

Community & Environment Committee

Agenda: *Community & Environment Committee*

Date: *Monday 1 February 2010*

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

28 January 2010

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

Dear Councillors

Community & Environment Committee Meeting – 1 February 2010

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 1 February 2010 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 December 2009	1
D2	Habitat Trees in Cooper Park – 178.G	2
D3	Consolidating Gaden Reserve and the Raoul Wallenberg Garden – 197.G and 189.G	5
D4	Results of the Community Engagement Project – 1230.G *See Annexure 1 distributed separately	34
D5	Lighting of Significant Trees in Public Places – 813.G	41

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

R1	Woollahra Small Sculpture Prize – 20.G	86
----	--	----

Item No: D1 Delegated to Committee
Subject: **Confirmation of Minutes of Meeting held on 14 December 2009**
Author: Les Windle, Manager - Governance
File No: See Council Minutes
Reason for Report: The Minutes of the Meeting of Monday 14 December 2009 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 December 2009 be taken as read and confirmed.

Les Windle
Manager – Governance

Item No: D2 Delegated to Committee
Subject: **Habitat Trees in Cooper Park**
Author: Rudi Adlmayer Bushcare Liaison Officer
File No: 178.G
Reason for Report: Investigation of fauna management in tree hollows at Cooper park due to the recent removal of Liquidambar, and the possibility of forming a Fauna Management Committee to manage hollows in Cooper Park.

Recommendation:

- A. That Council continue to maintain habitat for fauna in natural areas within Cooper Park where there is no risk to park users.
- B. That the Vegetation Management Working Party considers the possibility of starting a sub-committee in regards to hollows, and report their recommendation to the Community and Environment Committee.

Background

At Council's Community and Environment Committee meeting on Monday 30 November 2009, Council resolved:

“that the committee receive a further report on strategies for the protection of fauna during the staged replacement program (of the Cooper Park Liquidambar) and for the enhancement of fauna generally within the park as well as opportunities for community involvement and the possible formation of a working party” (Rann, B. 2009, p.3674).

Tree Hollows

Habitat for Australian native birds and animals is an issue facing most urban areas in Australia due to the continual removal of large numbers of naturally occurring trees over the last 200 years. Tree hollows in Australia are used quite significantly amongst Australian fauna terrestrial vertebrates. These include reptiles, birds, mammals, and terrestrial amphibians. It has been estimated that there are 304 species of native fauna that use tree hollows (DECCW 2008; Gibbons & Lindermayer 2002). On top of that it is estimated that there are an extra 10 introduced species that use hollows.

Cooper Park has an area of 18 hectares of bushland that contains many old Eucalyptus trees that would provide hollows for arboreal mammals, such as Brushtail possums, (*Trichosurus vulpecula*), and Ringtail possums (*Pseudocheirus peregrinus*). They also would provide hollows for bird species including Rainbow Lorikeets and Kookaburras. It has also been shown that forest with a diverse understorey supports more bird species, than those without (Recher, Lunney, & Dunn 1999).

The main natural hollow species of flora that occurs in Cooper Park, and Woollahra Municipal Council natural areas are in the Myrtaceae family which include *Eucalyptus* and *Angophora* species. For hollows to form in such species the tree must:

- Have some sort of physiological stress or physical injury;
- Heartwood decay; and
- Be sufficient in size when decayed.

These species will form hollows at all ages, however suitable habitat for vertebrate fauna do not appear until the tree is at least 120 years old.

Hollows in Woollahra Municipal Council's parks are generally off pathways and in natural areas, away from the public. Any other trees with hollows are managed, or removed if they are dangerous. Additionally, logs with hollows are often kept on site for habitat after tree removal.

Nest Boxes

Council has added some tree boxes in Trumper Park, Cooper Park, and Parsley Bay that have attracted mainly Common Brushtail Possums and Lorikeets. These boxes have also attracted some feral species including Honey Bees (*Apis mellifera*).

Nest boxes or artificial hollows can have positive affects on animal populations as they are easy to access, and can be used to monitor hollow using fauna. They can also assist population recovery, where hollows are depleted. They are however not a universal remedy for management, as they sometimes increase populations of introduced and pest species, and nest boxes should not be viewed as complete replacements to natural hollows (Gibbons & Linder Mayer 2002).

Liquidambar removal and lopping at Cooper Park

The recent removal and lopping of Liquidambar (*Liquidambar styraciflua*) in Cooper Park has raised the issue of habitat loss due to the removal of these trees during the community consultation period. Two expert arborists' reports recommended that trees were deemed high risk due to fungal fruiting bodies (mushrooms) on the bodies of the trees; there was evidence of large open stem wounds; evidence of previous branch fall; and evidence of dead cavities that had increased in size within the tree.

The reports recommended three main management options which included:

- 1) *Remove all four trees and replace with six advanced (4.5 m trees) trees.*
- 2) *Remove two trees now and replace with four advanced (4.5 metre) trees; extensively prune the two remaining trees. Remove and replace the other two trees once the four new trees are established;*
- 3) *Extensive pruning of all trees. However it was noted that this option retained considerable risk of future branch drop.*

Option two was the management option chosen.

The trees were removed by Council's arborist team and a volunteer from WIRES was on call in case any wildlife was discovered during their removal. During the process no noticeable hollows or evidence of fauna using hollows were located.

The two trees removed will be replaced with four *Liquidambar styraciflua* species in 300 litre pots in Autumn. The other two trees will be extensively pruned to minimise the risk of public injury from further branch failures.

Proposals

That Woollahra Municipal Council pursues option two with respect to the removal and replacement of the Liquidambar as they pose an unacceptable risk to the community.

Continue to monitor and maintain natural hollows as part of Council's bush regeneration program. Provide artificial hollows in the form of nest boxes and hollow logs for fauna as required.

Request that the Vegetation Management Working Party consider the formation of a sub-committee to develop specific guidelines to manage tree hollows including identifying, counting, and monitoring any hollows in Cooper Park.

Conclusions

The recent removal of two *Liquidambar styraciflua* (Liquidambar) in Cooper Park has raised the issue of habitat and hollows in Cooper Park.

The removal process did not identify any hollows or fauna utilising tree species as habitat. Woollahra Municipal Council however does manage trees with hollows in natural areas of bushland in Cooper Park, as well as provide artificial hollows in some areas.

The issue of hollows acting as habitat for fauna could be further explored by the formation of a sub-committee, as advised by the Vegetation Management Working Party

In the event of high risk trees such as these, the risks to the community must take precedence over tree conservation and fauna management issues.

Rudi Adlmayer
Bushcare Liaison Officer – Open Space

Bruce Rann
Acting Director – Technical Services

References

Environment, Climate Change and Water (NSW) 2009, last edited 13 February 2008 2004, *Tree hollows and wildlife conservation in Australia*, Environment, Climate Change and Water NSW, viewed 24 November 2009, <http://www.environment.nsw.gov.au/projects/treehollows.htm>.

Gibbons, P., Lindenmayer, D. 2000. *Tree Hollows and Wildlife Conservation in Australia*, CSIRO Collingwood, Victoria.

Rann, B. 2009, *Cooper Park Liquidambar 178.G.*, Woollahra Municipal Council Community and Environment Committee Report & Minutes, 30 November 2009, p. 14-17, 3674.

Recher, H., Lunney, D., & Dunn, I. 1999, *A Natural Legacy Ecology in Australia Second Edn*, A.S. Wilson.

Item No: D3 Delegated to Committee
Subject: **Consolidating Gaden Reserve and the Raoul Wallenberg Garden**
Author: Bruce Rann, Susan Turner
File No: 197.G and 189.G
Reason for Report: Response to Council Resolution: That a report be brought to Council as to the costs and feasibility of consolidating Gaden Reserve and the Raoul Wallenberg Garden into a single and usable park with a children's playground.

Recommendation:

1. That Council make a determination on the feasibility study listed in the Delivery Program and Operational Plan prior to any work being undertaken on the reserves and the Woollahra Seniors and Community Centre.
2. That Gaden Reserve and Raoul Wallenberg Garden not be consolidated into a single park until the feasibility study is completed and analysed.
3. That Council does not construct a playground in Gaden Reserve.

Background:

Gaden Reserve - Laid out in 1947, was named in honour of John Gaden, OBE, Alderman of Woollahra 1934-48 and Mayor in 1940. The Woollahra Seniors and Community centre (WSSC) was opened in 1960 as one of the Woollahra Council's Centenary projects and since then has been a dedicated facility for seniors.

Raoul Wallenberg Garden - Corner Queen Street and Edgecliff Road, Woollahra. A monument was erected in 1985, honouring the Swedish diplomat and humanist, Raoul Wallenberg, who during 1944-45, saved thousands of lives in Hungary.

On 29 June 2009 Council resolved:

'That a report be brought to Council as to the costs and feasibility of consolidating Gaden Reserve and the Raoul Wallenberg Garden into a single and usable park with a children playground. The report to consider:

1. *methods of minimising any parking loss;*
2. *maximising the flat useable recreation space;*
3. *retaining the connection with Raoul Wallenberg;*
4. *improving pedestrian access along the western side of Edgecliff Road; and*
5. *improving access to the senior citizens centre in the reserve.'*

In addition to this Notice of Motion, Council has also identified in the Delivery Program and Operational Plan Strategy 5.1 "Enhance local community, cultural and recreation facilities to become more attractive, integrated, safe and accessible"

An action listed to be completed by December 2010 under this strategy is:

"Conduct a feasibility study to provide a multi-purpose community facility in the Paddington/Woollahra area".

This study will provide Council with comprehensive information and recommendations for the appropriate allocation of resources and use of facilities in the Paddington and Woollahra area. The existing Woollahra Seniors and Community Centre will be incorporated into the study which may result in broader recommendations on the utilisation and service provision in this facility. The funding for this study will be presented within the 2010/11 budget, for consideration by Council.

Current and Future use of the Woollahra Seniors and Community Centre

Council owns and manages the WSCC which is located in the grounds of Gaden Reserve. It provides a range of social and recreational activities along with subsidised dining room meal provision for seniors. It has operated as a community centre since 1960 meeting the needs of seniors living in the local area.

Council receives \$40,500 recurrent grant funding from the Department of Ageing Disability and Home Care (DADHC) for the provision of dining room meals at the centre. Discussions with DADHC have indicated they would like to see a more robust and innovative model for service provision that is more suitable to meet the changing demands of seniors and provides a service to a larger number of seniors.

