



COFFS HARBOUR CITY COUNCIL
ORDINARY MEETING
COUNCIL CHAMBERS
COUNCIL ADMINISTRATION BUILDING
COFF AND CASTLE STREETS, COFFS HARBOUR
3 APRIL 2008

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COFFS HARBOUR CITY COUNCIL
ORDINARY MEETING
3 APRIL 2008

Mayor and Councillors

CITY SERVICES DEPARTMENT REPORTS

S10 CREATING CREATIVE INDUSTRIES REPORT

Purpose:

To present to Council the report "Creating Creative Industries".

Description of Item:

Following the Council's endorsement of the Coffs Harbour City Council's *Toward a New Cultural Plan: The Arts & Cultural Development Strategy Consultancy Report* incorporating the *Arts & Cultural Development Plan 2006-2009*, on 10 May 2007, one of the key recommendations was for Council to produce a comprehensive cultural audit and create an arts and cultural online/print directory.

The project has three stages

Stage 1

This is the "Creating Creative Industries" report. Council approached Southern Cross University to undertake this project. This report has now been completed and is being presented to Council for noting.

Copies of this report are available for perusal in the Councillor's room. This is the completion of Stage 1.

Stage 2

This is an online/print Creative Industries directory. This stage of the project is planned to be completed in the near future.

S10 Creating Creative Industries Report ...(Cont'd)

Stage 3

Stage 3 is the creation of five Cultural Trails throughout the Coffs Coast and hinterland. This project will be approached in two sections with the last section due for completion in 2010/2011.

Sustainability Assessment:

- **Environment**

There are no environmental impacts.

- **Social**

The *Creating Creative Industries* report is in line with the Department of the Arts, Sport and Recreation NSW Strategic Plan 2007-2011 and Corporate Plan 2007-2011.

Both these plans and Council's *Creating Creative Industries* document are also consistent in supporting the NSW Government's overarching State Plan released by the Premier in November 2006.

The Arts, Sport and Recreation NSW Strategic Plan in particular supports the following themes and priorities outlined in the State Plan:

Environment for Living Priority E8: More people using parks, sporting and recreational facilities and participating in arts and cultural activity.

Growing Prosperity in NSW Priority P1: Increased business investment (focusing on the role of the arts and innovation in the creative economy).

Rights, Respect and Responsibility Priority P4: Increased participation and integration in community activities.

The main outcomes outlined in Arts NSW Strategic Plan which pertain to our LGA are:

- Increased participation and broader access to the arts in NSW.
- Increased social capital and building of community capacity.
- Support for the arts and cultural sector as part of the creative industries (one of the five high leverage sectors of the State's economic growth).
- Encouragement for NSW arts and artists to achieve excellence.

- **Economic**

Broader Economic Implications

To achieve a framework to develop Creative Industries in the LGA it was important for Council to have an understanding of who was working within the creative industries and what was being done. The information gained in the production of the *Creating Creative Industries* report gives Council a tool to develop creative industries and attract funding.

S10 Creating Creative Industries Report ...(Cont'd)

The document also gives the first picture of the breadth of the creative industries in our LGA and how many businesses and sole traders are making a living from this sector.

It is suggested that the options are explored by Council to set up a creative industries incubator to offer people working within the arts an area where they can access business equipment, mentors, information on new start up businesses, access to professionals in business practices, web page designers etc.

Management Plan Implications

It is recommended that recommendations in the *Creating Creative Industries* document be considered for inclusion in Council's Plan of Management.

The current project for Stage 1 and 2 cost \$21,670.00 paid to Southern Cross University. This was from the Arts & Cultural Development Projects budget 2006/2007 and 2007/2008.

To implement the cultural trails stage of the project would be an indicative cost of \$27,140.00.

It is suggested that Council explores funding for setting up of creative industries incubators and these costs go into the rolling works budget.

Consultation:

A process for online registrations was set up between 1 July and 4 September 2007 Council received 228 registrations through its web page and telephone contact by Southern Cross University for its on line directory.

Related Policy and / or Precedents:

There are no related policy or precedents covering this report.

Statutory Requirements:

There are no related statutory requirements covering this report.

