

ORDINARY COUNCIL MEETING - OPEN SECTION  
TUESDAY, 29 NOVEMBER 2011

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## **DARWIN CITY COUNCIL**

### **EIGHTY-FIRST ORDINARY MEETING OF THE TWENTIETH COUNCIL**

**TUESDAY, 29 NOVEMBER 2011**

**MEMBERS:** The Right Worshipful, Lord Mayor, Mr G R Sawyer (Chairman); Member J D Bailey; Member R T Dee; Member R K Elix; Member H I Galton; Member R M Knox; Member G A Lambert; Member R Lesley; Member F P Marrone; Member A R Mitchell; Member K M Moir; Member J L Sangster; Member H D Sjoberg.

**OFFICERS:** Chief Executive Officer, Mr B P Dowd; General Manager Corporate Services, Mr F Crawley; General Manager Infrastructure, Mr L Cercarelli; General Manager Community & Cultural Services, Mr J Banks; Executive Manager, Mr M Blackburn; Committee Administrator, Ms L Elmer.

**Enquiries and/or Apologies: Linda Elmer**

**E-mail: [l.elmer@darwin.nt.gov.au](mailto:l.elmer@darwin.nt.gov.au)**

**PH: 8930 0670**

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**1 ACKNOWLEDGEMENT OF COUNTRY**

**2 THE LORD'S PRAYER**

**3 MEETING DECLARED OPEN**

**4 APOLOGIES AND LEAVE OF ABSENCE**

**4.1 Apologies**

**4.2 Leave of Absence Granted**

Nil

**4.3 Leave of Absence Requested**

**5 DECLARATION OF INTEREST OF MEMBERS AND STAFF**

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## **6 CONFIRMATION OF MINUTES OF PREVIOUS MEETING**

### **6.1 Confirmation of the Previous Ordinary Council Meeting** Common No. 1955119

THAT the tabled minutes of the previous Ordinary Council Meeting held on Tuesday, 15 November 2011, be received and confirmed as a true and correct record of the proceedings of that meeting.

DECISION NO.20\() (29/11/11)

## **7 BUSINESS ARISING FROM THE MINUTES OF PREVIOUS MEETING**

### **7.1 Business Arising**

## **8 MATTERS OF PUBLIC IMPORTANCE**

## **9 DEPUTATIONS AND BRIEFINGS**

Nil

## 10 PUBLIC QUESTION TIME

### 10.1 **Sandwich Boards Blocking Pedestrian Access – Smith Street, The Mall**

Document Number: 2138252 (16/11/11) Common No. 2041075

Name: Ms Marianne Scott

Address: Resident of Stuart Park

#### **Question:**

I would like to know if Council has any regulations regarding the placement of Sandwich Boards in Smith Street, The Mall. The upgrade of The Mall greatly enhanced its appearance, but the large number of sandwich boards displayed by businesses makes negotiating through The Mall difficult and at times unpleasant.

The engraved signage provided by Council in front of each Plaza ensures shop names are displayed. Despite this initiative, numerous sandwich boards block pedestrian access – the worst being the Galleria; with tables and chairs out the front, a narrow space to walk past them, then a long row of various sized sandwich boards placed across The Mall. Having worked in the aged and disability area I am acutely aware of the hazards these boards create for the elderly and people with physical or visual disabilities. They create a safety issue, and it must also be difficult for mothers with prams and young in tow.

Working in Darwin Plaza, I access The Mall every day and see the congestion the boards create. I believe the creation of Mall is to enhance the shopping experience by providing pleasant surrounds free from encumbrances. Unfortunately the Smith Street Mall has become the Smith Street maze, as the boards create deviations forcing pedestrians from one side to the other, which must effect traders near plazas.

I would like to ask Council if they would consider removing sandwich boards from the Smith Street Mall, or at least have a ruling that restricts their numbers and placement (some shops have more than one board), as they are a hazard and detracts from shopping in The Mall.

#### **Answer:**

The placement of signage as described is controlled by the Darwin City Council Outdoor Advertising Signs Code (the Signs Code). The signs described are defined as moveable signs within the Signs Code.

The Signs Code provides the following definition for the term moveable sign:

A “*moveable sign*” means an advertising sign intended for temporary display which is free-standing and self-supporting and not fixed to the ground. These signs include *A-frame signs* and *Sandwich boards*.