Consequently, the Community Services Division has recently completed a review of the current and future supply and demand for a community centre/day care program and other similar models in operation in the local area, to facilitate appropriate responses for the provision of services for seniors. The review provides information on relevant future models of service provision for older people in a community centre setting and will provide some detail for the feasibility study for Council when considering the study to provide a multi purpose community facility. The full report can be found in Annexure 1.

The main findings in the report are:

- That centre based day care is in high demand.
- That there will always be a demand for specialized services which include frail aged, and people with dementia.
- That the more successful model of service delivery for the younger and healthier seniors target group will be one that is flexible, offering a range of resources as well as opportunities to engage in educational, recreational, social and therapeutic activities. It will provide a physical space that provides information and activities for all seniors.
- That centres should offer a multi purpose/multi functional space and reduce the segregation that has traditionally occurred in the provision of information and services for all seniors.
- That there should be an interface between the continuum of ageing seniors from independent seniors to frail aged residents who may need a day care type activity support.
- That the physical access is vital for any centres that are dedicated to seniors.

Consideration of a traffic management plan is also vital for community centres especially for this age group as not only would there be individuals driving their own vehicles but a high use of community bus transport.

With an increasingly ageing population it is anticipated that demand for services and facilities for seniors will continue to grow. Of the limited facilities that focus on seniors activities in the Woollahra area, many have access issues and serious consideration will need to be given to improving access at Woollahra Seniors to meet the current and future demand for our senior population. In addition to this, Holdsworth Community Centre and Services (HCC&S) have applied for over \$200,000 of recurrent grant funding to provide services for seniors with dementia. It would be preferable for some of these services to be conducted from the Centre; however this cannot occur with the current access issues.

If HCC&S is successful, the services may need to be provided in another local government area, thus reducing the access to these services by Woollahra residents.

For the reasons stated above and based on the recent review of demand for community centre programs, it is recommended that Council undertake the feasibility study as a matter of urgency. As funding has not been allocated in 2009/10, it is recommended that Council allocate funding in the 2010/11 budget. This feasibility study will focus on the EJ Ward Centre, Holdsworth Community Centre and Woollahra Seniors and Community Centre, with recommendations for future use and modifications required to enable such use at each facility, including modifications to improve access.

Existing Situation:

Reserves and Seniors Centre

Gaden Reserve and Raoul Wallenberg Garden are located on the corner of Queen Street and Edgecliff Road, Woollahra. A slip road off Edgecliff Road separates the two spaces, and provides additional car spaces off the busy roads.

The WSCC is located on the site and offers a range of services, recreational programs and activities to residents within the municipality and surrounding areas. There is capacity for an increase in services/activities offered at the centre and therefore an increase in attendance numbers.

Parking

There are currently eight car spaces in total within the Gaden Reserve / Raoul Wallenberg Reserve. Two of the spaces are on Queen St, the remaining six are located in the slip road from Edgecliff Road.

Infrastructure

Council's Traffic and Transport engineers have assessed the electrical and stormwater services that are located in and under the roadway and footpaths. If the reserves were to be amalgamated, the stormwater would not have to be moved; however Energy Australia may ask for the substation to be moved. If so this would be expensive and at Council's expense.

Heavy Vehicles

The slip road that runs between the Reserve and Garden is a one way street that peels off Edgecliff Road and joins with Queen Street. Council's Traffic and Development Engineers have advised that it would be possible to close this road as it is not used by Council's waste vehicles, buses or heavy vehicles. However this road is currently seen as very practical parking and bus zone.

Garbage dumping

Currently there are no issues with garbage dumping on this site or access requirements for garbage removal.

Trees / planting

The two large Liquidambar and one large Brushbox that were on the site have recently been removed due to decay and branch failure. They will be replaced in autumn with *Zelkova serrata*, a very adaptable and graceful tree with excellent uniformity and branch structure. *Zelkova serrata* is an attractive choice for use in parks and private gardens where space permits. Excellent street and avenue tree where its natural habit allows vehicular and pedestrian traffic to pass.

Playgrounds

In Woollahra and the adjoining suburbs there are a number of recently upgraded playgrounds which are within walking distance of Gaden Reserve and Raoul Wallenberg Garden. These playgrounds cater for a range of children from two to twelve years.

There are five recently upgraded playgrounds within 900m of Gaden Reserve and Raoul Wallenberg Garden. They are listed in the table below.

Playground / Park	Location	Distance
Elm Reserve	Kilminster Lane, Woollahra	240m
Harbourview Park	Harkness Street, Russell Street and Bathurst Street, Woollahra	390m
Holdsworth St Community Centre		
Plumb Reserve	Fletcher Street and Edgecliff Road, Woollahra.	790m
Cooper Park	Suttie Road, Double Bay	850m
Centennial Parklands	Oxford St, Centennial Park	880m

A map of this can be found in Annexure 2.

All of these playgrounds have been upgraded within the last four years and are in good condition.

The table below shows the age structure of the suburb of Woollahra, highlighting that there is only a small increase in children between 2001 and 2006. This indicates that there is not sufficient demand for an additional playground in the proposed location to support the high cost of provision on this site.

Age structure of Woollahra					
	2006		2001		Change 2001 - 2006
	Number	Percentage	Number	Percentage	
Infants 0 – 4 years	438	6.4	349	5	90
Children 5 – 17 years	703	10.2	702	10	1
Adults 18 – 64 years	4,411	64.2	4,762	67.9	-350
Mature Adults 65 – 84 years	1,060	15.4	989	14.1	70
Senior Citizens 85 years and over	254	3.7	194	2.8	60

* Source: Australian Bureau of Statistics, Census of Population and Housing, 2006, 2001, 1996, and 1991

Proposed situation:

Access and suitability of a new playground

The location of a playground within Gaden Reserve would be feasible however it would be costly. An area of flat space to locate a reasonable sized playground could be created on the proviso that retaining walls are installed. However the use of the flat space needs to be appraised within the feasibility study listed for 2010.

Whilst it is possible to locate the playground within the Reserve, achieving access to it for wheelchairs and prams is not possible without a detailed design and expensive engineering interventions.

Consolidating the two open spaces would be of little benefit to improving the access from the on street parking to the entrance to the Woollahra Seniors and Community Centre.

It has also been noted that the Seniors' group have indicated an interest in more outdoors activities which are currently limited by the steep gradient. Any plans for the future creation of level outdoor areas should be assessed and prioritised for the most appropriate uses and activities.

Number of car spaces created

Although not as conveniently located as the current spaces, nine car spaces could be created from the consolidation of the two open spaces. Queen St is on such a gradient that it is not possible to locate any parking spaces for the disabled or those who have mobility issues. Such car spaces will have to be located on the Edgecliff Road edge of the park. At this point Edgecliff Road is relatively flat; however it is at the furthest distance from the WSCC's entry. The number of car spaces is based on the current use of the centre however there is potential for a substantial increase in use in the future that would require a revised traffic management plan.

In order to achieve access from the parking spaces for the disabled to the entrance of the Community Centre, a path of approximately 75m in length would have to be constructed in order to meet the Australian Standards (1428.1-2001 Design for access and mobility - General requirements for access - New building work). The combined Reserve and Garden is only 60m in length and 40m wide, meaning a long winding path will be required which will take up much of the garden and may not be deemed as a satisfactory access solution.

Steps to close a road

There are a number of steps involved in closing a road; they begin with the initial reports to the Council's Corporate and Works Committee, followed by public consultation and applications to the Department of Lands. It will take approximately 18 to 24 months to complete the road closure. For a detailed description of actions required in order to close a road refer to Annexure 3.

Cost estimate

Road Demolition will cost approximately \$100,500; this will include road closure, preliminary work, demolition and excavation and associated road removal works. A masterplan, detailed design and documentation by a Landscape Architect will cost in the area of \$30,000. Landscape construction will cost \$348,000. Including project management, the project will cost approximately \$502,500. Refer to Annexure 4 for a detailed break down of the costs.

Proposal:

That Council commence the feasibility study investigating the future use of WSCC and the modification required to meet the identified use.

Any future upgrades to the reserve into a single, usable park would need to be investigated and evaluated against the analysis of the WSCC needs.

Conclusion:

The consolidation of Gaden Reserve and Raoul Wallenberg Garden into a single, usable park is possible. However it is not a cost effective option as a number of expensive engineering interventions are required to make the site more accessible and capable of facilitating a playground.

Queen Street, which runs on the northern edge of the Reserve and Garden, is extremely steep at this point and is unable to be modified. This constraint dictates the level of accessibility from the car parking to the entrance to the WSCC. As a result, car spaces for the disabled would have to be located on Edgecliff Road which is flat.

There is limited demand for an additional playground in Woollahra with five recently upgraded playgrounds within 900m of Gaden Reserve and Raoul Wallenberg Garden.

Consolidation of Gaden Reserve and Raoul Wallenberg Garden would be premature considering the recent review providing options of future use of community centres and the upcoming feasibility study.

It is recommended that the feasibility study to be carried out; incorporating an investigation of access and transport issues prior to any upgrades or changes to these reserves.

Susan Turner, Manager Community
Development

Bruce Rann, Acting - Director Technical
Services

ANNEXURES:

1. Review of Current and Future Provisions of Services for Seniors in the Woollahra LGA in a Community Centre Environment.
2. Playgrounds with in 900m of Gaden Reserve and Raoul Wallenberg Garden.
3. Steps to close a road
4. Cost Estimate on works to consolidate Gaden Reserve and Raoul Wallenberg Garden.

Item No: D4 Delegated to Committee
Subject: **Results of the Community Engagement Project**
Author: Kylie Walshe
File No: 1230.G
Reason for Report: To present the results from the Community Engagement Project and the implications of these results for corporate planning for 2010/11.

Recommendation:

- A. That the findings from the Community Engagement Project be noted and considered in the preparation of the 2010/11 corporate planning documents.
- B. That the findings from the Community Engagement Project be released to the public and advertised on the website.

Background:

Council adopted a new corporate planning framework for the 2009/10 planning year, in accordance with the new Integrated Planning and Reporting legislation. This included the development of a long term Community Strategic Plan, known as the *Preliminary draft Community Strategic Plan*, a 4 year Delivery Program and 1 year Operational Plan, combined and known as the *Delivery Program 2009 to 2013 and Operational Plan 2009/10*.