Issues:

A task force set up by the Blair government in Britain in 1997 coined the term "Creative Industries". The task force defined creative industries as: *activities which have their origin in individual creativity, skill and talent and which have the potential for wealth and job creation through generation and exploitation of intellectual property.* The creative industries comprise many sectors including: advertising, architecture, antiques, crafts, design, fashion, film, interactive leisure, software, music, television, radio, performing arts, publishing, software development, literature, printed media, visual arts and crafts, broadcasting, electronic media, film, screen industries, writing and communication.

Following the Council's endorsement of the Coffs Harbour City Council's *Toward a New Cultural Plan: The Arts & Cultural Development Strategy Consultancy Report* incorporating the *Arts & Cultural Development Plan 2006-2009*, Southern Cross University was engaged to develop a cultural snapshot of the LGA and to produce a report to recommend to Council ways to develop the cultural industry sector within the LGA.

S10 Creating Creative Industries Report ...(Cont'd)

The *Creating Creative Industries* report is Stage 1 of a number of projects to foster the growth of the creative industries. This report gives Council a tool to develop creative industries while having documentation to attract Federal, State and private funding for the sector.

Stage 2 is the development of an online/print Creative Industries directory which takes the same format as Council's community online directory. The directory has been developed in partnership with Council's IT Manager and is planned to be launched in the near future.

This directory will allow interested parties requiring the services of personnel working within the creative industries easy contact to relevant businesses/people. The directory will be broken down into a searchable database of support services to creative industries businesses/people registered on the directory, who will also have the option to have a link to their website listed within the directory.

Stage 3 is to develop the tourist potential of the creative industries sector. It is suggested that to start this process five cultural trails covering the Coffs Coast and hinterland be created. This section of the project is to be completed in sections with two of the trails to be completed by 2009 and the remaining three being completed by 2010/2011.

An executive summary of the "Creating Creative Industries" is attached to this report. Some of the recommendations from the report are outlined below.

For long term development of the Cultural Industries sector in the LGA it is suggested that options are explored by Council to set up creative industries incubators to offer people working within the arts an area where they can access business equipment, mentors and information. This would allow new start up businesses access to professionals in business practices, web page designers etc. This could be done in partnership with a commercial company in the job creation area.

The utilisation of Council land or buildings that are not earmarked for development for a number of years could be used to set up creative industries nodes on the designated areas.

These areas could offer work spaces, storage spaces and tourist/visitor viewing and purchasing areas. Council could offer these spaces on a low rental agreement and include creative industries incubator offices within these complexes.

As part of the cultural, service and knowledge sectors the creative industries play a crucial role in the new economy globally, nationally and in regional Australia with the sector among the fastest growing sectors of the global economy.

By actively enabling the growth of the creative industries sector Council can contribute significantly to enhancing the livability of people in the community through cultural, social and economic development activities.

The creative industries sector tends not to impact the natural environment while increasing both business and industry development and a greater diversity in employment opportunities.

A snapshot of some of the information collected during the development of the report is attached.

S10 Creating Creative Industries Report ...(Cont'd)

Implementation Date / Priority:

As outlined in this report.

Recommendation:

That Council notes the Creating Creative Industries Report.

Attachment:

**'Creating Creative Industries'
Here's what we learned ...**

- Creative Industry Registrants:**
- Total registrations - 228 between 1 July and 4 September 2007,
 - Gender profile - 49.4% men and 50.6% women.

Category	Year of Birth (147 responses)	No. of Responses	% of Respondents
Pre-Boomers	Prior to 1945	14	10
Baby Boomers	1946-1963	83	56
Generation X	1964-1980	43	30
Generation Y	1981-2000	7	4

Creative Industry Employment Profile:

- Full-time employment - 40.6%
- Part-time - 21.9%
- Casual - 19.6%
- Volunteers - 17.9%
- Five businesses employed - 15+ staff.
- North Coast Institute of TAFE highest - 29 (4 full-time, 25 part-time).

Organisational Status:

- Registered business/organisation - 80.5%
- Sole Traders - 19.5%

Technology Uptake:

- Email - 87.2%
- Web-site - 52.4%

There are opportunities to develop on-line transactions, resource sharing and best practice involvement in technology enabled business activities.

