previous year - 1 July 2012 to 31 December 2012. See Annexure 1 for statistical figures.

Significant points to note include:

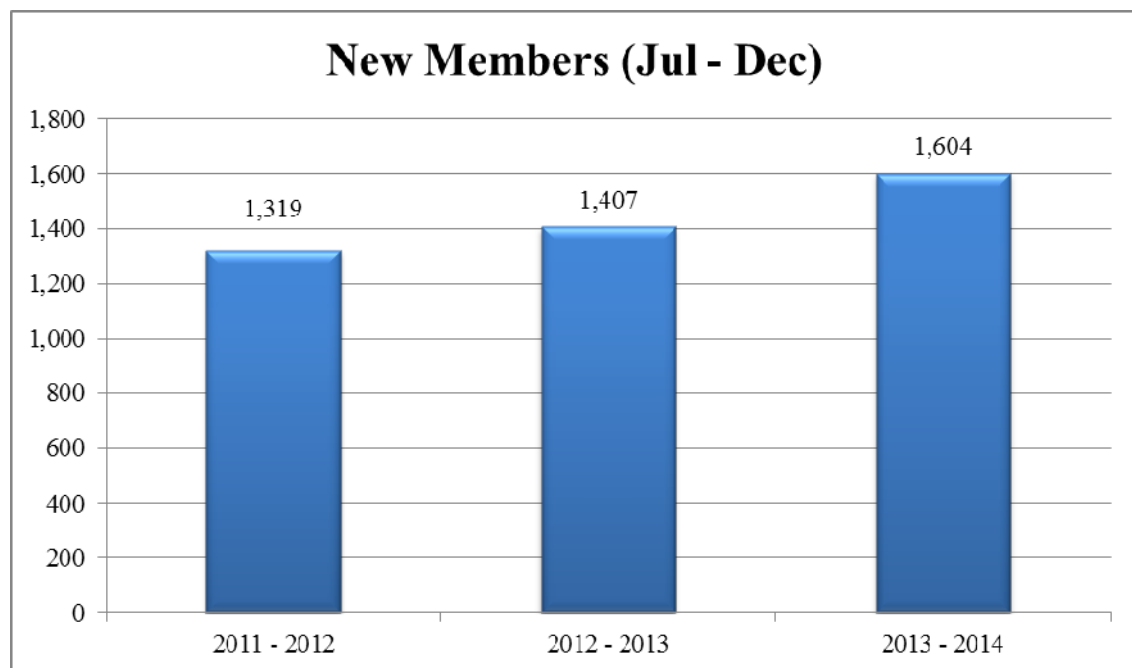
1.1 Lending Services

- Standards and Guidelines for NSW Public Libraries are described in Living Learning Libraries published annually by State Library of New South Wales. To be consistent with State standards, active membership is defined as members who have used the service within the last three years and this was implemented from 1 July 2013. Prior to this, active members were defined as members who have used service in the last two years.

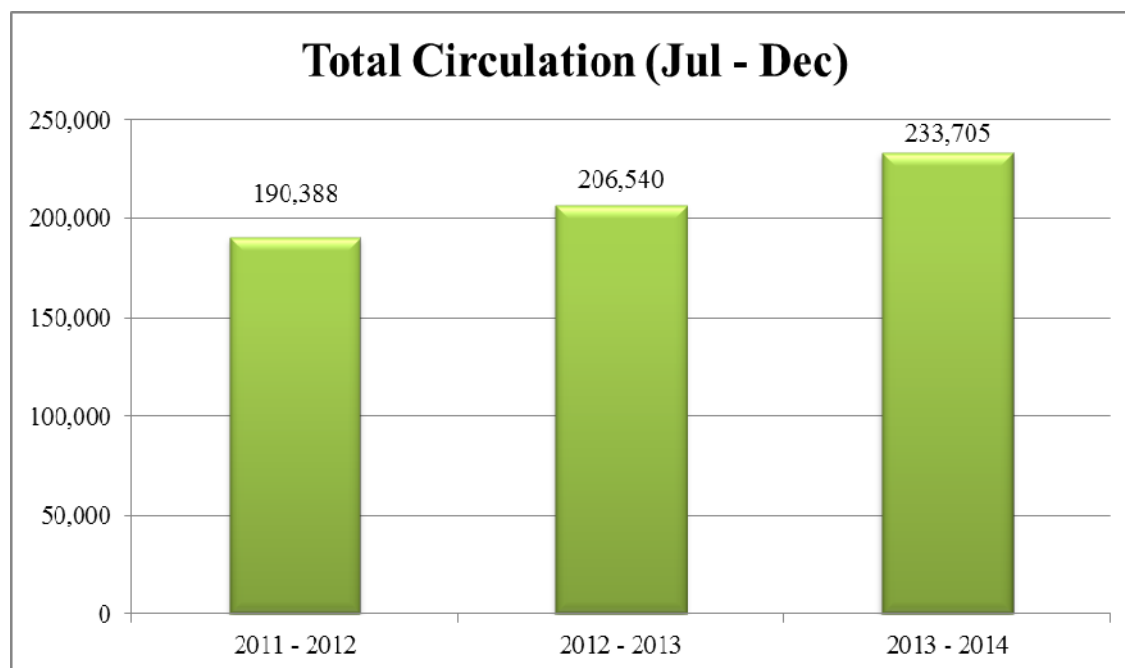
As at 31 December 2013, Woollahra Library & Information Service had 17,502 active members. Although there has been significant increases in this category compared to the same time last year this can largely be attributed to the change in definition specified above.

It is pleasing to see that new library memberships have shown considerable increases of 13% in quarter 1 and 15% in quarter 2 compared to the same period/s of the previous year. This represents a 14% increase over the total 6 month period.

- The percentage of active borrowers to population currently sits at 31% based on the Woollahra LGA population of 56,986 (2012 ABS Census).



- Woollahra Library circulation has increased noticeably in the last 6 months in comparison to the same time last year from 206,540 to 233,705 loans, representing 13% increase. The key collections to have seen an increase are Fast Reads which increased 83% from 2,014 to 3,676, the DVD collection which increased by 18% from 43,334 to 51,062 and the Junior Fiction collection which increased by 16% from 20,779 to 24,137.



In examining the three library service points, Double Bay Library has seen an increase in circulation of 7% in the last six months whilst Watsons Bay Library increased by 16% and Paddington Library increased by 23%. A large proportion of the increase at Paddington Library can be attributed to the impact of the renovations on the Paddington Town Hall during July to December 2012. The total circulation at Paddington for the six months July to December 2013 is 61,714 which is now comparable to the same period in 2011 which recorded 61,873 loans.

- The most noteworthy collection in the eResources circulation statistics were the Overdrive eBooks which have increased considerably recording 1,413 loans from July to December 2013/14 compared to 417 for the same time the previous year. This is largely due to a combination of purchasing new titles, staff training and promoting the new service to customers.
- The door count showed an increase of 7% across all service points for the six months July to December 2013/14 compared to the same period the year before. The largest increase was 14% recorded at Paddington Library.
- Wireless internet usage continues to be well used and recorded an overall increase of 22% for the six month period July to December 2013/14 compared to the same period the year before. Paddington had the largest rise during this time showing an increase of 42%.