Under the new Integrated Planning and Reporting legislation it is a requirement that Council engage with the community to gather community input into future planning for Woollahra. It is also required that Council use this information to inform the development of the Community Strategic Plan. Due to time restrictions the engagement of the broader community was not able to occur for the 2009/10 planning cycle. The *Preliminary draft Community Strategic Plan* was endorsed at a Strategic & Corporate meeting on 5 May 2009, but was not adopted.

To engage the community on a broad scale Council established a Community Engagement Working Party in June 2009 to assist in the development and implementation of a community engagement strategy. The results from the community engagement are now available for use in the 2010/11 planning cycle in finalising the Woollahra Community Strategic Plan, and preparing the *draft Delivery Program 2009-2013 & Operational Plan 2010/11*.

This report will cover the findings of the Community Engagement Project and the proposed incorporation of these findings into the 2010/11 corporate planning documents.

Community Engagement Project:

The Community Engagement Project commenced in July, with surveying and engagement of the community undertaken between September and December 2009. The Project was broken into two distinctly different parts, a Community Engagement and a Community Survey.

Part 1 - Community Engagement:

The community engagement process was qualitative research aimed to provide residents, workers and visitors to Woollahra with a voice to 'Have your say' on the future of Woollahra. The results from the community engagement, along with the results of the Community Survey, will be used to inform the Community Strategic Plan and set the long term direction and vision for the Woollahra community.

This engagement included:

- An Intercept Survey of over 1,000 participants, administered across the Council area
- An Online Survey hosted on Council's website
- A Photo Survey for primary and secondary students at local schools
- Two Community Group Workshops

The full results of this process have been distributed under separate cover, Annexure 1. If required, the consultants that undertook this engagement can be made available to answer any questions that may have been raised by these findings.

Results:

The community engagement process confirms the general strategic direction and themes of the *Preliminary Draft Woollahra Community Strategic Plan*, with some areas requiring more emphasis and amendments. The overarching themes that require inclusion fit well with the themes already identified in the *Preliminary Draft Woollahra Community Strategic Plan*, as shown below:

Theme in Preliminary Draft Woollahra Community Strategic Plan:	Results from Community Engagement, major overarching and other overarching themes
Community well being	<p>Major themes:</p> <ul style="list-style-type: none"> ▪ Retain the safe area – personal safety, low crime ▪ Increase community facilities, activities and events ▪ Increase activities for young people ▪ Protect local history and heritage <p>Other themes:</p> <ul style="list-style-type: none"> ▪ Retain sense of community ▪ Ensure adequate access to healthcare/ medical facilities/ hospitals ▪ Retain community services and facilities, especially libraries ▪ Retain good services for children
Places and spaces	<p>Major themes:</p> <ul style="list-style-type: none"> ▪ Retain and enhance the village atmosphere throughout the area offering a good range of shops and services. ▪ Minimise inappropriate high rise and oversize development ▪ Enhance proximity to city, water, beaches and facilities ▪ Retain local parks and green open spaces and more in the future ▪ Retain trees and leafy green streetscapes that are well-maintained ▪ Retain good public transport ▪ Ensure a clean and well maintained environment ▪ Reduce traffic congestion and speeding. ▪ More traffic calming ▪ Minimise parking difficulties & insufficient parking ▪ Retain safety of the area ▪ Improve poorly maintained infrastructure – improve footpaths/roads ▪ Improved pedestrian safety and access, especially for the elderly, people with a disability, and parents ▪ Reduce graffiti ▪ More children's play areas and playgrounds ▪ Protect local history and heritage <p>Other themes:</p> <ul style="list-style-type: none"> ▪ Good local schools ▪ Retain variety of quality housing ▪ Improve accessibility and affordability of housing

A healthy environment	Major themes: <ul style="list-style-type: none">▪ Improve environmentally sustainable initiatives
Local prosperity	Major themes <ul style="list-style-type: none">▪ Double Bay enhancement and revitalisation
Community leadership and participation	No major or other themes

Amendments reflecting these results will be incorporated into the *Preliminary draft Community Strategic Plan*, resulting in the *Draft Woollahra Community Strategic Plan*, to be known as the *draft Woollahra 2025*, setting a long term direction for the community of Woollahra. The *draft Woollahra 2025* will be presented to the Corporate and Works Committee on the 15 February 2010, with a recommendation to place the document on the mandatory 28 day public exhibition and submission period.

There are also results that identify what the community would like to be actioned in the short term (1 to 3 years) that will be included in the *draft Delivery Program 2009-2013 & Operational Plan 2010/11*.

Part 2 - Community Survey:

As the last quantitative Community Survey was conducted in 2004, it was decided to re-survey the community on satisfaction levels and the importance of services and facilities provided by Council. This component of the Project aims to assist Council to understand what is important to the Woollahra community and assist in determining priorities and allocation of resources.

A statistically valid random telephone survey of 800 residents was conducted in October 2009. The sample size provides a maximum sampling error of +/-3.4% at 95% confidence, and is representative of Council wards.

The full results of this process have been distributed under separate cover, Annexure 1. If required, the consultants that undertook this survey can be made available to answer any questions that may have been raised by these findings.

Interpreting the results:

The results provide satisfaction and importance ratings out of 5 for each service, with respondents asked to rate these from 1 for very low satisfaction or importance to 5 for very high satisfaction or importance. These two ratings should be read together in order to understand priorities of the community and service gaps. For example, if a service rates high in importance but low in satisfaction it is seen as a service gap that may require further consideration by Council.

Results:

Overall, the results are similar to those of the 2004 Community Survey, with the majority of the 33 services re-surveyed showing little or no change in importance or satisfaction levels. However, there are a number of areas showing some difference in importance and satisfaction levels.

The results show a pleasing increase in satisfaction in regards to:

- customer service,
- design and quality of new developments,
- development application assessments,

- community involvement in Council's decision making,
- contact with Council, managing traffic flow, and
- a number of community service areas such as community safety, child care and cultural services.

All of these areas show an increase of between 4% for 'Services for older people and their carers' to 12% for 'Support services for parents'. These increases can be attributed to an increased emphasis on these areas over the past few years in response to the feedback from the previous community survey and Council's ongoing commitment to these areas.

The areas where small declines in satisfaction have occurred are waste collection (4%), sporting fields and facilities (4.7%), preserving trees on private property (4%) and renewing and maintaining kerb and guttering (5%). It must be noted that despite this decrease all of these areas have a satisfaction mean of between 2.8 and 3.68 out of 5, showing that the majority of residents are still satisfied with the level of service provision.

There were also 7 additional areas/services included in the 2009 survey; playgrounds, bushland and bush regeneration, harbour side facilities, water pollution controls, environmental and sustainability education, encouraging sustainable development and bicycle paths/ routes. These were added due to the increased significance of these areas since 2004. Of these, all have a satisfaction rating of over 3 out of 5, with the exception of bicycle paths/routes that had the lowest satisfaction level of all 40 services of 2.32 out of 5. Please note that these ratings must be read with the importance rating in order to understand if priority should be given to these services as in the case of bicycle paths/routes the service is of lower importance than the majority (75%) of other services provided by Council.

In order to determine priorities, quadrant analysis is a useful way of analysing the importance and satisfaction ratings in combination with each other. Each of the 40 services have been plotted into four quadrants and shown below.

	Higher importance (rated 3.97 to 4.6/5) Lower satisfaction (rated 2.32 to 3.2/5)	Higher importance (rated 3.97 to 4.14/5) Higher satisfaction (rated 3.24 to 4.14/5)	
Higher priorities	Renewing and maintaining footpaths/pedestrian ramps Renewing and maintaining local roads On street parking in residential areas Renewing and maintaining kerb and guttering Council's long term planning and vision Managing local traffic flow Council's overall responsiveness to the community Regulating the design and quality of new developments Managing trees in streets and parks Parking in shopping areas Water pollution controls Stormwater drainage Informing residents about Council activities Encouraging sustainable development Providing the opportunity for community involvement in Council's decision making	Street cleaning Waste collection Environmental monitoring and protection Protecting heritage values and buildings Community safety Maintaining foreshores and beaches Recycling Parks and recreation areas Bushland and bush regeneration Harbourside facilities Library services	Council's strengths

Lower priorities	Lower importance (rated 2.43/5 to 3.87/5) Lower satisfaction (rated 2.32 to 3.2/5)	Lower importance (rated 2.43 to 3.87/5) Higher satisfaction (rated 3.24 to 4.14/5)
	Assessing and determining applications for development Bicycle paths/routes Environmental and sustainability education Managing activities on construction sites Preserving trees on private property Social and leisure activities for young people	Services for people with a disability and their carers Services for older people and their carers Sporting fields and facilities Playgrounds Cultural activities Child care services Support services for parents Community halls and facilities

This quadrant analysis compares the relative importance and satisfaction ratings, with it clear from the results that all of the 40 services are viewed as important, with the lowest importance rating for any service coming in at 2.43 out of 5. It should also be noted that the lowest rating for satisfaction of any service came in at 2.32 out of 5. This shows that the residents surveyed rated nearly all services as important, and overall residents rate their satisfaction level from medium (3/5) to high (5/5) with the service provision by Council.

The community survey results will be reflected in the *draft Woollahra 2025* and the *draft Delivery Program 2009-2013 & Operational Plan 2010/11*, due to be presented separately to the Corporate & Works Committee in February and April 2010, respectively.

Proposal:

It is proposed to use the findings from the Community Engagement Project to prepare the corporate planning documents for 2010/11, the *draft Woollahra 2025* and *draft Delivery Program 2009-2013 & Operational Plan 2010/11*, and present these documents back to the Corporate & Works Committee for consideration.

It is also recommended to release the findings of the Community Engagement Project to the public through the website. In addition, all participants in the Community Engagement section of the project were asked if they wished to be notified of the results of the project. Notification will be made by letter or email to the over 300 residents that have provided Council with their contact details.

Timetable:

Now that the results of the Community Engagement Project have been received, the timetable for the adoption of the *draft Woollahra 2025* and the *draft Delivery Program 2009-2013 and Operational Plan 2009/10* is shown below.