(Continued on next page...)

## 10 PUBLIC QUESTION TIME

### 10.1 **Sandwich Boards Blocking Pedestrian Access – Smith Street, The Mall**

Document Number: 2138252 (16/11/11) Common No. 2041075

*(...Continued from previous page)*

Moveable signs are permitted within the Mall in accordance with the Darwin City Council Signs Code subject to conditions.

General conditions include:

- Moveable signs must be safe and secure and positioned in a manner that does not pose a risk or danger to persons or property.
- Moveable signs shall not obscure the view of pedestrian or vehicular traffic.
- Moveable signs must not obstruct, clutter or detract from landscaping, furniture or artwork.
- A clear pedestrian path must be able to be maintained adjacent to any moveable sign to ensure pedestrian safety.
- Moveable signs are to be displayed during business hours only
- Moveable signs are to be removed outside of business hours.
- Moveable signs are to be removed during periods of high winds and/or cyclones.
- Moveable signs must be located directly outside the premises in question

Council staff have been requested to undertake an inspection of the Mall with regard to these issues.

As part of The MY0800 Darwin City Revitalisation project the issue of signage, de-cluttering the Mall and improving visibility and access through the Mall were identified as key issues. As a result and in order to address some of the signage issues arcade directory signs have been erected containing individual sign panels for the individual ground floor shops within The Mall Arcades, which do not have a frontage to The Mall.

Council is undertaking further work in regards to long term solutions regarding movable signage within The Mall. A report will be prepared for Council's consideration in the new year. The matters you have raised will form part of the report and be fully considered at that time. In the interim Council will continue to monitor the compliance of the Darwin City Signs Code in The Mall.

DECISION NO.20\() (29/11/11)

## 11 CONFIDENTIAL ITEMS

### 11.1 Closure to the Public for Confidential Items

Common No. 1944604

THAT pursuant to Section 65 (2) of the Local Government Act and Regulation 8 of the Local Government (Administration) Regulations the meeting be closed to the public to consider the Confidential matters referred from Committees including Confidential Committee Items, and the following Items:-

<u>Item</u>	<u>Regulation</u>	<u>Reason</u>
C24.1	8(c)(ii)	Information that would, if publicly disclosed, be likely to prejudice the maintenance or administration of the law.
C24.1		8(c)(ii) Information that would, if publicly disclosed, be likely to prejudice the maintenance or administration of the law.
C28.1	8(c)(ii)	Information that would, if publicly disclosed, be likely to prejudice the maintenance or administration of the law.
C29.1	8(c)	Information that would, if publicly disclosed , be likely to <ul style="list-style-type: none"> <li>▪ cause commercial prejudice to, or confer an unfair commercial advantage on, any person; or</li> <li>▪ prejudice the maintenance or administration of the law; or</li> <li>▪ prejudice the security of the council, its members or staff; or</li> <li>▪ prejudice the interests of the council or some other person;</li> </ul>
C29.2	8(c)(iv)	Information that would, if publicly disclosed, be likely to prejudice the interests of the council or some other person.

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## 11 CONFIDENTIAL ITEMS

### 11.1 Closure to the Public for Confidential Items

Common No. 1944604

*(...Continued from previous page)*

C29.3	8(d)	Information subject to an obligation of confidentiality at law, or in equity.
C29.4	8(c)(iv)	Information that would, if publicly disclosed, be likely to prejudice the interests of the council or some other person.
C29.5	8(c)(iv)	Information that would, if publicly disclosed, be likely to prejudice the interests of the council or some other person.

DECISION NO.20\() (29/11/11)

### 11.2 Moving Open Items Into Confidential

### 11.3 Moving Confidential Items Into Open

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## 12 PETITIONS

### 12.1 Footpath - Stedcombe Street, Alawa

Document No. 2139707 (22/11/11) Common No. 2061447

*Alderman G A Lambert will present the Petition.*

- A. THAT the Petition, Document Number 2139707, in relation to not constructing a footpath on the odd side of Stedcombe Street, Alawa, be received and noted.
- B. THAT the Petition, Document Number 2139707, be referred to an Environment & Infrastructure Committee Meeting.