The Wi-Fi usage at Local History can no longer be reported accurately, as the new hardware does not have the functionality required to record statistics. This occurred as a result of an upgrade and the installation of new wireless access points.

1.2 Information Service and Research

- There was a decrease of 6% in the total number of information and general customer enquiries in comparison to the same period in 2012. This trend continues with the Local History Centre enquiries.

Over the last six months, the total usage of the online databases has increased by 16% in comparison to the same period in 2012 from 82,468 searches to 95,598 searches. Currently there are 35 subscription databases. Between July and December 2013, the top three databases were *Novelist Plus* attracting 43,480 searches, followed by *Book Index with Reviews* with 24,106 searches and *Ancestry* database drawing 4,594 searches.

- Unfortunately the number of YourTutor sessions (online homework help) has continued to decrease in comparison to this time last year. In 2014, a concerted effort will be made to promote this service to schools and students.
- The Local History Centre's Digital Archive which was launched in August 2012 has continued to be popular. Usage for the Photographs/plaques/maps database for the last six month period totalled 4,817 searches and for the Historic Council archives database there were 2,427 searches. This is an ongoing project which will provide 24/7 access to the collection and improve the preservation of the original documents, which can then be stored offsite.
- The aim of the Woollahra Council Plaques Scheme is to honour famous people or events associated with the Woollahra Local Government area that have made a significant impact on life in the area or Australia as a nation. Two plaques were launched during this period for: Sir John Robertson (five times Premier of NSW) and Dr Elwyn Lynn AM (Artist, writer and Arts Administrator).

Unveiling of Dr Elwyn Lynn AM Plaque Three generations of Lynn family with Mayor Clr Toni Zeltzer



1.3 Community Learning Programs

- The popular Children's Program comprises Rhyme Time for 0-2 years, Storytime for 3-5 years, and Kids Club for 6-10 years.

Attendance at these programs across all service points increased by 11% during the six month period July to December 2013 compared to the same period last year. Rhyme Time had the most significant increase of 16% during this time. This figure is largely due to increases at Paddington and Watsons Bay Libraries and can be attributed to the introduction of a calendar of program topics and guest presenters in conjunction with themed resource kits which enhance presentations at these sessions.

Monthly Kids Clubs are held at Watsons Bay and Double Bay Libraries, a program consisting of guest presenters, games, craft and refreshments. Attendee numbers have declined during this period and the program is being reviewed in 2014.

The children's outreach program reaches seven preschools, early learning and care centres in the local community, providing bulk loan library resources, and Storytime sessions with the Children's and Young Adult officer either at the centres or visiting the Library. A total of 977 children participated through the outreach program, including Book Week presentations.

- Some of the significant children's and youth activities during the last six months have been:
 - In August Children's Book Week was celebrated with performances by several Library staff acting out the books including Peggy by Anna Walker, and Too many elephants in this house by Ursula Dubosarsky, to highlight the theme Read across the Universe.

Book Week fun at Paddington Library



- Summer Reading Club for children 0-12 years was launched on 9 December 2013, encouraging local children to savour the delights of reading during the summer holiday period. Promotional materials and entry packs highlighting the theme Investigation were made available at all library locations and over 120 children joined this Club.

- Guest presenters at Storytime included Fergus the ferry series author John Williamson-Noble; and NRL Sydney Roosters players.

NRL Sydney Roosters players Jack Bosden and Michael Oldfield visit Double Bay Library Storytime.



- The Youth Photographic Award was held during August and September to showcase the creative talents of young people in the Woollahra area. 50 people attended the awards evening on Thursday 5 September, where prizes were presented to finalists from the 186 photographic and 49 short film entries. Besides Photographic entries being displayed in a gallery space during the awards evening entries were also available to be viewed on an ongoing basis via Woollahra Library & Information Service's Flickr page.
- Other major cultural events held by the Library during the past six months included:
 - The 9th annual Local Writers' Word Festival held on Saturday 20 July 2013. The festival played host to a number of events, including inspirational talks by first-time authors, editing and self-publishing talks by Linda Funnell and Susanne Gervay, and talks by Underbelly Razor writer Larry Writer and award winning crime writer Marele Day. Although audience numbers were lower than expected at 45, the day received positive feedback.
 - The 55+ Club provides an opportunity for older members to enjoy exclusive use of their library and socialise during a free morning tea once a month at Paddington and Watsons Bay Libraries. During the last 6 months, attendance has been small with few new people joining the group. In response to participant's feedback an events program has been developed for 2014 to increase attendance and interest in the sessions.
 - Four Tea Topics were held in the second half of 2013. Helen O'Neill headlined a very successful panel about textile artist Florence Broadhurst in July, attracting an audience of 48. Claudia Chan Shaw spoke about collecting to an audience of 42 in October. Both of these Tea Topics have been recorded in audio and video form and are available for viewing on the Library Website.

Collectomania: Claudia Chan Shaw



- On November 31 October 2013, a Woollahra Library Friends VIP night was hosted to provide an exclusive opportunity for Library Friends to view the Woollahra Small Sculpture Prize exhibition, and enjoy refreshments on the terrace. Due to the popularity of this event, with 24 people attending, it will be held again next year.
- The Home Library Service made 1,198 visits over the July to December 2013 period, to 142 individual Home Library members, and five care centres.

Thirteen volunteers are currently registered with the Home Library Service and undertake a variety of tasks to support the service. 283 visits were made to Home Library Service members by volunteers over the six month period.

A total of 6,076 loans were made to Home Library Service members from July to December 2013.

In keeping with the Home Library Service Review social inclusion recommendations, the Library hosted one of its three events at Council Chambers with members and their carers. Morning tea and musical entertainment were provided for 43 guests on 29 November 2013. Deputy Mayor, Clr Katherine O'Regan welcomed the guests and entertainment was provided by a Year 9 musical ensemble from The Scots College.

2.0 Library Strategic Plan – Progress Update

Progress on the key strategies during the last six months is as follows:

- **Buildings:**
The new Double Bay Library design is well in progress with initial focus on making changes to the location of the void and new stairs. Workshops and interviews with target groups, especially for young people, seniors and parents were held on 9 and 10 September 2013. The Library Ideas online engagement site was also launched on 10 September with the aim of obtaining ongoing community input into the Library design and future programming for the service. A progress report was presented to Corporate & Works Committee on 8 October 2013. Community Services staff met with the architects in November to review the design for specific areas of the Library as a result a draft design has been prepared and is currently being costed.
In September a meeting was held to progress the Paddington Library rejuvenation project. As the Library operates from a City of Sydney building, it was resolved that the City of Sydney will lead on this project. A project brief has been prepared and it is anticipated that the project will be completed over the next 6 months.

- **Collection:**
The libraries eResources have expanded over the last six months to include two new ePlatforms - Zinio magazines and Freegal music.