2010/11 Corporate Planning Timetable

Date	Activity
15 February	The <i>Draft Woollahra 2025</i> is presented to the Corporate & Works Committee, with a recommendation for release for a 28 day public exhibition and submission period.
22 February	Full Council to consider release of the <i>Draft Woollahra 2025</i> for a 28 day public exhibition and submission period.
22 March	The <i>Draft Woollahra 2025</i> comes off exhibition.

Date	Activity
April	The <i>Draft Woollahra 2025</i> is presented to the Corporate & Works Committee and Council for adoption.
End April	Strategic & Corporate Committee meeting to consider the <i>draft Delivery Program 2009-2013 & Operational Plan 2010/11</i> , including the 2010/11 budget.
April/ early May	Council meeting to endorse exhibition of the <i>draft Delivery Program 2009-2013 & draft Operational Plan 2010/11</i> .
Early May– early June	Public Exhibition of the <i>draft Delivery Program 2009-2013 & draft Operational Plan 2010/11</i> . (28 days).
June	Corporate & Works Committee meeting to consider submissions received and recommend adoption of the <i>draft Delivery Program 2009-2013 & draft Operational Plan 2010/11</i> to Council.
June	Council meeting to adopt the <i>draft Delivery Program 2009-2013 & draft Operational Plan 2010/11</i> .

Identification of Income & Expenditure:

The release of the findings from the Community Engagement Project has no budget implications.

Conclusion:

The Community Engagement Project provides important information for use in the 2010/11 corporate planning documents. It provides valuable insight into the values of the Woollahra community and their vision for the Woollahra area well into the future. Amendments to the *Preliminary draft Community Strategic Plan* will be made in accordance with these values and vision, resulting in the *draft Woollahra 2025*. The Project also provides information on what is important to the Woollahra community and satisfaction levels with Council service provision. These results will also be incorporated into the *draft Woollahra 2025* and given consideration in the *draft Delivery Program 2009-2013 & draft Operational Plan 2010/11*, including the budget 2010/11.

Kylie Walshe
Director Community Services

Gary James
General Manager

ANNEXURES:

Annexure 1: Results from the Community Engagement Project, Parts 1 and 2 (distributed under separate cover)

Item No: D5 Delegated to Committee
Subject: **Lighting of Significant Trees in Public Spaces**
Author: Rod Ward– Project Manager, Public Open Space
File No: 813.G
Reason for Report: Responding to Adopted Notice of Motion.

Recommendation:

- A. That fairy lighting not be considered for reintroduction for decorative lighting due to high maintenance costs.
- B. That further investigation into LED floodlighting be undertaken for decorative lighting effects.
- C. That if alternative power sources be used to offset power consumption, and consequent CO² production, 'green' power be purchased from an accredited 'green' power supplier.

Background

A Notice of Motion adopted by Council on 08/09/08 requested 'a report be brought with input from a landscape or urban designer on the lighting of significant trees in public spaces in the municipality (by flood lighting, fairy lighting or otherwise) especially in the commercial centers. That such report considers the use of Light Emitting Diode (LED) lighting and the use of alternative power such as solar or wind generator powered lighting'. An investigation has been undertaken with advice received from consultants for external lighting Floodlighting Australia and solar lighting consultants Solar G, for Council's Project Manager for Public Open Space and Urban Designer.

The investigation focused on the main commercial districts of Double Bay, Rose Bay and Queen Street, and assessed the feasibility of lighting significant trees and sourcing power requirements from alternative sources such as solar and wind generation.

The main form of decorative lighting currently in use is limited to post top decorative fittings as used in Rose Bay and Double Bay, which supplement the existing standard street lighting. These were installed in the late 1980's to mid 1990's and have provided enhanced evening streetscape appeal. Another form of decorative lighting used is 'fairy' bud lights, installed in two fig trees in Double Bay.

A previous report examining lighting options submitted to the Corporate and Works Committee dated 6 November 2006 (Annexure A) provided background to the current situation in which it was reported:

"As part of the Double Bay Improvement Programme, undertaken by Council in the late 1980s and early 1990s, a total of 137 decorative footpath lights were installed throughout the Double Bay Shopping Centre. These decorative lights were installed to improve the streetscape and visual appearance of the shopping centre, especially at night, and were not installed for street lighting purposes although they do have this added benefit.

The decorative footpath lights in Double Bay are directly connected to the underground street lighting circuit of EnergyAustralia (then known as the Sydney County Council). At the time of installation, Council entered into an Agreement with EnergyAustralia for EnergyAustralia to maintain these lights on Council's behalf on the basis that Council would supply any parts requiring replacement. The reason Council entered into this Agreement was to ensure that power supply to the street lighting system was properly isolated at the electrical substation, before any repairs were carried out, for safety reasons." In a subsequent report (20 November 2006) it was reported that:

"It was agreed at the meeting with the Chamber (of Commerce) that the decorative lighting of street trees would be upgraded and this would provide the opportunity to enhance the evening ambience of Double Bay. The existing partly-defective bud lighting has been removed from the trees and alternative systems are being investigated.

A bud lighting system or optical fibre attached to the branches gives the most striking effect but has several drawbacks, eg it entails a high level of maintenance and is vulnerable to damage because of the extent of elements involved, it has to be adjusted as trees grow and cables have to be carried over or under the road to the trees."

From this it was agreed not to proceed with fairy lights as they are a problematic and high maintenance form of decorative lighting for commercial centers and other alternatives would be examined by a lighting consultant.

Decorative Lighting Proposals

If Council wishes to pursue contemporary lighting effects, to further enhance the evening appeal and aesthetics of Woollahra's commercial centers an assessment of what current lighting types are suitable and what alternative power sources can be feasibly used to provide power to the lights needs to be carried out.

Currently the main lighting types considered suitable for outdoor decorative lighting are:

- Fairy Lighting (with bud type filament lighting)
- Low voltage LED floodlights and 'rope' lights

Lighting selection assessment criteria

An assessment criterion was developed for selecting the appropriate fitting to create a visually impressive and cost effective lighting effect. The lighting types are subject to an assessment of what benefits it will bring versus the cost to install and the cost of maintenance. The following factors are considered in the assessment:

- Lighting effects, i.e. what is to be lit and in what way is appropriate.
- Weather proof fittings, i.e. IP rating
- Power requirements, i.e. low voltage or 240v
- Works required to supply power to site of light fitting
- Vandalism resistance
- Maintenance and longevity, i.e. life of light source.
- Power source – what alternative power could be utilised to power the lights.

Fairy Lights

There is existing decorative fairy 'bud' lighting in Double Bay. In the early 1990's they were installed in Knox Street, Bay Street, Cross Street and Transvaal Ave. Currently the only lights operating are located in two mature fig trees in front of the Ritz Carlton Hotel. The hotel is responsible for the care and maintenance of the lights. Fairy lights were not successful in the streetscape due to ongoing maintenance problems and are not considered suitable for use in Double Bay or other commercial centres due to the following factors:

- As these lights are best suited for mature well shaped trees, there are limited sites in which these lights could be used. Immature or small trees do not provide the impact that a lit large tree canopy provides. As Woollahra's commercial centres such as Rose Bay and Double Bay have an uneven distribution of suitable trees the for application of fairy lights the visual impact will be will be inconsistent.
- This form of lighting is considered very dated as more contemporary forms of lighting are available as lighting technology has developed. The day time appearance of cabling through the trees detracts from the visual quality of the streetscape.
- Fairy lights are in a cable form that is strapped to the trees trunks, boughs and branches. The day time appearance of cables strapped to trees is unattractive.
- The cables are subject to damage through branches moving and breaking; low hanging cables catching on passing trucks, and vandalism.
- They are unreliable, with defective bud lights spoiling the desired effect. Life expectancy is about 25,000 hours.
- Fairy LED lights generally have a good IP ('Ingress Protection' against dust and moisture) rating of around IP65+ (considered very high); Filament 'bud' lights have a rating of about IP43 (considered low), i.e., subject to ingress of dust and/or moisture. The transformer/control box must also be housed in a waterproof box.
- Installing fairy lights is expensive, requiring cabling to provide power to every site. This would mean trenching along each street resulting in disruption to footpath paving and normal street activities, and possible root cutting of major trees to allow cabling to trunks.
- Warranty periods for fairy lights are generally 6 months only.

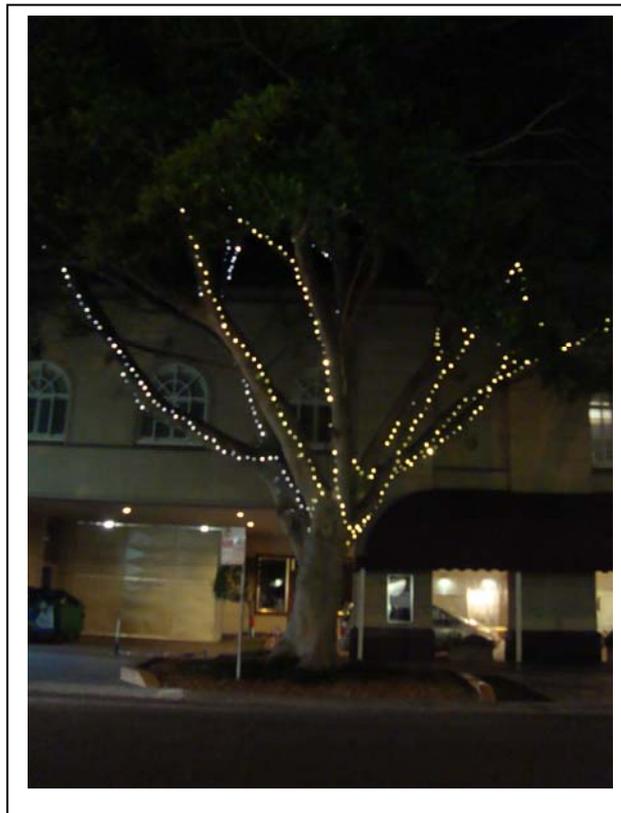


Photo 1. Fairy Lights outside the Ritz Carlton Hotel

LED Lighting

LED lighting technology has greatly improved in recent years with both light output and reliability performance significantly enhanced. LED lights are now at the forefront of environmental lighting design with low power usage and high output per wattage.