DECISION NO.20\() (29/11/11)

## 13 NOTICES OF MOTION

Nil

# PETITION

to the

## DARWIN CITY COUNCIL



We, the undersigned, hereby request that Darwin City Council  
does not construct a new footpath on the odd  
side of Stedcombe St. Alawa.  
We respectfully suggest that this would be a waste  
of ratepayer's money, when there already exists  
a new foot path on the even side of Stedcombe St.

Date: 19/11/2011

NAME	ADDRESS	SIGNATURE
PATRICIA BOURKE	STEDCOMBE ST. ALAWA	<i>P.B.</i>
Marilyn Hawthorne	Stedcombe St Alawa	<i>M. Hawthorne</i>
Eliza Bailey	Stedcombe St Alawa	<i>Eliza Bailey</i>
Rebecca Mills	Stedcombe St Alawa	<i>Rebecca Mills</i>
Cleo Williams	Stedcombe St Alawa	<i>Cleo Williams</i>
Edward Tilton	Stedcombe St Alawa	<i>Edward Tilton</i>
Felicia Mathias	Stedcombe St Alawa	<i>F. Mathias</i>
BRIAN WEBB	Stedcombe St ALAWA	<i>Brian Webb</i>
DAVE KEIGHTLEY	STEDCOMBE	<i>Dave Keightley</i>
PHILIP SCHUTTE	STEDCOMBE STR.	<i>Philip Schutte</i>
PHILIP SCHUTTE Jr	STEDCOMBE STR.	<i>Philip Schutte Jr</i>
HERCULES SCHUTTE	STEDCOMBE STR.	<i>Herschut</i>

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## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

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#### 1. **Parap Family Centre Management Committee**

*The Parap Family Centre Management Committee, Director, Ms Danielle Kyle; Treasurer, Ms Clare Jones; Vice President, Ms Inge van Sprang; President, Ms Evelyn Temple-Bree; Play Environment Consultant, Ms Prue Walsh were in attendance from 4.30 pm to deliver a proposal to redevelop the internal and external physical environment of the centre.*

THAT the presentation from the Parap Family Centre Management Committee, in relation to the redevelopment of the internal and external physical environment of the centre, be received and noted.

DECISION NO.20\() (29/11/11)

#### 2. **Darwin Entertainment Centre 2010/2011 Fourth Quarter Funding Reports April to June 2011**

Document No.2118651 (09/11/11)

THAT the incoming Report from the Darwin Entertainment Centre dated 9 November 2011, relating to the 2010/2011 Fourth Quarter Funding Reports April to June 2011, Document Number 2118651, be received and noted.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

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#### 3. **Darwin Entertainment Centre 2010/2011 Financial Statements** Document No.2118668 (9/11/11)

THAT the incoming Statements from Darwin Entertainment Centre, dated 9 November 2011, relating to the 2010/2011 Financial Statements, Document Number 2118668, be received and noted.

DECISION NO.20\() (29/11/11)

#### 4. **Darwin Entertainment Centre 2011/2012 First Quarter Funding Reports July to September 2011** Document No.2123594 (09/11/11)

- A. THAT the incoming Report from the Darwin Entertainment Centre dated 9 November 2011, relating to the 2011/2012 First Quarter Funding Reports July to September 2011, Document Number 2123594, be received and noted.
- B. THAT Council note that it appears that a \$50,000 expense for electricity charges associated with the air-conditioning do not appear to have been included in the first quarter Acquittal Report.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

#### **5. Community & Cultural Services Team Report – October 2011**

Report No. 11C0121 KH:es (07/11/11) Common No. 1733166

THAT Report Number 11C0121 KH:es entitled, Community & Cultural Services Team Report – October 2011, be received and noted.

DECISION NO.20\() (29/11/11)

#### **6. Homeless Connect 2011 Evaluation and Program Recommendations for 2012**

Report No. 11C0122 KH:kl (07/11/11) Common No. 1963431

- A. THAT Report Number 11C0122 KH:kl entitled, Homeless Connect 2011 Evaluation & Program Recommendations for 2012, be received and noted.
- B. THAT Homeless Connect become an established operational program.
- C. THAT an annual allocation of \$35,000 plus CPI, be referred to 2012/13 budget process for the purpose of establishing Homeless Connect as an annual corporate event.