Zinio offer digital copies of popular magazines with unlimited access, so customers can access the same issue at the same time. These magazines can be viewed on a computer or a tablet. The library launched this service in August 2013 with the purchase of twenty popular titles. At the end of December there were 755 magazines downloaded by customers.

Freegal music was launched in September 2013. Freegal music offers customers a free and legal way to download their favourite songs. There are over three million songs from the Sony music catalogue to choose from and library customers can download three per week to keep.

- **Technology:**
New PC recovery software (HD Guard) which allows any computer to restore to its original state was installed at all service points in November – December 2013. This software means staff can fix most technical issues by just rebooting the computer. This provides better customer service to our Library customers.

3.0 Community Information

3.1 Community Information Database (LINCS)

Community Information Database searches has decreased drastically from 1,623 to 1,136. Promotion will continue in the form of brochures, posters and links with relevant Council programs such as Easy PC to ensure ongoing usage.

3.2 New Resident's Kits

The number of New Resident Kits requested decreased by 10% in the last half year. The number of kits generally requested fluctuates each quarter as it depends on the new residents moving to the area.

Conclusion:

The Woollahra Library & Information Service continues to provide a wide range of successful programs and services for the Woollahra community. Library staff are focusing on the planning and preparation of programs and services for the new Double Bay Library

Vicki Munro
Manager - Library and Information Services

Kylie Walshe
Director Community Services

ANNEXURES:

Annexure 1: Library Statistics for 1 July 2013 to 31 December 2013

Item No: D5 Delegated to Committee
Subject: **Cultural Committee Minutes Report**
Author: Jo Jansyn, Cultural Development Coordinator
Maria Lacey, Public Art and Cultural Development Officer
File No: 79.G Cultural Committee
Reason for Report: To table the minutes of the Cultural Committee meeting held on 13 November 2013.

Recommendation:

THAT the minutes of the Cultural Committee meeting held on Wednesday 13 November 2013 be noted, including the selection of four artists to participate in the 2014 Woollahra Artist in Residence Program.

Background

This report outlines the Cultural Committee (CC) meeting held on 13 November 2013. Minutes of this meeting are provided in Annexure 1.

Cultural Committee's Aims and Roles

Due to the establishment of the Woollahra Public Art Trust, a review of the role and structure of the Public Art Advisory Committee was undertaken in early 2013. The majority of public art commissions and public art projects are now advised on and initiated by the Woollahra Public Art Trust, however to ensure that community input and expertise are reflected in local cultural development opportunities, the Cultural Committee was established from the Public Art Advisory Committee.

At its meeting on 26 August 2013, Council adopted the Terms of Reference for the Cultural Committee, which are provided in Annexure 2.

Cultural Committee Project Briefings:

1. 2013 and 2014 Woollahra Artist in Residence Program. The Committee was briefed on the overall project and the outcomes of the 2013 Artist in Residence program. A summary of outcomes is provided in Annexure 3. Members of the Committee nominated to participate in the Selection Panel for the 2014 Program alongside the Cultural Development Coordinator and the Public Art and Cultural Development Officer. Four artists have been chosen to undertake a residency in 2014. The successful artists are Jacqueline Field, Rebekah Dent, Alison Bennett and Julia Masterton. The Selection Panel analysis of submissions is provided in Annexure 4.
2. 2014 Traffic Signal Box Project: A shortlist of sites was selected by the Cultural Committee for inclusion in the 2014 Program. This will be narrowed down to five sites after consultation with the Roads and Maritime Services (RMS).
3. 2014 Youth Photographic Award: The Committee was informed that project management of this award will be undertaken by the Cultural Development Department in 2014 and that the Committee may be asked for input.
4. Murray Rose Pool Murals: The Committee was informed that this project has been completed and images of the finished murals were circulated.

Discussion of Committee Membership: As the scope of the Committee has been expanded from Public Art to Cultural Development, the Committee agreed to open membership to one additional community/cultural representative.

Future Cultural Committee Project Opportunities: A broad discussion occurred in regards to ideas and opportunities to pursue for 2014. The Committee was supportive of cultural projects that support place-making strategies in the Municipality. Detailed discussion of new opportunities will be undertaken and prioritised in the Committee's next meeting which is scheduled for February 2014.

Conclusion:

The Cultural Committee identified a position on the Committee for a new community representative to reflect the broadened scope of the Committee. New sites were shortlisted for the 2014 Traffic Signal Box Project and the Committee nominated some representatives to assist in the selection of four new artists for the 2014 Woollahra Artist in Residence Program. Opportunities for new initiatives reflective of the community will be further discussed at the February 2014 meeting of the Cultural Committee.

Jo Jansyn
Cultural Development Coordinator

Kylie Walshe
Director Community Services

Annexures:

1. Minutes of the Cultural Committee Meeting, Wednesday 13 November 2013.
2. Cultural Committee Terms of Reference.
3. Summary of 2013 Artist in Residence Program.
4. Analysis of submissions for 2014 Woollahra Artist in Residence Program.

Item No: R1 Recommendation to Council
Subject: **Woollahra Small Sculpture prize**
Author: Jo Jansyn, Cultural Development Coordinator
File No: 20.G
Reason for Report: To provide a detailed evaluation of the 2013 Woollahra Small Sculpture Prize.

Recommendation:

- A. THAT the 2013 Woollahra Small Sculpture Prize Evaluation Report be noted.
- B. THAT Council increase the Prize money offered in the Woollahra Small Sculpture Prize acquisitive award from \$10,000 to \$12,000 in 2014 followed by a further increase to \$15,000 in 2016.
- C. THAT Council offer a new non acquisitive award called the Mayor's Prize of \$500 commencing in the 2014 Woollahra Small Sculpture Prize which is selected by the Mayor of the time.

Introduction

The Woollahra Small Sculpture Prize is evaluated annually following the conclusion of the exhibition component of the Prize, with information presented to the Community and Environment Committee. This report presents an evaluation summary of the 2013 Woollahra Small Sculpture Prize with recommendations for implementation in the 2014 Woollahra Small Sculpture Prize.

Background

The Woollahra Small Sculpture Prize is a 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, but also to encourage the local community to access the then, newly renovated Woollahra Council Chambers. Expert advice and recommendations for management of the Prize is sought from the Woollahra Small Sculpture Prize Committee who meet approximately five times a year as well as attend key milestones in the delivery of the Prize.

In its thirteen-year history, the Prize has successfully established an important position in the yearly national sculpture competition calendar. The Prize attracts local, national and international entries each year. The exhibition period has successfully provided the community with greater access to view the finalists' works and winners as well as participation in workshops, talks and other related activities.

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 thirteenth Woollahra Small Sculpture Prize exhibition was launched on Friday 25 October 2013 at Woollahra Council Chambers and concluded on Sunday 10 November. The exhibition ran for two weeks, including three weekends.

Please see Annexure 1 for a table of 2001 – 2013 Woollahra Small Sculpture Prize Comparative Data.