The advantages of LED's:

Low Power Consumption

LED's consume very little power, far less than standard light bulbs, leading to greatly reduced energy costs and extremely enhanced global energy savings.

LED's also require far less energy to manufacture than other light sources, reducing the environmental impact of artificial lighting even further.

An LED, typically used in floodlights, requires no more than 1W to operate. Thus a LED floodlight of 18 LED's will consume 18watts of power. This can throw light to a distance of 40-50 metres.

The viewing angle for LED is 22 o. This means the spread of light of the LED's is restricted to 22o from its source. This will allow for greater control in spotlighting specific areas or objects and will also minimise light spill into areas where it is not wanted.

Durability

LED's are rugged, solid state devices and are not susceptible to vibration such as with incandescent filament. Typically LED outdoor floodlight fittings have Ingress Protection (IP) rating of 65, considered very high on the IP ratings scale.

Warranty period and lifetime projections

When operating at specified voltage, current, and within specified environmental conditions, LED's can enjoy a long life of up to 50,000 hours. A newer way to evaluate LED lifetime has been established and adopted which is based on lumens depreciation over time to determine the Mean Time Between Failure (MTBF). Typically LED fittings have a warranty period of 1 year. Advice from suppliers suggest this limited warranty period reflects the relative young age of the technology as accelerated destructive testing has not been conclusive to accurately determine warranty periods.

The leading LED manufacturers have begun stating that their white LEDs "are projected" to have lumen maintenance of greater than 70% on average after 50,000 hours when used in accordance with published guidelines. Electrical and thermal design of the LED system or fixture determine how long LEDs will last and how much light they will provide. Driving the LED at higher than rated current will increase relative light output but decrease useful life. Operating the LED at higher than design temperature will also decrease useful life significantly.

How do the lifetime projections for LEDs compare to traditional light sources? See the following table for comparisons.

Light Source	Range of Typical Rated Life (hours)* (varies by specific lamp type)	Estimated Useful Life (L ₇₀)
Incandescent	750-2,000	
Halogen incandescent	3,000-4,000	
Compact fluorescent (CFL)	8,000-10,000	
Metal halide	7,500-20,000	
Linear fluorescent	20,000-30,000	
High-Power White LED		35,000-50,000

High Luminous Efficiency and Low heat emitting

Due to the special materials that are used to manufacture LED's during electrons transition, LED's mainly emit electromagnetic energy in the visible parts of spectrum. This is unlike incandescent filaments which are heated and emit large amounts of electromagnetic energy in the infrared spectrum which can't be seen and is felt as heat. That is to say, LED's can convert significantly more of the energy applied into light, and therefore LED's have a higher luminous efficiency with substantially lower amounts of heat produced.

Environmental Protection

LED's are made from non-toxic materials, unlike fluorescent lights that contain mercury which poses a danger to the environment and human health.

LED lights provide:

- Great choices in lighting effects as they are fully programmable to change to a variety of colours (16million+). This allows the objects illuminated in the streetscape, such as trees and buildings, to change colour at night that may also reflect a promotion or event, for example red for Red Cross Week, green for St Patrick's Day or pink for Breast Cancer Awareness.
- A cool surface to touch, so that persons or animals coming into contact with LED lights will not be harmed.
- Precise directional focus so that indiscriminate light spill can be avoided.

LED Demonstration

On 8 April 2009 Council representatives, including the Director of Technical Services and the Director of Planning & Environment, attended a demonstration of LED floodlighting effects held in Double Bay town centre. Two demonstration sites were set up, each by a separate lighting company, one in Bay Street and one in Transvaal Avenue.

The lighting display demonstrated the possible lighting effects and power of LED floodlights. The effects included changing through a range colours, see below.



Photo 2. Demonstration of LED floodlight in Transvaal Ave



Photo 3. Demonstration of LED Floodlight colour change in Transvaal Ave

From the demonstration and discussions with both companies there was consensus that the LED floodlighting concept warranted further investigation to determine actual costs of installation, type and location of lights.

A further report will be submitted to Council following the investigation.

Alternative Power Sources

A solar lighting consultant has advised that there are three ways alternative power can be incorporated to power the decorative lights:

1. If solar panels are to be used they would need to be installed at an appropriate north facing location in a location close to the decorative lighting installation (this would generally need to be a Council owned site). If an appropriate site can be found within the vicinity of the decorative lights, the most efficient way of utilising the power generated is to feed back into the existing power grid and claim a credit back for the power generated. This is subject to State Government tariffs on solar generated power inputs into the electricity grid. It is understood that the State Government is reviewing tariffs currently with a view to increasing tariffs to encourage solar energy inputs into the electricity grid.

Although solar energy may be able to be generated the decorative lights would still be powered by connection to the main electricity grid. Even using the more power efficient LED lights the solar power generated would not be enough to totally off set the power usage of the decorative lights. It is expected that at most about 50% of power demand for the lights could be solar power generated.

Another issue is the lack of (Council owned) sites available to install solar panels in the vicinity of the commercial centres. The only identified sites are:

- Double Bay - Cross Street Car Park and possibly Guilfoyle Park (all subject to DA requirements);
- Rose Bay - Wilberforce Ave carpark;
- Queen Street - a small carpark facing Queen Street

This presents the problem of being able to site solar panels in locations where they are not intrusive, don't interfere with existing activities, have enough exposure to sunlight to maximise power generation and have available a site for the infrastructure necessary to feed back into the electricity grid.

2. Small scale urban wind generation power stations are not viable at this stage. There is only limited research into urban small wind turbines with no built examples available for assessment. Research suggests that the siting of a wind turbine is subject to detailed analysis of local environmental wind patterns using Computational Fluid Dynamics (CFD) modelling to find locations that maximise exposure to prevailing wind directions and to gain improvements in performance caused by proximity to a building by modelling the wind fields around the building.

A suitable site for wind generation may not be available in the local area as research suggests they need to be in locations of 'clear air' where the wind is relatively unaffected by local features, either landform or built structures. This usually means over 30m + above the surrounding levels.

Wind generators are generally confined to large scale wind farms as these produce economies of scale for power generation.

3. As an alternative to installation of solar panels that Council consider purchasing 'Green Power' to provide power to the decorative lighting. This involves a higher power charge but accredited power suppliers guarantee power is generated from renewable resources such as solar and/or wind farms.

Installation Issues

Any new system of decorative lighting will require cabling to connect the lighting system to a power source. This generally means undergrounding of cables and connection to a metered power distribution board (switchboard). This may be feasible in Double Bay as available spare conduit was installed during the recent streetscape works. However in locations such as Rose Bay and Queen Street extensive trenching works would be required to install conduits for the cabling. This would be a major expense and disruptive to normal street activities.

Identification of Income & Expenditure

There is no identified expenditure for decorative lighting of street trees. This will be determined subject to further investigation and quotations from providers.

Conclusion

Consideration of decorative lighting of significant street trees in public open space is complex and a further report will be provided to Council following design and costing by providers of these systems.

Rod Ward
Project Manager – Public Open Space

Bruce Rann
Acting Director – Technical Services

ANNEXURE

1. Copy of the Corporate & Works Committee Report dated 6 November 2006.
2. Copy of the Corporate & Works Committee Report dated 20 November 2006

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 2009 Woollahra Small Sculpture Prize and recommendations for the 2010 Woollahra Small Sculpture Prize

Recommendation:

- A. That the 2009 Woollahra Small Sculpture Prize Evaluation Report be noted.
- B. That the Woollahra Small Sculpture Prize exhibition be extended by a seven day period, inclusive of an additional weekend, to support and celebrate the tenth anniversary year of the Woollahra Small Sculpture Prize in 2010.
- C. That the proposal to tour Woollahra Small Sculpture Prize acquisitions as part of the Woollahra Small Sculpture Prize tenth anniversary be noted and endorsed.

Introduction

The Woollahra Small Sculpture Prize is evaluated annually following the conclusion of the exhibition component, with information presented to the Community and Environment Committee.

This report is presented in two parts with Part A providing a review and evaluation summary of the Woollahra Small Sculpture Prize and the 2009 program of activities and Part B providing a proposal and recommendations for expanded activities to coincide with the 2010 ten year program.

PART A

Background

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 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 ninth annual Woollahra Small Sculpture Prize exhibition was launched on Friday 23 October 2009 at Redleaf Council Chambers and concluded on Sunday 1 November with the successful Kids Day Out event. More than 3440 entries from artists have been received for the Woollahra Small Sculpture Prize in its nine year history.

Please see Annexure 1 for a table of 2001 – 2009 Woollahra Small Sculpture Prize Comparative Data.

Relationship to the Delivery Program and Operational Plan

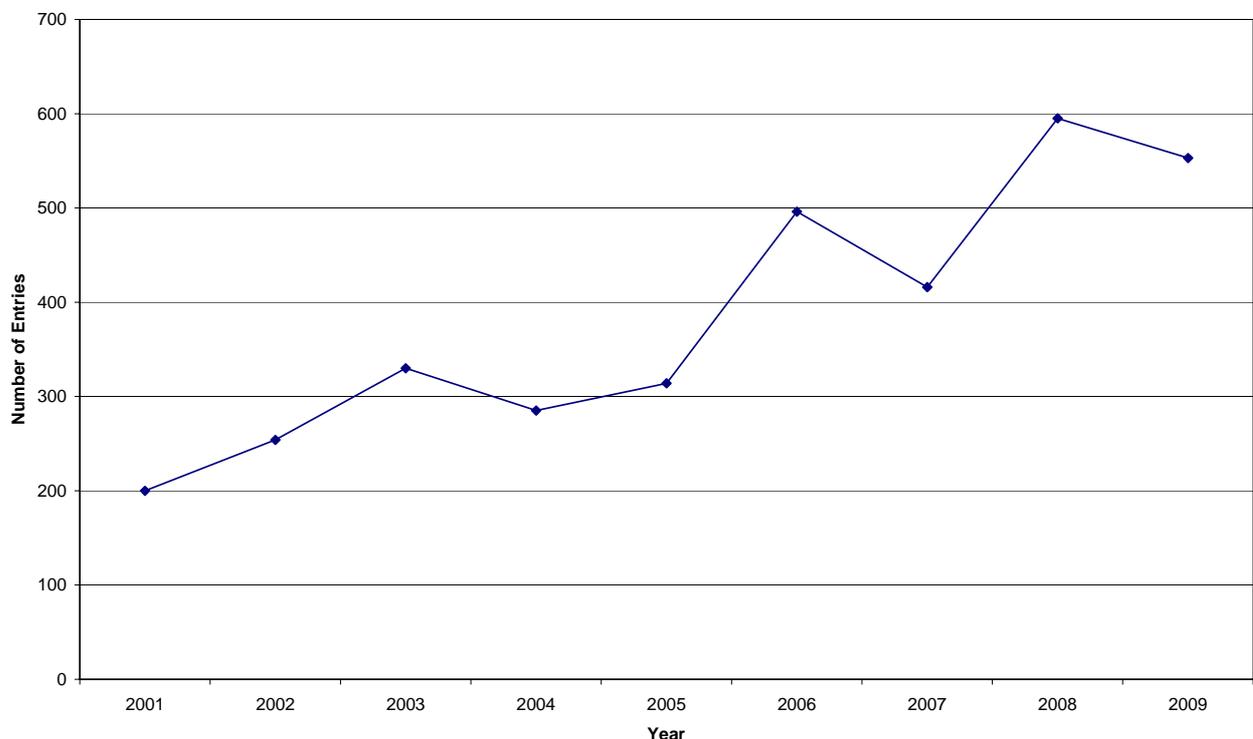
Council’s adopted Delivery Program and Operational Plan identifies that a key priority for Cultural Development within Goal 3: A creative and vibrant community of the theme ‘Community well-being’ is to *produce the Woollahra Small Sculpture Prize* (pg 24).