DECISION NO.20\() (29/11/11)

#### **7. Regulatory Services Monthly Update – October 2011**

Report No. 11C0123 JB:mrg (07/11/11) Common No. 1330602

THAT Report Number 11C0123 JB:mrg entitled, Regulatory Services Update - October, 2011, be received and noted.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

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#### 8. **Libraries Information Update for October 2011**

Report No. 11P0012 KC:md (07/11/11) Common No. 1943023

THAT Report Number 11P0012 entitled, Libraries Information Update for October 2011, be received and noted.

DECISION NO.20\() (29/11/11)

#### 9. **Memorial Plaque for Greg McNamara and Lena Yali**

Report No. 11C0130 AG:es (07/11/11) Common No. 206496

A. THAT Report Number 11C0130 AG:es entitled, Memorial Plaque for Greg McNamara and Lena Yali at the Darwin Entertainment Centre, be received and noted.

B. THAT Council deliver in alliance with the wishes of the McNamara and Yali families and Troppo Designs a Memorial Plaque at the Darwin Entertainment Centre and that an unveiling event is hosted.

DECISION NO.20\() (29/11/11)



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## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### Presentation of Report by Acting Chairman - Member H I Galton

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

#### 10. Community Grants Program 2011/12 - 2<sup>nd</sup> Round

Report No. 11C0131 NM:es (07/11/11) Common No. 2086625

- A. THAT Report Number 11C0131 NM:es entitled, Community Grants Program 2011/2012 - 2nd Round of Applications, be received and noted.
- B. THAT the following grant applications for the Second Round of the 2011/2012 Community Grants Program be recommended for approval and referred to Council:

i) Vietnamese Community in Australia NT Chapter Inc	\$4,000
ii) St John Ambulance Australia (NT) Inc	\$3,845
iii) NT Writers Centre Inc	\$7,760
iv) Darwin Community Arts	\$6,000
v) Multicultural Council of the NT Inc	\$5,000
vi) Hoggies Uni Netball Club (sponsoring body Darwin Netball Assoc Inc)	\$1,742
vii) Avicultural Society of the Northern Territory Inc	\$1,020
viii) The Congolese Community of the NT Inc	\$5,000
ix) Corrugated Iron Youth Arts Inc	\$5,000
x) Ausdance NT Inc	\$5,000
xi) Top End women's Legal Service Inc	\$6,000

**Total \$50,367**

DECISION NO.20\() (29/11/11)

## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

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#### 11. **Council Volunteering Tour Guide**

Report No. 11C0132 KH:es (07/11/11) Common No. 1909479

- A. THAT Report Number 11C0132 KH:es entitled, Council Volunteering – Tour Guide, be received and noted.
- B. THAT Council promote the Tourism Top End Tourism Ambassador program via existing community promotion mechanisms.
- C. THAT Council liaise with Tourism Top End regarding their volunteer Tourism Ambassador program recruitment and promotional requirements.

DECISION NO.20\() (29/11/11)

#### 12. **National Year of Reading 2012**

Report No. 11P0002 KC:md (07/11/11) Common No. 2126971

- A. THAT Report Number 11P0002 entitled, National Year of Reading 2012, be received and noted.
- B. THAT Council support the National Year of Reading and work collaboratively with the national and local partners to deliver programs and events that support the initiatives of the campaign throughout 2012.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

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#### 13. **Heineken Hottest 7s in the World**

Report No. 11TC0095MB:md (28/10/11) Common No. 1910731

- A. THAT Report Number 11TC0094MB:md entitled, Heineken Hottest 7s in the World, be received and noted.
- B. THAT Council enter in to a three year sponsorship agreement with the organisers of the Heineken Hottest 7s 2012 to 2014 inclusive to provide \$6,000 in kind sponsorship for the "Heineken Hottest 7s in the World" per annum.
- C. THAT the sponsorship of \$6,000 per year for the next three years be referred to the next quarterly budget review.

