

## **CUMBERLAND COUNCIL EVENTS COMMITTEE**

Minutes of Meeting held on Thursday, 7 February 2019 at 6.00pm in Committee Rooms, Council Administration Building, Merrylands.

### **1. *Open of Meeting***

Clr Suman Saha opened the meeting at 6:16pm with an Acknowledgement of Country and welcomed all members to the Events Committee of Cumberland Council.

### **2. *Record of Attendance, Introductions and Apologies***

#### **Attendance List:**

Clr Suman Saha	Councillor and Committee Member (Chairperson)
Aparna Vats	Committee Member
Ergun Genel	Committee Member

#### **Council Staff in Attendance:**

Merryn Howell	Acting Group Manager, Community and Culture
Michael Brown	Manager, Culture and Activation

#### **Apologies:**

Clr Ned Attie	Councillor and Committee Member
Carly Lewis	Committee Member
Diane Jogia	Committee Member
Raj Garg	Committee Member
Rajnish Kalra	Committee Member
Renga Chidambaranathan	Committee Member
William Ho	Committee Member

### **3. *Conflicts of Interest***

There were no conflicts of interest declared.

## **ITEMS CONSIDERED AND DISCUSSED BY COMMITTEE:**

### **4. *Minutes of Previous Meeting***

Minutes of the last meeting held on 15 November 2018, were accepted as a true and accurate record with the change of date of the first meeting of 2019 from 21 February 2019 to 7 February 2019. Moved by Aparna Vats and seconded by Ergun Genel.

### **5. *Business Arising***

#### **Ramadan**

Committee members have been consulted in community engagement research conducted in preparation of the report to Council responding to the Notice of Motion – Ramadan Street Food Event (Min. 339).

**Feedback from Committee:**

Committee suggested that the event should not be held in the last 10 to 20 days of Ramadan.

Upcoming Council Events

Recent events have included a range of cultures expressed on main stages including at Auburn Festival, Diwali and Australia Day.

Council is exploring the potential for multicultural performance in Cumberland Local Festival currently in development.

**Recommendations and Actions Arising:**

- 5.1 Council to seek input from other Committee members not in attendance regarding Ramadan via email.
- 5.2 Council to report back to the Committee on options to incorporate multicultural performances into future events planned.

**6. *Debrief on recent Events***

Diwali (17 November 2018)

An update was provided on the outcomes of the Diwali event:

- Despite a poor weather forecast, only light rain occurred at limited times.
- Attendance was strong, from estimated 6000 attendees to 9000 attendees at peak.
- Visitor satisfaction was strong in surveys (84 respondents) with 99% indicating they were either satisfied, more than satisfied or very satisfied with the event.
- Main stage was colourful and thriving and well attended. Friend Park featured a great range of activities.
- Business feedback was mostly positive - more than half the businesses in the area reported additional income due to the Festival. A total of 70% of businesses stated that they support a repeat festival. Partly due to limited food vendor participation in the festival, food businesses received dining customers.
- Market stallholders were pleased with positions and trade throughout the day.
- Community group stallholders were happy with positions and benefited from lots of pedestrian traffic in the area.

**Feedback from Committee:**

- Committee members offered thanks to Council staff.
- The event was well attended.
- Community feedback was positive.
- Business feedback, especially from those in Station Street and the Mall, indicated that they did not anticipate the level of visitation the festival delivered.
- Businesses keen to get involved next year.
- Community groups were very happy with free community stalls and would like to get more involved next year.

- Committee suggestion for Council to run an information session well in advance of the festival for all community groups to receive Expression of Interest form and find out more information, similar to the business/sponsorship information session held in advance of the 2018 Diwali festival.
- Council to set the date and promote well in advance to assist with planning and avoid date conflicts with other Diwali events.
- Diwali falls on Sunday 27 October 2019. Committee suggestion that Council seek feedback on which date the event would be held, to determine early any date conflicts. Suggestion that this feedback is sought from relevant priests, Hindu Council and community stakeholders.

### Christmas in Cumberland 2018

Council delivered a number of Christmas activities across the LGA including:

- Christmas in the Gardens event (Saturday 8 December, 5 to 9pm) held at Auburn Botanic Gardens:
  - Approximately 10,000 people in attendance which was much higher than anticipated.
  - Program included Christmas carols with the Holroyd Brass Band and Cumberland Community Choir, movie screening of the Dr. Seuss film 'How the Grinch Stole Christmas', rides, kids disco, face painting and craft activities.
  - Event surveys indicated more than 50% of attendees were from out of Council area; whilst good for tourism and visitation to Auburn Botanic Gardens increases the required expenditure for an event with a local audience target. Whilst effective, there is a need to review the marketing to ensure that it is targeted to attract the local audience and consider alternative locations.
- Cumberland Council Christmas Tree Program: Program included 13 Christmas Trees across Cumberland throughout the Christmas season, including an additional tree this year at Toongabbie Community Centre.
- Seniors Christmas Lunches: Lunches were held in each of the Wards in Cumberland – events were well attended with a great atmosphere and many happy seniors.
- Activations: Held at five Christmas tree sites featuring performances by Holroyd Brass Band and family activities. One was held in each ward (Merrylands, Wentworthville and Pemulwuy Town Centre as well as Berala Community Centre, and Auburn Central).