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 22)

The 2009 Woollahra Small Sculpture Prize Entries Summary

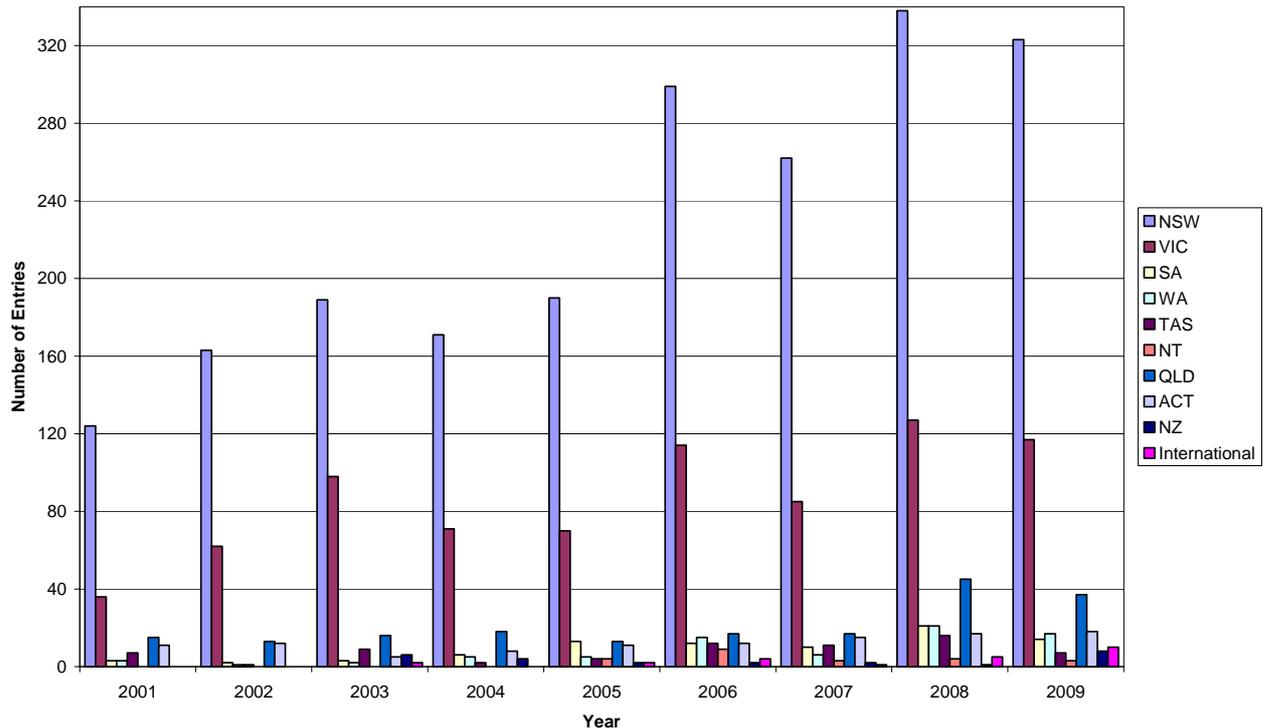
In 2009, 553 sculptures were entered and the final 43 pieces were exhibited over a 10 day period including two weekends between 24 October and 1 November. Finalists’ works were selected for exhibition by judges Geoffrey Cassidy, Director of Artbank and Neil and Diane Balnaves of the Balnaves Foundation. The number of entries received in 2009 represents the second highest number of entries received in a year for the Prize. Apart from increasing awareness of the Prize due to improved communications and a stand alone website, a contributing factor in the number of entries received is the choice of high profile, respected judges.

The chart below shows entry level trends for the Woollahra Small Sculpture Prize between 2001 and 2009.



Of the 43 finalists, one work was represented from an artist residing in the Woollahra Municipality. The number of entries from NSW eastern suburbs Local Government Areas represented more than 15% of the total number of entries received.

The following chart shows originating destination of entries between 2001 and 2009.

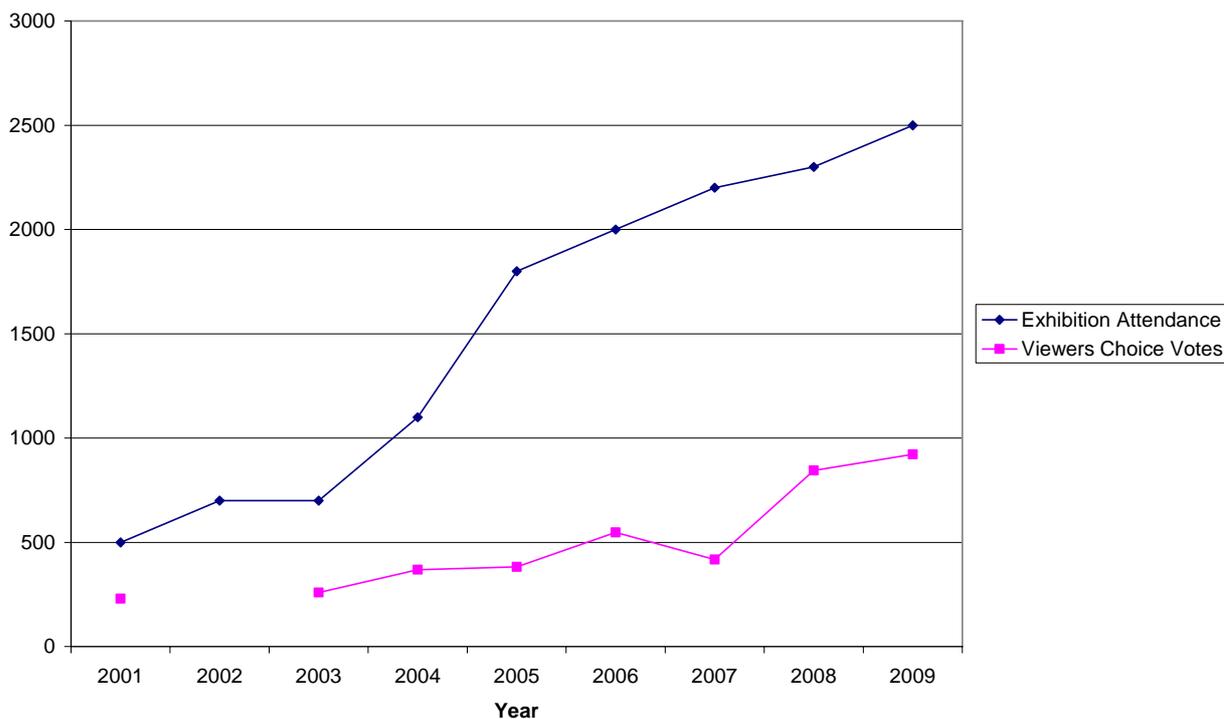


The Prize is attracting a broader spread of entries nationally as well as an increasing international component of entries, which can be contributed to more effective use of technology in dissemination of information.

Alexander Seton’s (NSW) *I...U* was announced as the acquisitive winner at the launch of the exhibition. Approximately 450 guests attended the launch which featured special guest speaker and gold sponsor of the Prize, John Symond AM. Stephen Bird’s (NSW) *Breakfast Hero* was announced as the Special Commendation and Anita Larkin’s (NSW) *Wallop* was awarded the Viewer’s Choice at the conclusion of the exhibition.

Nine of 43 finalists’ works were sold during the exhibition which represents a higher than average number of works sold during the exhibition. The number of Viewers Choice votes received was 922, which included 203 online votes. This represents the highest number of Viewers Choice votes received in an exhibition period to date. In 2008, 452 Viewers Choice votes were received in person as compared with 719 in person votes in 2009.

The following chart highlights Viewers Choice voting patterns versus exhibition attendance between 2001 and 2009. Please note that Viewers Choice data was not archived in 2002.



The Woollahra Small Sculpture Prize and Kids Day Out

The 2009 Kids Day Out event occurred on Sunday 1 November and featured the Woollahra Small Sculpture Prize exhibition for the fourth succession. This again contributed to significant increases in exhibition attendance by local families. Because Kids Day Out was staged on the last day of the Woollahra Small Sculpture Prize exhibition there was a reported demand for an extended length of the exhibition due to awareness generated by Kids Day Out. A number of positive outcomes for both the community and the Council were achieved through linking Kids Day Out with the Woollahra Small Sculpture Prize. These included:

- Kids Day Out attracted approximately 3000 people (nearly 6% of the population of the Municipality)
- As a direct result of Kids Day Out, both the Children's and Adult Library Membership increased.
- There was an increased profile for Woollahra Council and its community participation programs.
- A dynamic cross divisional approach in the planning and implementation of Kids Day Out featuring the Woollahra Small Sculpture Prize and Environmental Schools Sculpture Prize was demonstrated. This project aided in establishing even stronger working relationships and a team approach to achieve outcomes for the Community Services Division.
- Staff from the Community Services Division increased their skills development in Event Management and Risk Management Planning.
- Young people and families participated in cultural activities that encouraged lifelong learning outcomes.