DECISION NO.20\() (29/11/11)

#### 14. **Friendship Link - Investigation of Link Between Darwin, Australia and Bali, Indonesia September 2011**

Report No. 11C0126 HB:es (07/11/11) Common No. 2126449

THAT Report Number 11C0126 HB:es entitled, Friendship Link - Investigation of Link Between Darwin, Australia and Bali, Indonesia September 2011, be received and noted.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

#### 15. **Disability Advisory Committee Minutes 13 October 2011, Recharge Scheme and Civic Park Access Report**

Report No. 11C0129 NM:es (07/11/11) Common No. 2105371

- A. THAT Report Number 11C0129 NM:es entitled, Disability Advisory Committee Minutes 13 October 2011, Recharge Scheme and Civic Park Access Report, be received and noted.
- B. THAT Darwin City Council investigate the introduction of a RECHARGE Scheme into the Darwin area to assist users of electric scooters and wheelchairs in recharging their mobility devices when out and about in the community.
- C. THAT the Disability Advisory Committee be consulted by Council's Infrastructure Department during the preparation of the report requested by Council regarding further infrastructure at Civic Park for access for people of all abilities.

DECISION NO.20\() (29/11/11)

## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

#### **16. Arts and Cultural Development Advisory Committee (ACDAC) Minutes – 22 September 2011**

Report No. 11C0133 AG:es (07/11/11) Common No. 2082591

- A. THAT Report Number 11C0133 AG:es entitled, Arts and Cultural Development Advisory Committee (ACDAC) Minutes - 22 September 2011, be received and noted.
- B. THAT Council reappoint Bong Ramilo, Darwin Community Arts as member of the Arts and Cultural Development Advisory Committee for a 2 year term commencing 1 August 2011 to 31 July 2013 in accordance with Section 54 of the NT Local Government Act 2008.
- C. THAT Council accept the resignation of Ms K Sanderson Senior Arts Broker, Arts NT, from ACDAC in accordance with Section 54 of the NT Local Government Act 2008.
- D. THAT Council appoint an "Arts NT representative", as member of the Arts and Cultural Development Advisory Committee for a 2 year term commencing 1 September 2011 to 31 August 2013 in accordance with Section 54 of the NT Local Government Act 2008.

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## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

#### **17. Ambon Sister City Community Committee Minutes –22 September – Student Exchange**

Report No. 11C0118 HB:kl (07/11/11) Common No. 2114736

- A. THAT Report Number 11C0118 HB:kl entitled, Ambon Sister City Community Committee Minutes 22 September 2011 - Student Exchange, be received and noted.
- B. THAT the Ambon Sister City Community Committee recommends that the student and teacher exchange program between Ambon and Darwin be supported in principle.

DECISION NO.20\() (29/11/11)

## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

#### **18. Sister City Community Committee Minutes - Dili 20 September 2011 – Tuana-Laran School, Committee Focus For 2011/12**

Report No. 11C0128 HB:es (07/11/11) Common No. 2116205

- A. THAT Report Number 11C0128 HB:es entitled, Sister City Community Committee Minutes - Dili 20 September 2011 - Tuana-Laran School, Committee Focus for 2011/12, be received and noted.
- B. THAT the Dili Sister City Community Committee recommends that the Committee continues to support existing partnerships with a focus on youth and encourages the development of relations between schools and youth organizations in Dili and Darwin, eg. Essington School
- C. THAT the Dili Sister City Community Committee recommends that up to \$660 is allocated to the development of basketball facilities for the No. 3 School Tuana-Laran in Dili, Timor-Leste.
- D. THAT the Dili Sister City Community Committee recommends that up to \$1450 is allocated to sponsoring the 2011/2012 Timor Cup hosted by the East Timor Brothers United.
- E. THAT the Dili Sister City Community Committee recommends that the Lord Mayor host a reception during the 2011/2012 Timor Cup to welcome the sporting delegation from our Sister City, Dili, Timor-Leste.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.1 COMMUNITY & CULTURAL SERVICES (14/11/11)

#### **Presentation of Report by Acting Chairman - Member H I Galton**

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 14 November 2011

#### **19. Sister City Community Committee Consultation - Haikou September 2011, Language Teachers Association Of The Northern Territory (LTANT) Speaking Competitions**

Report No. 11C0124 HB:es (07/11/11) Common No. 237945

- A. THAT Report Number 11C0124 HB:es entitled, Sister City Community Committee Consultation - Haikou September 2011 Language Teachers Association of the Northern Territory (LTANT) Language Speaking Competitions, be received and noted.
- B. THAT the Haikou Sister City Community Committee recommends that up to \$600 be allocated to Mandarin Language section of the LTANT junior speaking competition held 19 November 2011.