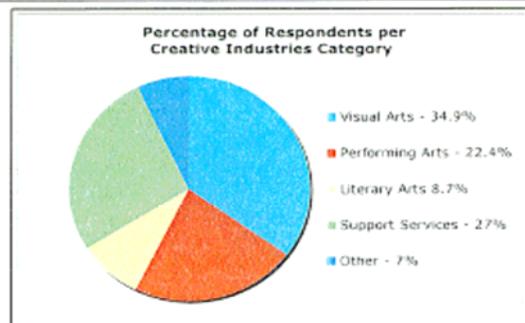
Professional Status

There were 417 responses to this question, which indicates a high level of 'cross-over' in the sector. For example a professional potter may also be an emerging painter within the Visual Arts, while other practitioners may work across categories, such as a professional musician who is also a semi-professional filmmaker.

Category	Criteria	Respondent %
Professional	Earning more than 50% of income from Creative Industry activities	46.5
Semi-professional	Earning 10-50% of income from Creative Industry activities	24
Emerging	Earning less than 10% of income from Creative Industry activities	29.5

Respondents per Category

Support Service businesses may undertake 'creative' activities, or provide support and resources to Visual, Performing and Literary Arts professionals.



Visual Arts:

- Most sub-categories - 15
- Painter/Illustrator - 23% (highest response)

Performing Arts:

- Musician - 15% (highest response)
- Production and Band/Choir/Group both - 14%

Literary Arts:

- Prod/publishing - 29%, (highest response)
- Combined 'writing' sub-categories - 71%

Support Services:

- Second largest category - 27%
- Retail largest sub-category - 16%
- Combined 'management' sub-cat's - 28% (inc. Event Management, Arts admin.)

Other - Education & Training

North Coast Institute of TAFE and the Coffs Harbour Conservatorium two largest training providers Remainder of the training provided by private studios, and other individuals.

Tutors/Teachers	Visual Arts	Perform. Arts	Literary Arts
46	23	22	1
Level of Teaching	Certified Courses	Non-certified	External Support
	11	28	3

Venues & Facilities - Public Venues

- **Public venues** - owned by Council - 8
- Creative Industry primary activity - 6
- Creative Industry secondary activity - 2
- **Private Venues** - 47
- Creative Industries 'primary' activity - 30

The way forward ...

The findings of the 'Creating Creative Industries' Report are currently under consideration by Council. Many thanks, Malcolm McLeod, Cultural Development Officer CHCC & Jan Strom, Office of Regional Engagement SCU.

The 'Creating Creative Industries Report' was prepared for Coffs Harbour City Council by the Office of Regional Engagement, Southern Cross University.

S11 NANA GLEN SPORTS, RECREATION AND EQUESTRIAN CENTRE REQUEST FOR 50/50 MATCHING OF GRANT FUNDING

Purpose:

To request Council match the \$10,000 Capital Assistance grant awarded to the Nana Glen Sports, Recreation and Equestrian Centre by the NSW Sports and Recreation Department to enable upgrades to the facility.

Description of Item:

A report to Council was submitted on July 5 2007 requesting Council match the funding for the venue upgrades should the Committee be successful in its application to NSW Sport and Recreation Department. At that time Council resolved:

1. That an application be made to the NSW Sport and Recreation Department Capital Assistance program to upgrade power supply, horse yards and dressage arena at the Nana Glen Sport, Recreation and Equestrian Centre.
2. That if successful, Council consider matching the funding with an allocation of \$22,000 in the 2008/2009 Management Plan.

Please note, that as the funding provided by the NSW Sports and Recreation Department is only \$10,000, the Committee is now requesting a reduced allocation of \$10,000 to match this.

Sustainability Assessment:

- **Environment**

The proposed upgrades will have minimal environmental impacts. The availability of increased power supply will enable users of the facility, particularly those camping on the site during state and national events, access to a more sustainable and safe power supply. Currently user groups hire generators to meet the power needs of competitors and campers during large events. Improved power facilities will eliminate the need for this and provide users with a more sustainable and safe energy source.

The development of a dressage arena will provide a dedicated site which is specifically designed to a standard to ensure the activity provides minimal environmental impact.

- **Social**

The proposed upgrades to the ground will provide a number of social benefits including enhanced use of the facility and improved user safety.