Woollahra Small Sculpture Prize additional activities/programs

Further Woollahra Small Sculpture Prize activities during the exhibition period included artist floor talks with finalists on Saturday 24 October and the local schools touring program. In the lead up to the exhibition, a Tea Topic on *Menagerie: Contemporary Indigenous Sculpture* was presented on Friday 25 September and hosted by Brian Parkes and Nicole Foreshew, curators from Object Gallery.

The linking of the Woollahra Environmental Schools Sculpture Prize and exhibition with the Woollahra Small Sculpture Prize occurred for the third succession. Initially developed by Council's Environmental Education Officer in collaboration with the Cultural Development Coordinator to promote National Recycling Week, this schools' prize occurs in conjunction with the Woollahra Small Sculpture Prize in order for school children from the local area to participate in sculpture making activity whilst considering environmental messages. The theme for the 2009 Woollahra Environmental Schools Sculpture Prize was *Climate Change*. The winners of the Woollahra Environmental Schools Sculpture Prize were selected by the judges of the Woollahra Small Sculpture Prize and all entered works were exhibited during the same period as the Woollahra Small Sculpture Prize exhibition.

Woollahra Small Sculpture Prize Website

The dedicated website for the Woollahra Small Sculpture Prize located at www.sculptureprize.woollahra.nsw.gov.au, 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 Viewer's Choice voting and archived information on the history of the Prize.

The website generated more than almost 10,000 unique visits between January and 18 November 2009 and has continued to reduce the number of telephone enquiries regarding the location of information regarding the Prize on the Council website. Feedback has been received from the community that the website is a good resource, has a professional look and has improved Council's customer service in relation to information on the Prize.

Please see Annexure 2 for detailed website statistics for the period January – 18 November 2009.

Woollahra Small Sculpture Prize Volunteer Program

For the fourth year, a successful volunteer program for the Prize was implemented by the Cultural Development Coordinator. The volunteer program resulted in casual Cultural Projects Assistant roles for volunteers during the exhibition period. A significant factor in the development of the Prize is currently reliant on the contribution of volunteer hours and the management of volunteers. In 2009, volunteers contributed in excess of 400 hours to the Woollahra Small Sculpture Prize. This hourly total is not inclusive of the significant hours that Woollahra Small Sculpture Prize Committee members commit to the project.

Income/Expenditure

The cost of staging the Woollahra Small Sculpture Prize over the 2009/10 financial year is forecast as \$48,500 excluding GST. This figure incorporates project expenditure including prize money payments of \$13,000 however does not include the salary of the Cultural Development Coordinator and project casual staff wages. Casual staff wages have been projected at approximately \$9,400 for the financial year, with this figure including wages for gallery attendants, project administration and overtime for banner installation and exhibition launch staff. A record value of nine sales totalling \$39,151 excluding GST occurred in 2009, equating to \$5,533 excluding GST in commission income. In the 2009/10 financial year, income from entry fees is \$19,060 excluding GST with sponsorship income of \$15,500 excluding GST. The total nett cost to Council for the Woollahra Small Sculpture Prize in the 2009/10 financial year has been estimated at \$17,807 excluding GST.

Sponsorship and sales commission incomes contributed towards the development and growth of the Prize including the schools program area, contribution to the Kids Day Out *Arty Pants* area, expansion of street banner program and fence banner coverage, acquisition maintenance, casual staff payments and the ongoing annual appointment of an external publicist who continued to successfully increase the media profile and reputation of the Prize.

In addition, the 2009 Woollahra Small Sculpture Prize received in kind assistance from the Woollahra Orchestra Players, Hugonnet Design and Megacolour, Stoneleigh Wines, Pasta Pantry. This support represented significant savings to the delivery of the project.

2009 Viewer Evaluation and Feedback

Detailed feedback on the 2009 Woollahra Small Sculpture Prize from artists, schools and viewers has been compiled in Annexure 3.

2009 Woollahra Small Sculpture Prize Committee Evaluation Summary

A summary of key points discussed at the evaluation meeting of the Woollahra Small Sculpture Prize Committee, held on Thursday 19 November 2009 follows:

- Successful outside launch .
- Exhibition looks as good as it can in a non gallery space without gallery lighting.
- Calibre of artwork has remained high.
- Due to public interest and feedback from judges, extend the length of the exhibition, with a view to increasing the period of opening to incorporate an additional weekend.
- Working Party to further investigate the touring of ten years worth of acquisitions in 2010 and sponsorship of this activity.
- Continue with successful community benefits programs such as Kids Day Out, artist talks and Environmental Schools Sculpture Prize.
- Judges to be confirmed by the end of 2009 if possible.

Please see Annexure 4 for Woollahra Small Sculpture Prize Committee evaluation summary contained in the minutes of the Woollahra Small Sculpture Prize Committee Meeting, held on Thursday 19 November 2009.

Publicity and Promotions

Based on feedback from previous Woollahra Small Sculpture Prize evaluations and income that allowed for it, the 2009 Woollahra Small Sculpture Prize was able to continue engaging the services of an external publicist. As a result the Prize received significant media coverage including *The Australian* and *The Sydney Morning Herald*. A detailed publicity report and media listing is provided in Annexure 5.

A combined Woollahra Small Sculpture Prize/Kids Day Out and *Wentworth Courier* media sponsorship package was developed in 2009. Through this relationship, the *Wentworth Courier* provided significant media advertorial, advertising and editorial for both activities. More than 12% of visitors to the Woollahra Small Sculpture Prize cited the *Wentworth Courier* or 'local paper' when asked how they heard about the Prize.

Paid advertising for the Woollahra Small Sculpture Prize was undertaken with the respected and nationally distributed Art Almanac (call for entries, exhibition) and LOOK, The Art Gallery of NSW Society Magazine (exhibition listing only).

Opportunities for free listings and online mentions in arts publications were researched by volunteers. A summary of free listings achieved is provided in Annexure 6.

