

## **CUMBERLAND COUNCIL EVENTS COMMITTEE**

Draft Minutes of Meeting held on Thursday, 1 August 2019 at 6.35pm in Committee Rooms, Council Administration Building, Merrylands.

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

Councillor Suman Saha opened the meeting with an Acknowledgement of Country and welcomed all attendees to the Events Committee of Cumberland Council.

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

#### **Attendance List:**

Clr Ned Attie	Councillor and Committee Member
Clr Suman Saha	Councillor and Committee Member (Chairperson)
Aparna Vats	Committee Member
Diane Jogia	Committee Member
Rajnish Kalra	Committee Member
Renga Chidambaranathan	Committee Member

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

Emma Brindley-Hawke	Manager Communication and Events (Minutes)
Michael Brown	Gallery Director and Cultural Services Coordinator

#### **Apologies:**

Ergun Genel	Committee Member
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#### **Absent:**

Agathia Yin Lan Ge	Committee Member
Assad Cina	Committee Member
Carly Lewis	Committee Member
Mohammed Al-Zoubi	Committee Member
Taneem Mannan	Committee Member
William Ho	Committee Member

Welcome to Emma Brindley-Hawke, Manager Communication and Events.

Raj Garg has resigned from Events Committee.

### **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 2 May 2019, were accepted as a true and accurate record. Moved by Aparna Vats and seconded by Renga Chidambaranathan.

## **5. Business Arising**

### Action Tracker Review

At the previous meeting the Committee requested that an action status tracker be created to provide updates and feedback on items discussed at the meetings. Emma Brindley-Hawke presented the Committee with an example action tracker for consideration, based on a 'traffic light' status system which lists items and their status, to record constructive feedback, advise the Committee how feedback is used and close the loop on Committee inputs.

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

- Management of the Action Tracker should not be time consuming for Council Officers. Suggestion to investigate using existing Council tools as a template, such as Council's Resolution Tracker.
- Committee Members understand that not all suggestions can be actioned.
- Request for key background information on events, particularly those that have run previously, including: locations, objectives, budget, and audience numbers.

#### **Actions or Recommendations Arising:**

- 5.1 Council to prepare revised Action Tracker for next Events Committee meeting.
- 5.2 Council to provide comprehensive information on events that have occurred.

## **6. Debrief on Recent Events**

### Ramadan Street Food Festival (18 May)

Cumberland's inaugural Ramadan Street Food Festival held on 18 May 2019 saw approximately 5,000 people visit the Auburn Town Centre to dine together as a community and experience Cumberland's diverse cultural community from 6pm to midnight on Saturday 18 May. Residents and visitors experienced a range of food trucks and street food stalls, alongside famous Auburn eateries for an authentic Ramadan dining experience, as well as a community space welcoming residents and visitors alike to get to know the communities of Cumberland.

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

- Comments relating to impacts of attendance volume being beyond projections.
- It was suggested that more seating should be provided in future.
- Some stalls sold out of products early into the event.
- Limitations to exit and entry of some areas particularly for and exacerbated by attendees with prams.

### PetFest (2 June)

There were 2000 attendees at Petfest 2019; 15 community stall holders and 5 food stalls. There were also 5 activities held on the main stage and stalls that allowed residents to experience farm life and a number of other activities throughout the day.

**Feedback from Committee:**

- Diane Jogia reflected that past successful PetFest events seemed to have been based on having competitions, lots of stalls, and special guests of profile from the animal world.
- Committee are interested to know if vets were contacted.

Fun4Kids 'Warali Wali' Festival (12 July)

Fun4Kids July 2019 was held during NAIDOC Week 2019 at Central Gardens, Merrylands. Designed with a NAIDOC theme, the event encouraged local children to get active and learn about the natural environment and the natural treasures of Central Gardens. Warali Wali means possum in traditional Darug land owners language. The event attracted an estimated 8,000 patrons on site at peak periods. The event featured high quality entertainers with ABC Play School's Luke Carroll hosting, and starring musician Dan Sultan. The event coincided with and hosted the launch of the Nocturnal House at Central Gardens.

**Feedback from Committee:**

- It was suggested that combining events with small audiences together with events of larger audiences (e.g. PetFest combined with Fun4Kids) would increase attendance rates.

**Actions or Recommendations Arising:**

- 6.1 Council to investigate whether the PetFest marketing plan included contacting local vets to assist promoting the event.

**7. *Updates on Upcoming Events***

Cherry Blossom Festival (17 – 25 August)

- Ticket sales are going well in comparison to the same time in 2018, with over 3000 ticket sales and marketing started earlier.
- Program updates include expanding themed areas and removal of Stadium Sumo which required a lot of infrastructure setup for one type of experience.
- Media coverage has been positive.
- Gardening Australia is secured to cover the event.

**Feedback from Committee:**

- It was suggested to use the event as an opportunity to potentially seek to increase engagement with Cumberland Council on Facebook.
- Feedback on the event held last year was positive.

Diwali Festival (26 October)

- Consultation session held – a summary of community consultation, groups and individuals providing input on participation in stalls, sponsorship etc. was

provided.

- Event will be held on Station Street, Wentworthville. Key insight from the community consultation is to make the event inclusive to a range of cultures and make attractive to families; promote as a child family friendly event with activities such as chalk drawing on the road.
- The Committee was briefed on Office of Children and Guardian legislation in relation to children performing and limitations this places on stage.
- A total of 31 groups shared the callout EOI on Facebook.

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

- Promotional suggestions such as share event with friends to win a prize and to have competitions within the event.
- It was suggested that Council seek sponsorship early to assist with event costs.
- Performance EOI form should be revised to include the Office of the Children Guardian's Legislation on employment of children and resend if recipients require a new form.
- Posters and flyers should be promoted at temple and at grocery shops.
- The space from stage to stall should be extended.
- It was suggested that events like Diwali should not be over ruled by formalities and speeches.
- Suggestion to have more sponsorship opportunities with lower value e.g. \$5,000 primary sponsor and 4 x \$1,500 sponsorship.
- Suggestion to have 'live catering' at events - sponsorship could link into this.

#### **Actions or Recommendations Arising:**

7.1 Council to update Performance EOI Form to reflect the Office of the Children Guardian's Legislation on employment of children, and resend if recipients require a new form.

### **8. *General Business***

- Committee Members discussed ongoing inability of some Committee Members to attend meetings with regularity, and Committee Members propose that Council Officers review this.
- End of Committee Term was discussed by the Committee.
- Council's Christmas plans were discussed.

#### **Actions or Recommendations Arising:**

- 8.1 Council to email Committee Members to see if they wish to continue with the Committee.
- 8.2 Council to explore possibility of including grace at the commencement of Seniors Christmas Lunches.
- 8.3 Council to provide an update on the Christmas Tree Program including instances where faith based Christmas messages have been included, such as on town centre street flag banners.

**9. Committee Meeting Dates for 2019**

The dates for the remaining Committee meetings are:

- Thursday, 7 November 2019. The meeting will start at 6:30pm.

**10. Close of Meeting**

Meeting closed at 7:30pm.

Next meeting: Thursday, 7 November 2019 at 6:30pm in Committee Rooms, Council Administration Building, Merrylands.