DECISION NO.20\() (29/11/11)



ORDINARY COUNCIL MEETING - OPEN SECTION  
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## 14 COMMITTEE REPORTS

### 14.2 CORPORATE & ECONOMIC DEVELOPMENT (22/11/11)

#### **Presentation of Report by Chairman - Member K M Moir**

Recommendations from the Corporate & Economic Development Committee Meeting held on Tuesday, 22 November 2011

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#### 1. **Corporate Services Monthly Report -October 2011** Report No. 11A0190 (11/11/11) Common No. 339108

THAT Report Number 11A0190 entitled, Corporate Services Monthly Report – October 2011, be received and noted.

DECISION NO.20\() (29/11/11)

#### 2. **Listing of Cheques/EFT Payments, October 2011** Report No. 11A0191 (11/11/11) Common No. 339125

THAT Report Number 11A0191 entitled, Listing of Cheques / EFT Payments – October 2011, be received and noted.

DECISION NO.20\() (29/11/11)

#### 3. **Financial Report to Council - October 2011** Report No. 11A0192 (11/11/11) Common No. 339122

THAT Report Number 11A0192 entitled, Financial Report to Council – October 2011, be received and noted.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.2 CORPORATE & ECONOMIC DEVELOPMENT (22/11/11)

#### **Presentation of Report by Chairman - Member K M Moir**

Recommendations from the Corporate & Economic Development Committee Meeting held on Tuesday, 22 November 2011

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#### **4. First Quarter Budget Review 2011/12**

Report No. 11A0183 (11/11/11) Common No. 978289

- A. THAT Report Number 11A0183 entitled, First Quarter Budget Review 2011/12, be received and noted.
- B. THAT **Attachment A, B & C** of Report Number 11A0183 entitled, First Quarter Budget Review 2011/12, be adopted.

DECISION NO.20\() (29/11/11)

#### **5. Invitations Accepted or Declined by the Lord Mayor during September and October 2011**

Report No. 11TC0097 MB:sv (11/11/11) Common No. 381402

THAT Report Number 11TC0097 MB:sv entitled, Invitations Accepted or Declined by the Lord Mayor during September and October 2011, be received and noted.

DECISION NO.20\() (29/11/11)

#### **6. Monthly On-Street and Off-Street Parking Statistics – October 2011**

Report No. 11A0193 (11/11/11) Common No. 376351

THAT Report Number 11A0193 entitled, Monthly On-Street and Off-Street Parking Statistics – October 2011, be received and noted.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.2 CORPORATE & ECONOMIC DEVELOPMENT (22/11/11)

#### **Presentation of Report by Chairman - Member K M Moir**

Recommendations from the Corporate & Economic Development Committee Meeting held on Tuesday, 22 November 2011

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#### 7. **Minutes of Risk Management & Audit Committee Meeting Held on 28 October 2011**

Report No. 11A0199 (11/11/11) Common No. 353196

THAT Report Number 11A0199 entitled, Minutes of the Risk Management & Audit Committee meeting held on 28 October 2011, be received and noted.

DECISION NO.20\() (29/11/11)

#### 8. **Risk Management & Audit Committee – Community Member Appointment** Report No. 11A0195 (11/11/11) Common No. 415775

- A. THAT Report Number 11A0195 entitled, Risk Management & Audit Committee – Community Member Appointment, be received and noted.
- B. THAT the efforts of Craig Spencer as Community Member of the Risk Management & Audit Committee for the past two (2) years be noted with appreciation and that Council convey its thanks to Mr Spencer.
- C. THAT Mr Craig Spencer be appointed as a Community Member of the Risk Management & Audit Committee for a two (2) year period commencing December 2011.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.2 CORPORATE & ECONOMIC DEVELOPMENT (22/11/11)

#### **Presentation of Report by Chairman - Member K M Moir**

Recommendations from the Corporate & Economic Development Committee Meeting held on Tuesday, 22 November 2011

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#### 9. **Statement of Significant Accounting Policies**

Report No. 11A0197 (11/11/11) Common No. 1907716

- A. THAT Report Number 11A0197 entitled, Statement of Significant Accounting Policies, be received and noted.
- B. THAT Council adopt the policy covering the Statement of Significant Accounting Policies contained in Report Number 11A0197 entitled, Statement of Significant Accounting Policies.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.3 ENVIRONMENT & INFRASTRUCTURE (21/11/11)

