

CUMBERLAND COUNCIL COMPANION ANIMALS ADVISORY COMMITTEE

Draft Minutes of Meeting held on Tuesday, 16 July 2019 at 5.45pm in the Committee Rooms, Council Administration Building, Merrylands.

1. *Open of Meeting*

Paul Esposito gave an Acknowledgement of Country and welcomed all attendees to the Companion Animals Advisory Committee of Cumberland Council.

2. *Record of Attendance, Introductions and Apologies*

Attendance List:

Debby Smith	Committee Member
Di Dickenson	Committee Member
Lyn Wilson	Committee Member
Pamela Colman	Committee Member
Paul Esposito	Committee Member (Chairperson)
Sandra Brown	Committee Member

Council Staff in Attendance:

Clr Greg Cummings	Mayor
Amanda Moran	Senior Events Coordinator
Brooke Endycott	Director Community Development
Frank Cassar	Coordinator Environmental Protection (Deputy Chairperson)
Johnny Youssef	Senior Coordinator Communications and Marketing
Steve McGregor	Team Leader Environmental Protection (Secretary) (Minutes)

Apologies:

Amy Burton-Bradley	Committee Member
Josephine Moncrief	Committee Member

Actions or Recommendations Arising:

2.1 Frank Cassar to contact Committee Member, Amy Burton-Bradley regarding her lack of attendance at Committee Meetings.

3. *Conflicts of Interest*

There were no conflicts of interest declared.

ITEMS DISCUSSED BY THE COMMITTEE:

4. *Minutes of Previous Meeting*

Minutes of the last meeting held on 29 January 2019, were passed and adopted as a true and accurate record, moved by Lyn Wilson and seconded by Di Dickenson.

5. Petfest 2019 Sunday, 2 June 2019

Brooke Endycott, Director Community Development and Amanda Moran, Senior Events Coordinator, discussed the outcome of Petfest 2019 which included a summary report of the event (all Committee Members received a copy). Amanda Moran and Johnny Youssef, Senior Coordinator Communications and Marketing, provided an outline of Council's marketing overview and event evaluation for Petfest 2019.

Amanda Moran reported there were 2000 attendees at Petfest 2019, 15 Community stall holders and 5 food stalls. There were also 5 events held on the main stage, stalls that allowed residents to experience farm life and a number of other events throughout the day.

Council engaged the assistance from the NSW Police, private security and traffic management to ensure the safe delivery of the event. All aspects of the event ran smoothly with no major incidents reported.

Johnny Youssef explained Council's advertising process. The event was advertised on Council's Website, posters and flyers were delivered to local residents, and the event was also advertised at several of Council's buildings including childcare centres, libraries, swimming centres and customer service centres.

Several local vets, pet stores and animal centres were also approached to distribute flyers and advertise the event. Printed banners were placed in 5 strategic locations that would attract passing motorists around the Cumberland LGA advertising the event. Paid advertisements were placed in several local papers.

Additional advertising was placed on Facebook which attracted 65,700 visits. The event was sent to all subscribers to Council's E News and advertised on Ella's List (online event listing site). Letterbox drops were also conducted to 1,800 households in Merrylands and Greystanes.

Lyn Wilson advised that no banners were seen in the Wentworthville area. Paul Esposito asked why there was no advertising material placed around the location of the event. Brooke Endycott advised that PetFest was advertised the same way all other Council events are advertised. Johnny Youssef advised funding for the events advertising is spent on the best way to get the message out, this was brought about by surveys held at events throughout the LGA during the year.

Lyn Wilson outlined that the event was to do two things, raise money for animal awareness and to promote responsible pet ownership.

Di Dickenson stated the event was really well organised and that more rescue groups should be contacted for future events.

Brooke Endycott discussed where to from here; there is an event run by a not-for-profit organisation called Dogs in the Park, this event is held in various LGA's across NSW and attracts thousands of patrons.

The Dogs in the Park Coordinators have approached Council seeking approval to hold an event at Holroyd Gardens on 20 October 2019. Further information and a meeting with

the event organisers is to be arranged. Amanda Moran will enquire whether other animals can be included in the event.

Paul Esposito called for an Extra Ordinary Meeting to be held to discuss collaborating with this event.

Actions or Recommendations Arising:

- 5.1 Brooke Endycott to contact Dogs in the Park Coordinators to discuss the possibility of a joint event with Council.

6. General Business

Lyn Wilson asked if Council's Customer Service staff are aware of whom to re-direct enquiries regarding Cat Desexing Programs. She had contacted Council recently and was unable to obtain any information from Counter Staff.

Mayor Greg Cummings advised the Committee that Council is currently reviewing all events expenditure/budget.

Actions or Recommendations Arising:

- 6.1 Frank Cassar to contact Council's Customer Service Manager to discuss information provided to members of the public regarding Companion Animals.

7. Close of Meeting

Meeting closed at 7.10pm.

Next meeting: Tuesday, 12 November 2019 at 5.30pm, location to be advised.