The grounds are currently used by a variety of groups including a range of equestrian activities, cricket, event camping and school based sports and is also a venue for community events and functions. Increasingly larger events are being held at the grounds which attract visitors from outside the region. In 2008, the grounds will host the equestrian events for the Police and Emergency Services Games. The provision of additional yards, dressage arena and enhanced power sites will both improve facilities for current users as well as enable the grounds to be more accessible for larger groups wanting to use the facility. Further, improved facilities will also provide greater safety for competitors and other users of the venue.

S11 Nana Glen Sports, Recreation And Equestrian Centre Request For 50/50 Matching Of Grant Funding ...(Cont'd)

- **Economic**

Broader Economic Implications

Both enhanced usage and improved user safety will improve the financial sustainability of the venue as it ensures its continued use and provides opportunities to attract additional large scale competitions and community events to the grounds.

Management Plan Implications

It is a requirement of NSW Sport and Recreation Department that any funds awarded are matched by the applicant. In this instance the NSW Sport and Recreation Department has provided funding to the value of \$10,000. As such, Nana Glen Sport, Recreation and Equestrian Centre are requesting Council match this to enable the completion of works and allocate \$10,000 for the facility in the 2008/2009 Management Plan budget.

Consultation:

In submitting the application to NSW Sports and Recreation Department, the committee acted in consultation with representatives from the Coffs Harbour Sports Unit, local user groups and the NSW Sports and Recreation Department.

Related Policy and / or Precedents:

Council has received many grants which require \$ for \$ funding.

Statutory Requirements:

There are no Statutory requirements relevant to this application.

Issues:

The Nana Glen Sports, Recreation and Equestrian Centre is the only equestrian facility in the region. It attracts local, state, national and international events, as well as supports a number of regular local user groups. Improved facilities will enable the expansion of its usage. An application for capital assistance was initially made directly to Council for consideration in the 2007/2008 budget, however this was unsuccessful. The subsequent application to NSW Sports and Recreation Department has provided the Centre with \$10,000 towards the costs of undertaking the upgrades, and the request to Council is to match that funding in order to see the works completed.

In order to ensure the sustainability of the grounds, particularly at a time when the facility has been financially disadvantaged as a result of the national Equine Influenza Epidemic, upgrades need to be undertaken. Through securing \$10,000 from NSW Sports and Recreation Department, the centre will be able to complete the works at a greatly reduced cost for Council.

Implementation Date / Priority:

The Nana Glen Sports, Recreation and Equestrian Centre will be required to commence works by September 2008. Supporting funding from Council will need to be allocated in the 2008/2009 budget.

S11 Nana Glen Sports, Recreation And Equestrian Centre Request For 50/50 Matching Of Grant Funding ...(Cont'd)

Recommendation:

That Council notes that \$10,000 has been allocated in the 2008/2009 Management Plan to match the funding awarded to the Nana Glen Sport, Recreation and Equestrian Centre by the NSW Sport and Recreation Department to enable upgrades to power supply, horse yards and dressage arena.

S12 PROPOSED NAME CHANGE FOR CAVANBAH HALL

Purpose:

To propose to Council a name change from Cavanbah Hall to Cavanbah Centre.

Description of Item:

The facility located at 191 Harbour Drive known as Cavanbah Hall has now been demolished and the new facility is under construction. It has been noted that while the old facility was a hall, the new facility is more than the main hall space. Therefore it is suggested that a change of name would be appropriate. This proposal would more accurately reflect the nature of the new facility.

Sustainability Assessment:

- **Environment**

There are no environment impacts of this proposal.

- **Social**

The social impacts are limited to the fact the proposed name change will be a better reflection of the nature of the facility. From a marketing point of view, this will have a positive impact.

- **Economic**

Broader Economic Implications

There are no broader economic implications.

Management Plan Implications

There are no management plan implications, as costs such as signage have already been factored into the budget for the new facility.

Consultation:

There has been some consultation internally on this issue. Given that there is no statutory or legal requirement to do so, no external consultation has been undertaken on this matter to date. It should be noted that this may generate a negative response from some sections of the community therefore an approach which engages directly with the broader community is proposed. It is suggested that Council endorse the name "Cavanbah Centre" and that a period of 14 days be allowed for public comment on the proposed change.

Related Policy and / or Precedents:

There are no related policies or precedents.