#### **Presentation of Report by Chairman - Member R K Elix**

Recommendations from the Environment & Infrastructure Committee Meeting held on Monday, 21 November 2011

#### **1. Nightcliff Middle School Safe Routes to Schools Assessment and Road Safety Audit**

Report No. 11TS0195 DL:lm (09/11/11) Common No. 1361689

- A. THAT Report Number 11TS0195 DL:lm entitled, Nightcliff Middle School Safe Routes to Schools Assessment and Road Safety Audit, be received and noted.
- B. THAT Council endorse the recommendations from the Nightcliff Middle School Safe Routes to Schools Assessment and Road Safety Audit within its jurisdiction, as identified in **Table 1** of Report Number 11TS0195 DL:lm, to allow further feasibility assessments, concept design development, costings and Community consultation including the Nightcliff Middle School.
- C. THAT a further report on the outcomes of the feasibility assessment, concept design development and costings and Community consultation on the recommendations within Council's jurisdiction contained within **Table 1** of Report Number 11TS0195 DL:lm be submitted to Council, with any proposed capital works being referred to Council's 2012/2113 Capital Works budget for consideration.
- D. THAT the General Manager Infrastructure write to the entities responsible for the items listed in **Table 2** of Report Number 11TS0195 DL:lm, providing copies of the Nightcliff Middle School Safe Routes to Schools Assessment and Road Safety Audit and requesting that action be taken to address these recommended actions to improve safety for the Community.

DECISION NO.20\() (29/11/11)

## 14 COMMITTEE REPORTS

### 14.3 ENVIRONMENT & INFRASTRUCTURE (21/11/11)

#### **Presentation of Report by Chairman - Member R K Elix**

Recommendations from the Environment & Infrastructure Committee Meeting held on Monday, 21 November 2011

#### **2. On Street Parking - Lots 1138 and 1318 Winnellie Road**

Report No. 11TS0194:JW:rc (09/11/11) Common No. 1617779

- A. THAT Report Number 11TS0194 entitled, On Street Parking - Lots 1138 and 1318 Winnellie Road, be received and noted.
- B. THAT the applicant be advised that Council does not and will not support any development application for Lots 1138 and 1318 or any subsequent consolidated allotment, that will result in a car parking shortfall as determined in accordance with the NT Planning Scheme.
- C. THAT Council provides approval in principle for the construction of an on-street public car park within Winnellie Road adjacent to Lots 1138 and 1318, subject to the following conditions:
  - i) THAT the design and construction be generally undertaken in accordance with Darwin City Council Parking Policy Number 003 Design Criteria and to the satisfaction of the General Manager – Infrastructure, Darwin City Council at no cost to Council.
  - ii) THAT the on-street car parking bays will be owned and managed by Darwin City Council as public car parks.
  - iii) THAT the verge area adjacent to the car parks and surrounding the allotments is to be landscaped to the satisfaction of the General Manager – Infrastructure at no cost to Council by the developer.
  - iv) THAT the public on-street car parking will not be set aside or reserved for the development on Lots 1138 and 1318 or any subsequent consolidated allotment.
  - v) THAT a security bond of 5% of construction costs, as determined by the General Manager – Infrastructure, will be required from the developer for the entire defects and maintenance period.

*(Continued on next page...)*

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## 14 COMMITTEE REPORTS

### 14.3 ENVIRONMENT & INFRASTRUCTURE (21/11/11)

#### **Presentation of Report by Chairman - Member R K Elix**

Recommendations from the Environment & Infrastructure Committee Meeting held on Monday, 21 November 2011

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#### **2. On Street Parking - Lots 1138 and 1318 Winnellie Road**