Relationship to the Delivery Program and Operational Plan

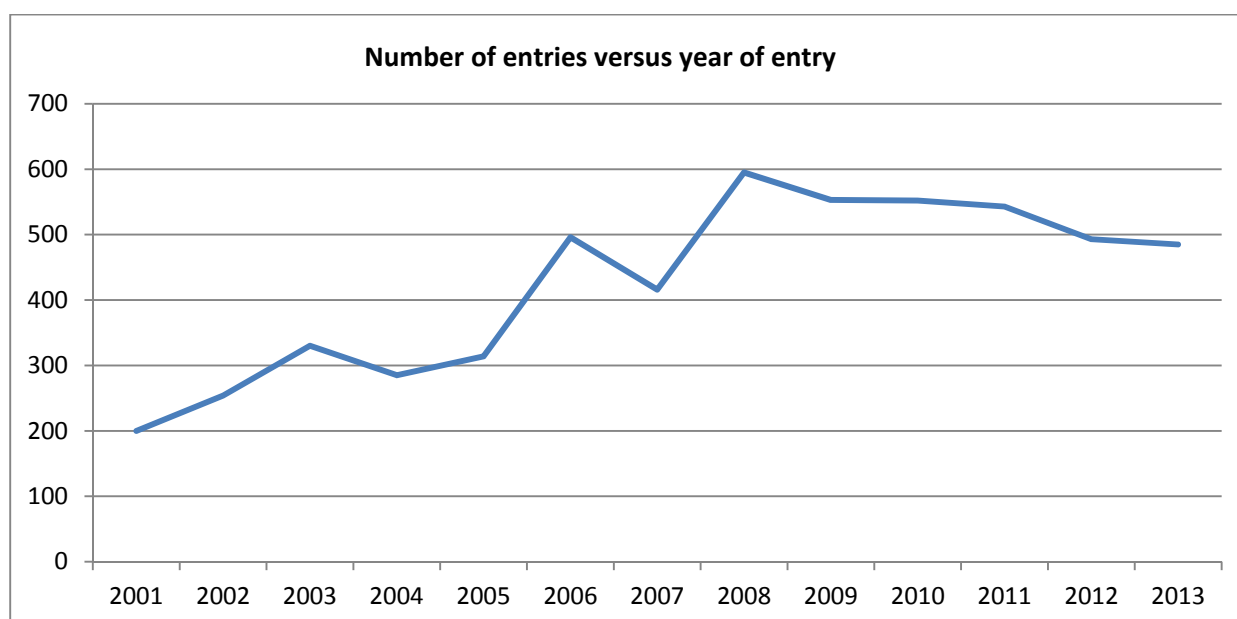
Council's adopted Delivery Program and Operational Plan (DPOP) identifies that a key priority for Cultural Development within Goal 3: A creative and vibrant community of the theme 'Community well-being' is to *produce the Woollahra Small Sculpture Prize* (reference 3.4.2, pg 52).

Goal 3: A creative and vibrant community recognises that '*Woollahra will be a place where people of all ages and backgrounds have access to lifelong learning opportunities, cultural and community activities. We will support local creativity, cultural pursuits and creative talents.*' (pg 50).

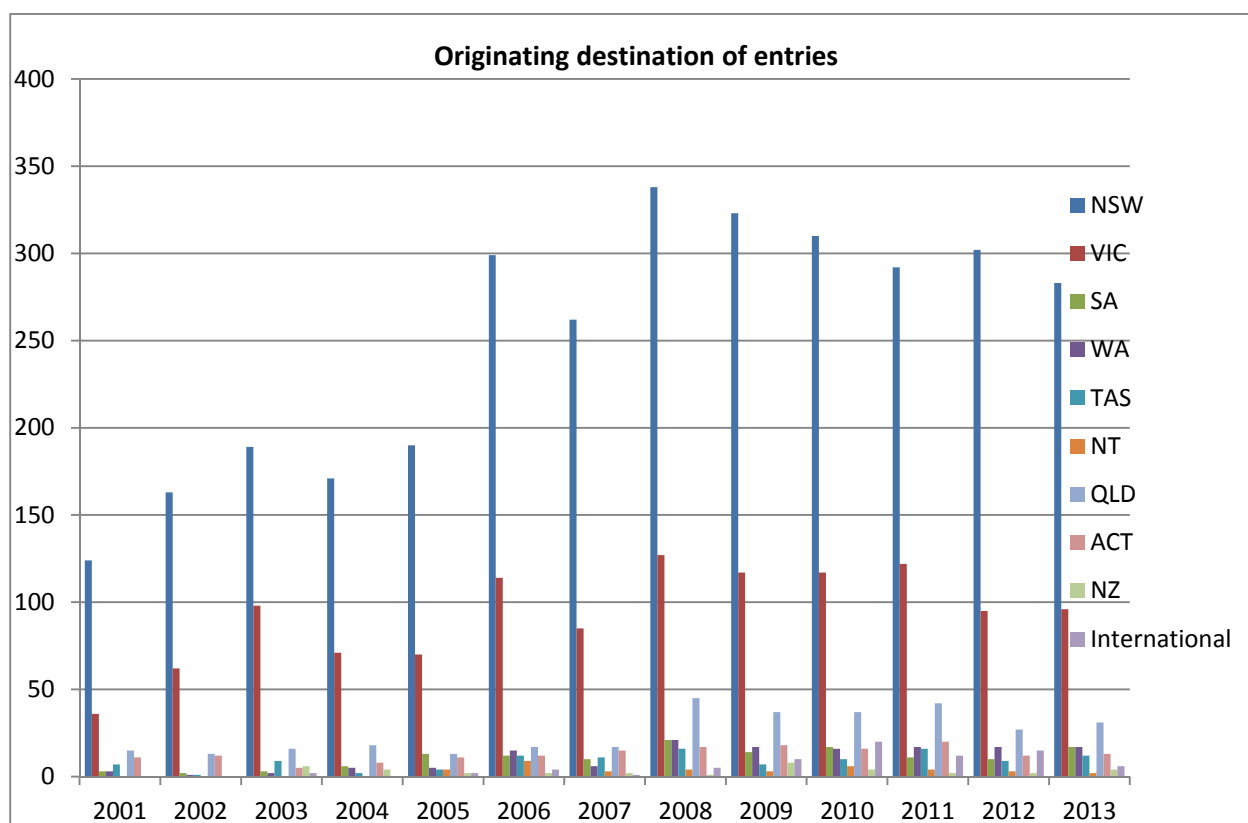
The 2013 Woollahra Small Sculpture Prize Entries Summary

A cumulative number of 5517 entries have been received from artists for the Woollahra Small Sculpture Prize in its thirteen year history. In 2013, 485 sculpture submissions were entered. Finalists' works were selected for exhibition by judges Nick Mitzevich, Director of the Art Gallery of South Australia and Professor Ian Howard of the College of Fine Arts at the University of New South Wales. Apart from increasing awareness of the Prize due to improved communications, social networking and a stand-alone website, a contributing factor in the number of entries received is the choice of high profile, respected judges, membership of respected industry professionals on the Woollahra Small Sculpture Prize Committee and use of a broad range of targeted arts promotion.