S12 Proposed Name Change For Cavanbah Hall ...(Cont'd)

Statutory Requirements:

The Department of Lands will need to be notified of the name change, should Council approve this recommendation.

Issues:

The name of the facility should certainly include Cavanbah, given its historic and community value, although the word hall no longer reflects the true nature of the facility. It therefore seems appropriate to have a name which does reflect the functions of the building.

Options which have been considered in relation to this name change include:

Cavanbah Complex - although this was seen to imply a facility which occupies a number of different buildings.

Cavanbah Meeting Place - although this was seen as being a tautology, given that Cavanbah is believed to mean meeting place.

Cavanbah Facility - this was considered as an option although it was thought to be a little too clinical or industrial for the name of this building.

Cavanbah Centre - which generally seems to reflect the nature of the facility.

It should also be noted that the new facility will be managed and operated as part of the Coffs Harbour Community Village complex.

Implementation Date / Priority:

The new building is expected to be completed by mid August 2008. This proposed name change will be implemented as the building is completed.

Recommendation:

- 1. That the new facility under construction at 191 Harbour Drive be named Cavanbah Centre.**
- 2. The community be encouraged to comment on the proposed name change.**
- 3. Following an exhibition period of 14 days if no substantial comment is submitted, Council accept the name Cavanbah Centre.**

S13 TENDER: PLANT REPLACEMENT PROGRAM - SUPPLY OF ONE TRUCK MOUNTED WATER TANKER ON A 24000kg GVM TRUCK AND ASSOCIATED SPRAY EQUIPMENT, CONTRACT NO. 07/08-341-TO

Purpose:

To advise Council of tenders received for the Replacement of Council's Water Truck and recommend an appropriate course of action.

Description of Item:

Tenders were called for the purchase of a truck mounted Water Tanker on a 24000kg GVM Truck and associated spray equipment closing 5th June 2007. Three non-conforming tenders were received from the following:

1. RH Taylor Australia Pty Ltd.
2. T.J.& F.L. Pohlner Pty Ltd.
3. Tamalloy Engineering.

Tender Assessment:

Tenders for the replacement Water Truck were called following adoption of the 07/08 Plant Replacement Program. Sustainability issues and operational issues have been considered in the specification and tender assessment.

Note that the tenders received were non-conforming.

Related Policy and / or Precedents:

Tendering procedures were carried out in accordance with Council's Purchasing Policy and Tender Evaluation System.

Statutory Requirements:

The calling, receiving, opening and reviewing of tenders was carried out in accordance with the Local Government (General) Regulations 2005.

Issues:

The tenderers have offered machines, which did not meet Council's specifications.

Circumstances that have led to suppliers not willing or able to supply a machine are:

1. The change in truck models being imported following changes in the latest Australian design rules.
2. The reluctance to engage into a tendered contract that may expose the supplier to potentially pay liquidated damages if they could not supply on time to Council. This is due to the change in models available to suppliers at the time of tendering.

S13 TENDER: PLANT REPLACEMENT PROGRAM - SUPPLY OF ONE TRUCK MOUNTED WATER TANKER ON A 24000kg GVM TRUCK AND ASSOCIATED SPRAY EQUIPMENT, CONTRACT NO. 07/08-341-TO...(Cont'd)

It is for these reasons that re-tendering on a second occasion would be of no advantage to Council.

The most advantageous method for Council to purchase a truck that will satisfy Council's requirements is to start negotiations to purchase a truck from a supplier when a machine becomes available on the market. (Note that under the Local Government (General) Regulations 2005 Section 178 (3) (e) this is an acceptable process)

Note: The use of State Government procurement where possible during this process will be utilised.

Management Plan Implications:

The funds for the purchase of the item of plant are available for the purchase of the selected equipment when a suitable machine is located in the current financial year.

Recommendation:

- 1. Council not accept the non-complying tenders submitted by RH Taylor Australia Pty Ltd; T.J. & F.L. Pohlner Pty Ltd and Tamalloy Engineering for the replacement of Council's Water Truck.**
- 2. Council resolve to delegate to the General Manager the power to enter into negotiations with any supplier for this purchase with view to entering into a contract in relation to the Water Truck on the basis that the competitive tendering process failed to produce an acceptable result.**



Jason R Gordon
Director City Services