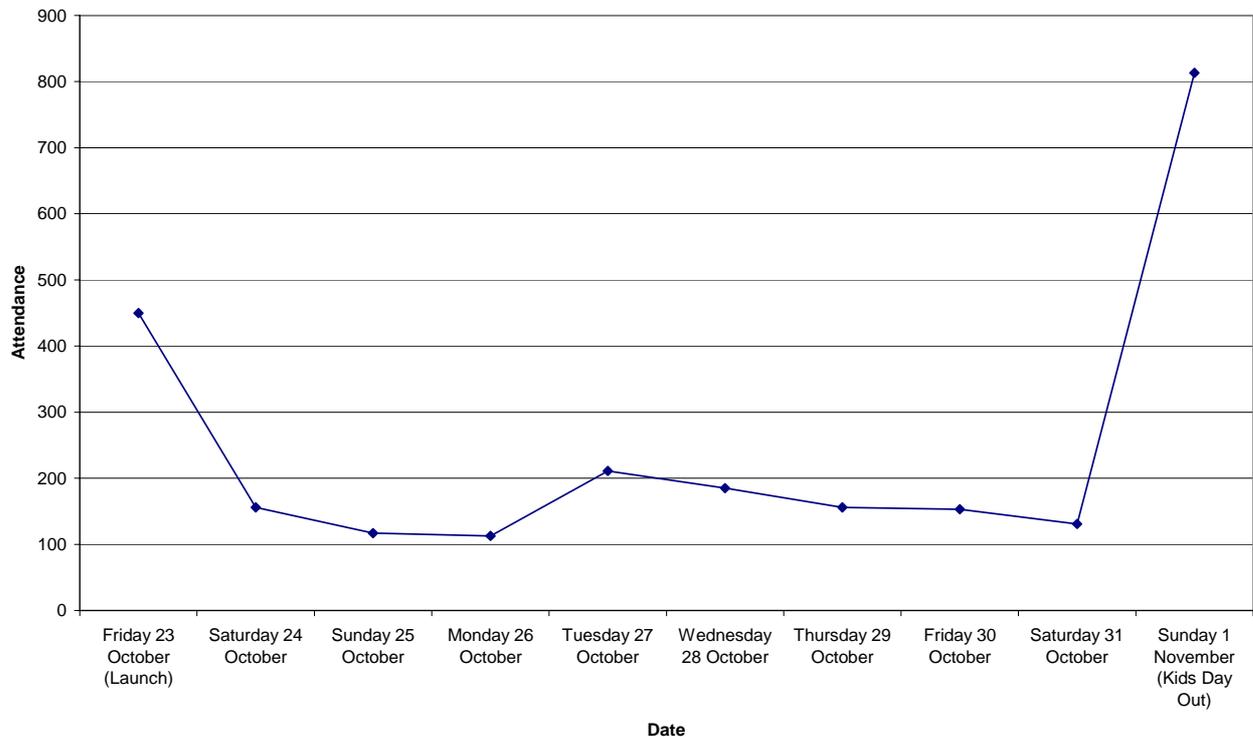
PART B

2010 Woollahra Small Sculpture Prize Exhibition Dates Background

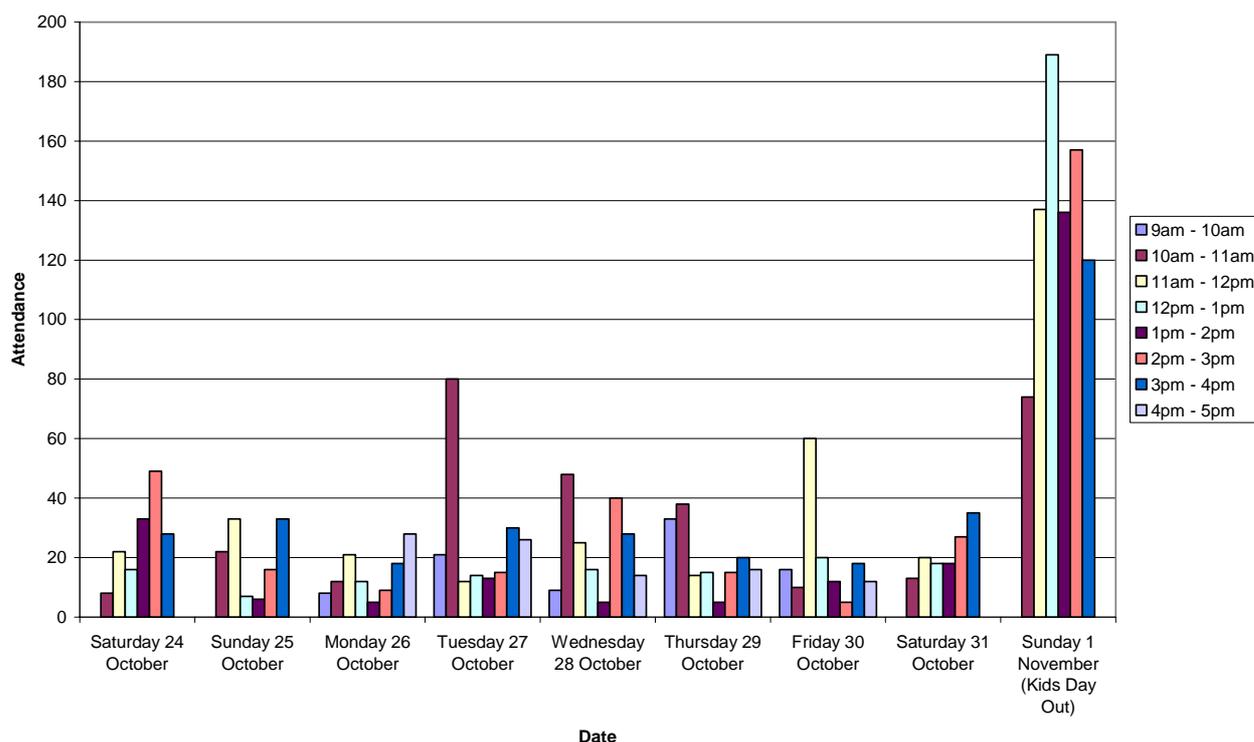
2010 will represent the tenth anniversary of the Woollahra Small Sculpture Prize in Council's sesquicentenary year.

Currently, the exhibition component of The Woollahra Small Sculpture Prize takes place across a 10 day period, incorporating two weekends and a Friday evening launch night. Dates for the exhibition period are determined by the scheduling of the Local Government Conference as Council Committee Meetings do not take place in the Committee Rooms during the Local Government Conference period.

The following chart shows approximate daily attendance totals for the 2009 Woollahra Small Sculpture Prize exhibition.



The following chart shows the daily breakdown of exhibition visitation patterns for the 2009 Woollahra Small Sculpture Prize and includes the invitation only launch, Kids Day Out and schools visits. The exhibition is open and supervised between 9am and 5pm on weekdays and 10am and 4pm on weekends. Prior to 2009, the exhibition was open and supervised between 9am and 4pm on weekdays and 10am and 4pm on weekends.



The additional weekday opening hour proved popular with visitors and this popularity was attributed partly due to earlier implementation of day light savings. Visitors during this period also commented that they had been motivated to attend the exhibition as they had noticed building signage for the exhibition on their way to the Double Bay Library, Redleaf Pool or walking home from work. Based on strong support from visitors it is recommended that weekday opening hours be extended until 6pm.

Proposal

To support and celebrate the tenth anniversary year of the Woollahra Small Sculpture Prize in 2010, it is proposed that the exhibition be extended by a seven day period, inclusive of an additional weekend. The proposed 2010 Woollahra Small Sculpture Prize exhibition dates are as follows:

- Monday 18 October: Committee Room in use for Council Meetings
- Tuesday 19 – Thursday 21 October: Exhibition set-up
- Friday 22 October: Launch of Woollahra Small Sculpture Prize
- Saturday 23 October: general opening hours, Artist Talks
(Saturday 23 – Wednesday 27 October: Local Government Conference)
- Sunday 24 October: general opening hours, Kids Day Out
- Monday 25 – Friday 29 October: general opening hours and schools touring
- Saturday 30 October: general opening hours
- Sunday 31 October: general opening hours
- Monday 1 November – Friday 5 November: general opening hours and schools touring
- Saturday 6 November: general opening hours
- Sunday 7 November: general opening hours, final day
- Monday 8 November: pack-up Committee Room

Consultation

Strong support and recommendations for the extension of the Woollahra Small Sculpture Prize exhibition period have been received from:

- 2009 Woollahra Small Sculpture Prize judges who indicated that given the national profile of the Prize, the current length of the exhibition limits exposure to audience members and the ability to attract critical reviews of the exhibition.
- Woollahra Small Sculpture Prize Committee Members who indicated that they had received feedback from the arts industry, artists and local community for the extension of exhibition days and whom are in unanimous support of the proposal.
- Woollahra Small Sculpture Prize publicist who has indicated that whilst national media are in support of exhibition, the ability to gain critical reviews and additional exposure for the Prize is linked to the length of the exhibition.
- Council's Customer Services staff who reported a higher than average number of visitors (*approximately 50*) who had specifically come to view the exhibition in the weekdays preceding its closing believing that the exhibition period was greater.

In addition, as Kids Day Out was staged on the last day of the 2009 Woollahra Small Sculpture Prize exhibition, many families indicated that they would have returned to visit the exhibition again with friends/family members if the opportunity was available.

Extended exhibition dates will potentially impact on major activity that has been scheduled for the Committee Room, however consultation has occurred in regards to managing this impact. This includes:

- Woollahra Council Staff Social Club Committee's Melbourne Cup Function (Tuesday 2 November). Representatives from the Social Club Committee have been consulted and it is believed that both activities can exist together, with the Woollahra Small Sculpture Prize exhibition creatively complimenting Social Club activity. It is proposed that the exhibition closes at lunchtime on this day and that gallery attendants assist Social Club Committee members in preparing the Committee Room space for viewing of the Melbourne Cup.
- Council Committee Meetings scheduled for the Committee Room on Monday 1 November. Governance staff have been consulted in regards to Council's meeting schedule during this period and it is the belief of staff and the Chair of the Woollahra Small Sculpture Prize Committee that alternate arrangements for the location of meetings and provision of dinner can be made.

Anticipated Outcomes of an extended Woollahra Small Sculpture Prize Exhibition period

It is anticipated that an extension of the Woollahra Small Sculpture Prize exhibition dates will achieve the following outcomes:

- increased engagement of the community with Council's Community Services programs.
- ability for the Woollahra Small Sculpture Prize to gain increased exposure, profile and the ability to capture critical reviews.
- additional media opportunities in relation to a tenth anniversary/extended exhibition dates.
- additional exposure for artists.
- increased opportunities for Councillors who are attending the Local Government Conference to engage with the Prize.
- increased audiences. Based on current attendance figures, it is anticipated that an additional week will attract approximately 1000 additional attendees to the building, without incorporating impact of a crossover crowd with Sculpture by the Sea. Please note that at the time of writing this report, dates for the 2010 Sculpture by the Sea exhibition (Bondi) were not yet published.
- Increased opportunities to promote schools touring opportunities and education programs for both the Woollahra Small Sculpture Prize and Environmental Schools Sculpture Prize.

Income/Expenditure

An extension of Woollahra Small Sculpture Prize exhibition dates would see an anticipated impact on budget expenditure in the casual staffing area, however this will not incur any additional nett cost to Council if projected sponsorship targets allocated in the 2010/11 financial year budget are met.

Expenditure on casual hours will also be reduced due to volunteer staffing of the exhibition by Woollahra Small Sculpture Prize Committee members, who have committed to this undertaking in principle wherever available.

2010 Woollahra Small Sculpture Prize Touring

In the 2008 Woollahra Small Sculpture Prize Evaluation Report presented to Council's Community and Environment Committee on 15 December 2008, it was noted that a Working Party of the Woollahra Small Sculpture Prize Committee had been tasked with investigating touring Council's acquired winning sculptures in the lead up to the tenth anniversary exhibition.

The purpose of touring the acquired sculptures is to promote the Woollahra Small Sculpture Prize tenth anniversary exhibition and increase exposure for the Prize. The Working Party of the Woollahra Small Sculpture Prize Committee have utilised their industry contact base to tentatively schedule the following dates/locations for the tour.

- 28 April – 30 May, University of Western Sydney (Campbelltown Campus). This corresponds with the University of Western Sydney Acquisitive Sculpture Award and Exhibition.
- 30 July – 29 August, Manly Regional Art Gallery.
- 4 September – 17 October, Hawkesbury Regional Art Gallery.

The focus for the proposed tour is on the greater Sydney area as transport and tour coordination beyond these areas become increasingly cost prohibitive.

Income/Expenditure

The Woollahra Small Sculpture Prize Committee aim to secure sponsorship for the transportation component of the touring exhibition which has been quoted as \$2,200 including GST.

Conclusion

The 2009 Woollahra Small Sculpture Prize has been recognised as a success and continued to meet the original aims and objectives set by Council in 2001. Based on the majority of feedback received on Viewers Choice voting forms, evaluation meetings with Woollahra Small Sculpture Prize Committee members and personal communication with the Cultural Development Coordinator, there has been an ongoing increase in the media profile and increased awareness of the Prize by artists and the arts industry in its nine 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 expansion of programs through dedicated volunteer hours.

The reputation and profile of the Prize and related activities including the schools component, Kids Day Out, links with the Woollahra Environmental Schools Sculpture Prize and community artist talks can be maintained at current levels with appropriate funding from Woollahra Council and/or a level of cash sponsorship.

In order to celebrate the tenth anniversary year of the Woollahra Small Sculpture Prize in 2010 and to expand on its community benefits programs, it is recommended that the exhibition be extended by a seven day period. It is also recommended that to continue the growth and development of the profile of the Prize, the proposal by the Woollahra Small Sculpture Prize Committee to tour winning acquisitions in the lead up to the tenth anniversary exhibition be supported.

Jo Jansyn
Cultural Development Coordinator

Kylie Walshe
Director – Community Services

ANNEXURES:

1. 2001 – 2009 Woollahra Small Sculpture Prize Comparative Data
2. 2009 Woollahra Small Sculpture Prize website statistics
3. 2009 Viewer Feedback
4. Woollahra Small Sculpture Prize Committee Evaluation Meeting Minutes, 19 November 2009
5. 2009 Woollahra Small Sculpture Prize Media Report
6. 2009 Woollahra Small Sculpture Prize Free Listings Summary

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