The chart below shows entries received trends for the Woollahra Small Sculpture Prize between 2001 and 2013.



The number of entries from NSW eastern suburbs Local Government Areas represented 10.3% of the total number of entries received in 2013. This represents a slight decrease of eastern suburbs entries compared to 2012, but an increase in entries received from Victoria, Queensland, South Australia, ACT and New Zealand. The following chart shows originating destination of entries between 2001 and 2013.



The Prize is attracting a broad spread of national and international entries, which can be contributed to more effective use of technology in dissemination of information and the online entry form.

One of the 43 finalists in 2013 was from the Woollahra Local Government Area and eight finalists were from the NSW eastern suburbs Local Government Areas.

An estimate of 450 guests attended the launch at Woollahra Council Chambers on Friday 25 October. The 2013 judge and guest speaker Professor Ian Howard announced the winners of the Woollahra Small Sculpture Prize. The acquisitive \$10,000 Prize was awarded to Julia deVille (NSW) for her sculpture *Sorrow*. Commenting on their choice of winner, Nick Mitzevich said

“Julia DeVille challenges our notion of what a sculpture is in the 21st century. In her own unique manner she combines two disparate disciplines of taxidermy and jewellery, exploring our understanding of what a found object is in order to create a very moving and emotional work. There is a great sense of emotion in the way DeVille has orchestrated Sorrow. When you look at this sculpture you feel instantly connected to it.”

Michelle Ussher (UK) won the Special Commendation Award for *Geyron*, a large porcelain piece relating to identity. Stephen Bird (NSW) *Paint Tray* received a high commendation from the judges.

Following the conclusion of the exhibition the Viewers' Choice award went to Julia deVille for her work *Sorrow*.



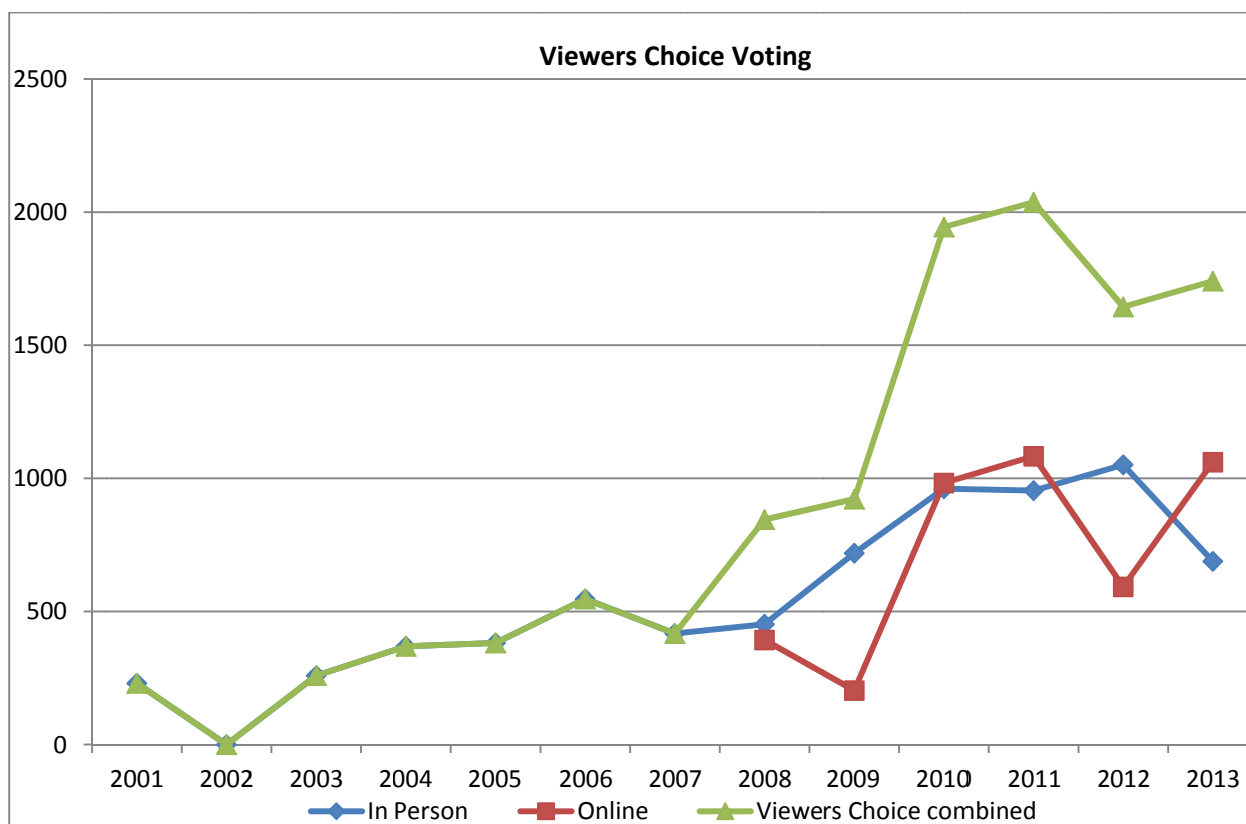
Sorrow by Julia deVille
Winner - 2013 Woollahra Small Sculpture Prize



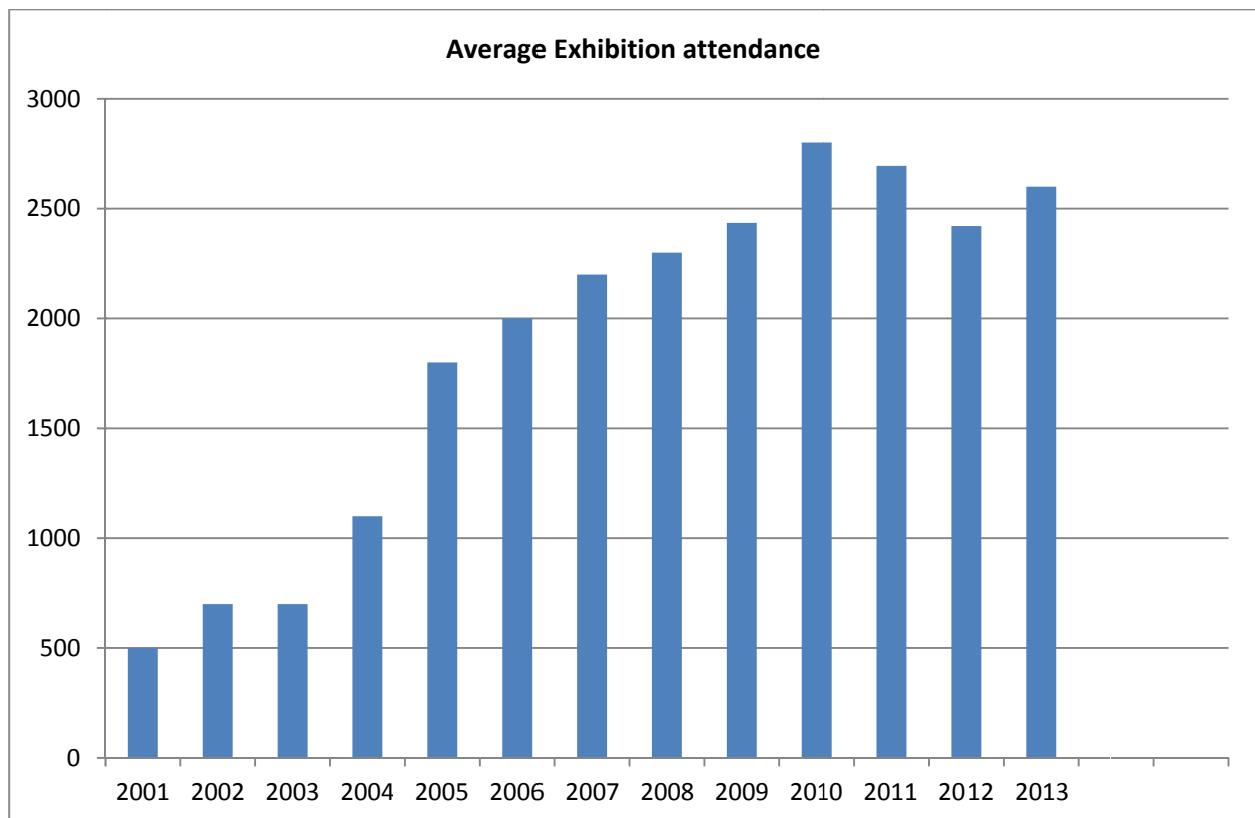
Geyron by Michelle Ussher
Winner – 2013 Special Commendation