### **Feedack from Committee:**

Committee suggestion to consider expanding these lunches - staff feedback was shared that whilst events were well attended, this was after a push to drive registration, some Wards were not fully subscribed for attendances and Council venues restrict the total capacity that can be serviced at each lunch.

### Movies in the Park (17 - 19 January 2019)

The outdoor cinema series event was held on Thursday 17, Friday 18 and Saturday 19 January at the Holroyd Gardens. The series event attracted a total of 2,000 people (with per night attendances of approximately 500, 500 and 1000 people respectively) – not considered successful, especially compared to the cost and resource

commitment. There was some competition with another event run by the Merrylands Amateur Swimming Club's 'Dive in Movies' event at Merrylands Pool which was also on the Saturday night and funded by Cumberland Council's Community Grants Program.

The three films shown were:

- 17 January 2019 - The Beautiful Fantastic [PG]
- 18 January 2019 - Ali's Wedding [M]
- 19 January 2019 - Hotel Transylvania 3 Summer Vacation [PG]

### **Recommendations and Actions Arising:**

6.1 Recommendation by staff to discontinue the Movies in the Park event from future events calendar supported by Committee.

#### Australia Day (26 January 2019)

The event was held in Holroyd Gardens from 5pm to 9pm and was well attended although the overall numbers were visibly low early in the day. This was likely due to very hot weather and heatwave conditions. Attendance was approximately 3,500 to 4,000 until the sun came down and the temperature reduced, after which crowd increased visibly around rides and fireworks.

The event included a main stage program of performances. The Indigenous Craft Workshop hosted by Freeman Dancers was well attended throughout the day. Other activities included Aussie Farmyard Experience, Aussie Sports Zone, rides including an inflatable waterslide as well as Emergency Services and community, market and food stalls.

### **7. Lunar New Year (16 February 2019)**

An update was provided on the upcoming Lunar New Year event.

The Cumberland Lunar New Year event will be held on Saturday 16 February in the Auburn Central Forecourt from 5pm to 9pm. The program will involve a main stage of cultural performances including dance, opera, martial arts, Korean pop, community performances and drumming. Free activities will also include Shadow Puppet Theatre, pig themed cupcake making, and zodiac animal face painting as well as a range of community and food stalls. Marketing for the event has included banners, flyers, translated posters, resident notification, business engagement, Council website and social media.

### **8. Upcoming Events**

#### Cumberland Local Festival

Planning is underway for the month-long festival to be held from approximately 18 April to 18 May, showcasing 'Stories of the people and places of Cumberland'. The event aims to showcase a range of activities in all five Wards of Cumberland.

The festival format is a fringe festival style format with a range of types of event activities occurring across a range of locations and on various dates across approximately one month, offering audiences and visitors a range of event experiences across Cumberland.

The festival presents the opportunity for a range of venues and assets to be highlighted. For example, activities in consideration include Berala Community Centre Open Day, performances by Arab Theatre Studio at Granville Town Hall, Auburn Poets and Writers Group performance at Auburn Town Hall as part of Sydney Writers' Festival and Linwood House tours.

#### **Feedback from Committee:**

- Consider kite making/flying activities.
- The community liked the informality of what was offered in previous Locale events (e.g. Story Seeds in Lytton Street Park) and that a multicultural performance event in Wentworthville which encouraged community participation and provided opportunities to showcase local talents and culture would be a good fit for this year's program.
- The timing also aligns well with the beginning of the Indian New Year (14 April). Activities could include small singing competitions, dance competitions in different styles and a multicultural food festival.

#### **Ramadan Street Food Festival**

Initial planning is underway for a Pilot Ramadan Street Food Festival proposed for Saturday 18 May 2019. Three locations are being investigated to host the event - Auburn, Granville and Guildford. Location and other details are subject to the outcome of Council decision. Feedback has been sought from Committee members in relation to the most suitable location and the reasons and benefits of each as well as consultation undertaken with community and business.

#### **Recommendations and Actions Arising:**

- 8.1 Council to report back to the Committee on the outcomes of the Council decision and further planning for the event.

#### **PetFest**

Preliminary planning is underway to be held at Holroyd Gardens on Sunday 2 June, 2019. Council has undertaken consultation with Council's Companion Animal Advisory Committee to inform the event planning.

### **9. General Business**

Proposed dates for remaining Committee meetings are.

- Thursday, 2 May 2019
- Thursday, 1 August 2019
- Thursday, 7 November 2019

**Recommendations and Actions Arising:**

9.1 Council to seek feedback on changing the meeting time to a 6:30pm start.

**10. Close of Meeting**

Meeting closed at 7:26pm.

Next meeting: Thursday, 2 May 2019 in Committee Rooms, Council Administration Building, Merrylands.