Five of the forty three finalists’ works were sold during the exhibition. The number of Viewers Choice votes received was 1748, which included 687 in-person votes and 1061 online votes.

The following chart highlights Viewers’ Choice voting patterns versus exhibition attendance between 2001 and 2013. Please note that Viewers Choice data was not logged in 2002.



Exhibition attendances declined slightly in 2012 following the discontinuation of the Kids Day Out event, however attendances increased in 2013 which can be attributed to increased profile and additional community programs such as weekend family workshops.



2013 Additional Prize – The Plinth Prize

In support and appreciation of the Prize, plinth maker Roger Fenton (Plinths Made to Order) again generously offered a plinth as an award to a 2013 finalist. The recipient of this award was chosen by the exhibition set-up team, consisting of Committee members, Council staff and Cultural Projects Assistants. The recipient for the 2013 Plinth Prize was Uri Auerbach for his work *Agreement (iTunes 11.0.4)*.



Agreement (iTunes 11.0.4) by Uri Auerbach
Winner – 2013 Plinth Prize

The Woollahra Small Sculpture Prize and the Environmental Schools Sculpture Prize

Due to the increasing demand for a local schools category in The Woollahra Small Sculpture Prize, the Environmental Schools Sculpture Prize was established in 2007. The Prize is open to all primary and secondary students that attend a school within the Woollahra Council area and operates in partnership with The Woollahra Small Sculpture Prize.

The Environmental Schools Sculpture Prize provides an opportunity for school children from the local area to creatively express their concerns and ideas on an environmental theme through visual arts, for the benefit and education of the community. A different environmental theme is selected annually and works must address the theme.

During the two week exhibition in 2013, 43 environmental sculptures created by over 65 students from year one to year eight were displayed. Each entry met the prize criteria including: 'creative use of recycled, reused or sustainable materials in sculpture construction, creative representation or interpretation of the 2013 theme 'Energy Matters', and representation of a clear environmental message.'

The 2013 exhibition maintained the standard of excellence set in previous years. A record number of entries were received this year from both individuals and groups.

The exhibition began with a public launch on Monday 28 October 2013 where all finalists and their families were invited to attend. Students were personally congratulated by the Mayor of Woollahra, on their efforts. Parents, friends and family were encouraged to take note of the environmental stories each artist worked hard to tell. 2013 Woollahra Small Sculpture Prize finalist Maureen Cahill gave a short presentation to attendees.

The 2013 Environmental Schools Sculpture Prize winners were:

Highly Commended:

Solar Monster, William Dimopoulos, Year 3, Sydney Grammar Edgecliff Prep
Google, Lily Allen and Saskia Trevor-Jones, Year 6, Kambala School
Switch On, McAuley's Green Group, McAuley Catholic Primary School (group effort)
Mrs Chen Ruby White, Sophie Snyman, Lucia Salgado, Year 6, Kambala School
Peta-jouls, Josephine Greenall-ota and Emily King, Year 6, Kambala School

Winner - Junior Category:

Let's get connected, Jazmyn Bailey, Year 4, Reddam House

Runner-Up Junior Category:

Energ-Ouse, Lachlan Jones, Year 1, Scots College

Winner - Senior Category:

Breeze Light, Bryanna Bailey, Year 8, Reddam House

Winner - Viewer's Choice:

The MacZoom, Zoe and Kelly, Year 6, Kambala School

Woollahra Small Sculpture Prize Community Programs

In the lead up to and during the Woollahra Small Sculpture Prize exhibition, a range of free community programs were produced to further enhance the profile of the Woollahra Small Sculpture Prize, as well as to increase interaction of finalists with the local community. Where-ever possible, community programs are presented in association with existing Council activities for e.g. the Library and Information Service's Tea Topics. Following is a summary of community programs presented in 2013.

Artist Talks

Eight finalists discussed their work with Professor Ian Howard, former Dean of COFA and one of the 2013 Woollahra Small Sculpture Prize judges, on Saturday 26 October. Finalists that took part

in the talks included Zoe Amor, Lisa Anderson, Uri Auerbach, Walter Brecely, Maureen Cahill, Jason Christopher, Tracey Deep, DoGsWood, Louis Pratt, Abdullah M.I. Syed and Cathy Weismann. The talks were tweeted live and recordings of the talk are currently available on the Woollahra Small Sculpture Prize website. The talks attracted approximately 50 attendees.



Professor Ian Howard hosting Artist Talks for the 2013 Woollahra Small Sculpture Prize

Sculpture Story-time

Presented in conjunction with the Library and Information Service, sculpture themed storytelling and simple sculpting was held on Monday 4 November at Double Bay Library, Tuesday 5 November at Watsons Bay Library and Friday 8 November at Paddington Library. Sessions were targeted at 3 to 5 years olds. Approximately 20 children attended the story-time session.

Kid's Club

Presented in conjunction with the Library and Information Service, Woollahra Artist in Residence Selena Smith led book sculpture workshops at Watson's Bay Library on Wednesday 30 October and at Double Bay Library on Thursday 31 October. Sessions were targeted at ages 6 to 10 years. Approximately 7 children attended the Kid's Club session.

Sculpture Tea Topic

A "Sculpture" Tea Topic was presented on Friday 8 November with guest speaker 2013 finalist and local resident Tracey Deep. The event was very successful, attracting more than 35 attendees who enjoyed morning tea on the veranda before participating in the informal talk and demonstration of the creation of a dried flower sculpture.

Woollahra Library Friends VIP night

For a second year, a "VIP" event was held for the Woollahra Library Friends which included an evening talk by finalist Jason Christopher. The event attracted approximately thirty people and was very well received by the Friends.

Schools and Groups Touring Program

Sixteen individual tour slots were booked in from local schools including Cranbrook Senior School and Woollahra Preschool as well as two aged care facilities. Pre-booked groups received a guided, explanatory tour of the Woollahra Small Sculpture Prize. Schools groups were sent a link to age specific worksheets or activities that were developed by Woollahra Small Sculpture Prize Volunteer Staff.

Family Series workshops

A series of three, free weekend family workshops were presented in 2013 that were aimed at the entire family sitting down and participating. Workshops included:

- Crochet with Waste Workshop with Angela Van Boxtel,
- Stick Art Animals (Magical Creatures) with Angela Van Boxtel,
- Paper Folding Sculptures with Paula Gabriela do Prado.

The Family Series of workshops were popular as materials were provided free of charge. There were approximately 55 attendees across the three workshops.

Woollahra Small Sculpture Prize Online Engagement and Improvements

Website

The Woollahra Small Sculpture Prize has a dedicated website located at <http://sculptureprize.woollahra.nsw.gov.au>, which is currently the preferred information source for artists and audience enquiries regarding the Woollahra Small Sculpture Prize. The website, which was launched in October 2007, incorporates online flash galleries of finalists' works plus pages for media, childrens' education content, events, online Viewers' Choice voting, E-News subscriptions and archived information on the history of the Prize.

In 2013 the site had full functionality on desktop only with 79% of traffic arriving from desktops, 13% from mobiles and 8% from tablets. Traffic statistics indicate an increase in mobile and tablet users, which the site does not currently cater for, however these improvements are being considered in 2014. There was a slight increase (2.33%) in the number of people visiting the site, with close to 17,000 visits between 1 January and 18 November 2013.

A new feature in 2013 was the launch of an online entry form procedure on the Woollahra Small Sculpture Prize website. Approximately 75% of all entries submitted came via the online entry form, with the innovation assisting enormously in the time taken to process entries.

E-News

Six E-Newsletters were distributed in 2013 to approximately 3588 subscribers, a rise of approximately 14%. Each newsletter was emailed to the subscribers to coincide with certain announcements or activities in relation to the Prize. Statistics showed an increase in traffic to the website directly after the release of each newsletter.

Social Media

The Woollahra Small Sculpture Prize in addition to its website has maintained a dedicated Facebook page <http://www.facebook.com/WoollahraSmallSculpturePrize>, Twitter profile <http://twitter.com/WoollahraSSP> since 2010 and a Pintrest account <http://pinterest.com/sculptureprize/>

An increase in Facebook posts and promotional visibility throughout 2013 resulted in a 75% increase in 'likes' (or fans) from 18 November 2012 to 18 November 2013. The heightened social media activity resulted in greater online community engagement and discussions about art, and as such facilitated a virtual space for an online audience to engage with the exhibition.

The Twitter activity during the 2013 Prize included live tweeting at the Artist Talks. Some of these tweets were re-tweeted by galleries and artists. While the number of Twitter followers is fairly low, at about 212 in November 2013, it is steadily growing, tweets can reach an audience beyond those of identified followers. To illustrate this point, during the 2011 exhibition the Fairfax publication *The Sydney Magazine* tweeted about the exhibition, reaching close to 7000 followers. While some

statistics can be identified in regards to these social media platforms, it is difficult to measure precise quantitative data as a person can read Facebook posts or follow tweets without actually 'liking' the Facebook page or following the Twitter page.

Key results for the Woollahra Small Sculpture Prize online engagement in 2013 are as follow:

- The website continues to rank highly in all major search engines (usually 1st or 2nd entry for the phrase 'sculpture prize').
- 20% of all visits to the Viewers' Choice form came from our Facebook page.
- Following Australia, most visitors to the site came from the USA, UK, New Zealand, Canada, Italy and India respectively.
- 1061 online votes for Viewers' Choice Award (second highest number of online votes to date).
- An increase in online visits from 2012 by 2.3%
- The growth in visits to the website from mobile devices (Androids, iPhones, iPads) continues to increase.
- Direct visits to the site and through the Council website have increased (approximately 48% and 35% respectively).
- There was a noticeable increase in referral traffic via links on local and international arts opportunity sites and artists' blogs, eg Art Almanac, Arts Hub and Competitions for Artists.

Online Payment Option

The establishment of a PayPal account continued to provide entrants with a simpler option for entry fee payment. The online payment option of PayPal was the exclusive choice of payment by all the international entrants, as all conversion rates are determined by the online account. The majority of national artists also chose this mode of payment. Approximately 78% of payments of entry fees also occurred online through PayPal. The remaining 22% of payments occur in person or through cheque or money order in the post.

Woollahra Small Sculpture Prize Volunteer Staff Program

For the seventh year, a successful Volunteer Staff program for the Prize was implemented by the Cultural Development Coordinator. The Volunteer Staff program resulted in paid casual Cultural Projects Assistant roles for Volunteer Staff during the exhibition period. A significant factor in the development of the Prize is the ongoing reliance on the contribution of volunteer staff hours and the management of Volunteer Staff. In 2013 Volunteer Staff contributed an approximate 500 hours of work in supporting the organisation of the Prize. This equates to more than 2,900 Volunteer Staff hours across seven years of the program. The Woollahra Small Sculpture Prize Committee members also commit significant volunteer hours to the project.

Income/Expenditure

The cost of staging the Woollahra Small Sculpture Prize over the 2013/14 financial year is estimated to be \$56,068. This figure incorporates project expenditure including prize money payments of \$13,000. The income received was \$40,284 (excluding GST). This consists of five sales totalling \$5,378, equating to \$1,458 in commission, entry fees of \$17,576 and sponsorship income of \$17,000. The total net project cost to Council for the Woollahra Small Sculpture Prize in the 2013/14 financial year will be \$16,114, excluding staff time in managing the project. Whilst the number of sales represented an average figure, the actual value of the works sold was much lower than in previous years and therefore the commission income was less than forecast.

In addition to monetary sponsorships, the 2013 Woollahra Small Sculpture Prize received in-kind assistance from Art and Australia, Hugonnet Design, Megacolour, Wentworth Courier, Cumulus Wines, Pasta Pantry, Westfield Bondi Junction and Menzies Art Brand. This support represents significant savings to the delivery of the project and these sponsorship options are consistently

pursued by the Committee to minimise certain costs associated by the organisation and running of the Prize.

2013 Viewer Evaluation and Feedback

Invaluable feedback from viewers is received through the Viewers' Choice form, both at the gallery and online. This feedback assists in gauging the community's response to the exhibition, how they heard about the Prize and where they came from to attend the Prize. Below are a sample of the comments received:

Really wonderful – my 9th visit. Always interesting and a great community event.

It's fabulous - absolutely love it. Hard to pick a winner – they're all terrific!!

As a Woollahra Council resident I am proud to see such a fabulous and diverse range of finalists.

A wonderful exhibition, thank you Woollahra Council

Loved listening to the artist's reflections on their works. Congratulations to Woollahra Council and all the finalist.

A detailed feedback summary on the 2013 Woollahra Small Sculpture Prize from artists, schools and viewers will be tabled at the Community and Environment Committee meeting (10 February 2013). Please note that the feedback summary is an edited version representing a cross-section of viewers' comments.

Publicity and Promotions

Based on feedback from previous Woollahra Small Sculpture Prize evaluations and sponsorship income that allowed for it, the 2013 Woollahra Small Sculpture Prize was able to continue engaging the services of an external publicist. As a result the Prize received solid media coverage including *Elle Magazine*, *Marie Claire Magazine*, *Daily Telegraph* and *The Sydney Morning Herald*, as well as a radio interview and TV coverage.

Publicity consultants '[art]iculate' proposed that a media preview be moved a day earlier to Thursday 24 October, ahead of the Friday night launch event. This suggestion was backed by the Woollahra Small Sculpture Prize Committee as well as Council's Communications Manager. The rationale behind this being summarised by '[art]iculate' as follows:

“the media preview for the Prize was moved a day earlier to Thursday 24 October, in advance of the Friday 25 October opening night event. This change was driven by the desire to maximize media coverage (particularly with news outlets) about the Prize announcement, thereby raising awareness about the Prize and exhibition and building new audiences. The issue with holding the media preview event on Friday is that the weekly newspapers don't publish the following day and the story would be considered 'old news' once the following Monday editions are published. Furthermore it is unlikely to make it into Saturday editions, given that much of that edition is finalised much earlier in the week.”

The media preview was well attended by news outlets including the *Sydney Morning Herald*, *The Wentworth Courier* and *Sydney Standard*, and was beneficial in generating coverage of the winner in Friday morning news ahead of the launch announcement. A detailed publicity report and media listing from '[art]iculate' is provided in Annexure 2.

The Woollahra Small Sculpture Prize and *Wentworth Courier* media sponsorship package was continued in 2013. Through this relationship, the *Wentworth Courier* provided some free media

advertising and editorial. A large percentage of visitors to the Woollahra Small Sculpture Prize cited the *Wentworth Courier* or 'local paper' when asked how they heard about the Prize.

Advertising for the exhibition was provided in-kind by respected and leading art journal *Art and Australia* as well as the October auction catalogue for Menzies Art Brands. Paid advertising for the Woollahra Small Sculpture Prize was undertaken with the respected and nationally distributed Art Almanac (call for entries, exhibition), the October issue of LOOK (The Art Gallery of NSW Society Magazine) and the *Sydney Morning Herald Spectrum*. Online campaigns for call for entries were trialled with Art Almanac and Arts Hub. Opportunities for free listings and online mentions in arts publications were researched and placed by Volunteer Staff.

2013 Woollahra Small Sculpture Prize Committee Evaluation Summary

The role of the Small Sculpture Prize Committee is to advise Council on the development and coordination of the Woollahra Small Sculpture Prize. The Woollahra Small Sculpture Prize Committee reports recommendations in evaluating the Prize to the Community and Environment Committee. The Woollahra Small Sculpture Prize Committee consists of Chairperson, Councillor Anthony Marano, Mayor Toni Zelter (Council representative), Cllr Elena Wise (Council representative) and community/industry representatives Stella Downer, Ali Yeldham, Bernard Curran, Christopher Dawson, Michael Hedger (retired November 2013), Karin Olah and Council staff.

A summary of key points discussed at the evaluation meeting of the Woollahra Small Sculpture Prize Committee, held on Wednesday 18 November 2013 are as follows:

- Launch night is a successful marketing tool for Council.
- Media services provided by [art]iculate were professional and beneficial for the Prize.
- Volunteer Staff Program is extremely beneficial to the running of the Prize
- Calibre of artwork and submitting artists has remained high.
- The online engagement strategies resulted in more opportunities for the community to engage with the Prize.
- To invite additional membership to fill vacancies on the Committee.
- Judges for the 2014 prize
- Continue with successful community programs such as Artist Talks, Sculpture Tea Topic and the Environmental Schools Sculpture Prize. Artist Talks and Sculpture Tea Topic were both extremely well attended.

A discussion was also held regarding raising the entry fee and prize money for the 2014 Prize. It has been recommended that the acquisitive award be pitched at \$12,000 with an increase to \$15,000 in two to three years' time with commission taken by the Sculpture Prize remaining the same. In line with an increase in Prize money, the Committee recommended an increase of entry fee to \$45 in 2015. The Committee also recommended offering a new award (Mayor's Prize) of \$500, selected by the Mayor of the time. Due to the fact that the Prize runs over two financial years, the rise in prize money and entry fees would impact on the 2014/15 financial year budget.

These recommendations by the Committee are based on industry comparisons as well as the desire to keep building on the profile of the Prize and audience development. There has been no increase of Prize money on offer since the inception of the Prize in 2001. Entry fees have increased from \$22 in 2001, to \$33 in 2003 to \$40 in 2005. Since 2005 there has been no further increase in entry fee.

Please see Annexure 3 for Woollahra Small Sculpture Prize Committee evaluation summary contained in the Minutes of the Woollahra Small Sculpture Prize Committee Meeting, held on Wednesday 18 November 2013.

Conclusion

The 2013 Woollahra Small Sculpture Prize has been recognised as a success and has continued to meet the original aims and objectives set by Council in 2001. Based on qualitative and quantitative data, there has been an ongoing increase in the media profile and increased awareness of the Prize by artists and the arts industry in its thirteen year history.

The number of entries and media awareness of the Prize can be linked to factors including the choice of respected judges, levels of sponsorship received, community support and community engagement, both in person and through social media platforms, and expansion of programs through dedicated volunteer staff hours.

The reputation and profile of the Prize and related activities including the schools component, links with the Woollahra Environmental Schools Sculpture Prize, community artist talks, Sculpture Tea Topic and this year's Library Friends event can be maintained at current levels with appropriate funding from Woollahra Council and the continuation of monetary and in-kind sponsorship.

To capitalise on the profile of the Prize and to add new dimensions, the Woollahra Small Sculpture Prize Committee does recommend an increase in the Prize money offered in the acquisitive award from \$10,000 to \$12,000 in 2014 followed by a further increase to \$15,000 in 2016. This is to correspond with an increase in entry fee in the 2015 Prize from \$40 to \$45. The Committee also recommends the inclusion of a new, non-acquisitive award (Mayor's Prize) of \$500, selected by the Mayor of the time.

Jo Jansyn
Cultural Development Coordinator

Kylie Walshe
Director – Community Services

Annexures:

1. 2001 – 2013 Woollahra Small Sculpture Prize Comparative Data
2. 2013 Woollahra Small Sculpture Prize Media Report
3. Woollahra Small Sculpture Prize Committee Evaluation Meeting Minutes, 18 November 2013

Political Donations – matters to be considered by Councillors at Meetings