Report No. 11TS0194:JW:rc (09/11/11) Common No. 1617779

*(...Continued from previous page)*

- vi) THAT the defects and maintenance period will be for a period of 24 months from the date of Practical Completion as approved by the General Manager – Infrastructure, Darwin City Council.
- vii) THAT the developer/owner will be responsible for the ongoing maintenance of the verge landscaping.
- D. THAT should the Development Consent Authority determine and approve a car parking shortfall, of no more than 22 bays, relating to the consolidation and developments of Lots 1138 and 1318, Council will accept the construction of on-street public car parking bays, as a minimum equivalent number to the shortfall plus the replacement of any lost existing on street parking, in lieu of the associated Parking Contribution, and a Parking Contribution will be required for any development parking shortfall that can not be provide on-street after existing on-street parking is replaced.
- E. THAT Darwin City Council pursuant to Section 32(2) of the Local Government Act 2008 hereby delegates to the Chief Executive Officer, the power to finalise the design, construction and final acceptance by Council of public on-street car parking within Winnellie Road adjacent to Lots 1138 and 1318.

DECISION NO.20\() (29/11/11)

## 14 COMMITTEE REPORTS

### 14.3 ENVIRONMENT & INFRASTRUCTURE (21/11/11)

#### **Presentation of Report by Chairman - Member R K Elix**

Recommendations from the Environment & Infrastructure Committee Meeting held on Monday, 21 November 2011

#### **3. Lot 5775, East Point Reserve Effluent Rising Main**

Report No. 11TS0184 JW:rc (26/10/11) Common No. 1292292

- A. THAT Report Number 11TS0184JW:rc entitled, Lot 5775, East Point Reserve Effluent Rising Main, be received and noted.
- B. THAT Council approves the installation of an effluent rising main by Power and Water Corporation through Lot 5775, East Point Reserve from the Ludmilla Wastewater Treatment Plant as detailed in Report Number 11TS0184JW:RC subject to:
- i) Final approval of the location and all associated works will be to the satisfaction of Darwin City Council, General Manager – Infrastructure, in accordance with this report and including but not limited to:
    - The final pipe alignment being marked by the applicant for review and final approval by the General Manager – Infrastructure;
    - An on site walk over being undertaken with Council officers to determine the best location for the alignment, taking into consideration existing infrastructure, vegetation and minimising other impacts;
  - ii) That where an existing easement does not exist a new easement be created subject to;
    - Easement size and location to be finalised and to the satisfaction of the General Manager of Infrastructure,
    - That all costs associated with the creation of easements be at the cost of the applicant,
    - That financial compensation be paid to Council for the loss of land value. The land value will be based on an assessment undertaken by the Australian Valuation Office.

*(Continued on next page...)*



## 14 COMMITTEE REPORTS

### 14.3 ENVIRONMENT & INFRASTRUCTURE (21/11/11)

#### **Presentation of Report by Chairman - Member R K Elix**

Recommendations from the Environment & Infrastructure Committee Meeting held on Monday, 21 November 2011

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#### 3. **Lot 5775, East Point Reserve Effluent Rising Main** Report No. 11TS0184 JW:rc (26/10/11) Common No. 1292292

*(...Continued from previous page)*

- iii) That all costs and requirements for the installation and reinstatement associated with the works be to the satisfaction of the Darwin City Council, General Manager of Infrastructure and at no cost to Council;
  - iv) That revegetation works be undertaken to the satisfaction of the Darwin City Council, General Manager – Infrastructure at no cost to Council.
- C. THAT Darwin City Council pursuant to Section 32(2) of the Local Government Act 2008, hereby delegate to the Chief Executive Officer, the power to approved final alignments, easement creation, revegetation and other associated issues relating to a effluent rising main being constructed by Power and Water Corporation within Lot 5775, East Point Reserve, Fannie Bay.
- D. THAT Darwin City Council, pursuant to Section 26 (2) of the Local Government Act 2008, hereby authorises all relevant documentation relating to the Creation of Easement in favour of the Power and Water Corporation, within Lot 5775 East Point Reserve Fannie Bay associated with the effluent rising main, be executed under the Council's Common Seal and signed by the Lord Mayor and Chief Executive Officer.
- E. THAT Council investigate sewer mining with Power and Water for this rising main and that consideration be given to the land value being applied to this proposal.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.3 ENVIRONMENT & INFRASTRUCTURE (21/11/11)

#### **Presentation of Report by Chairman - Member R K Elix**

Recommendations from the Environment & Infrastructure Committee Meeting held on Monday, 21 November 2011

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#### 4. **Westlane Carpark – Advertising in December 2011**

- A. Member H D Sjoberg queried the Advertising for Westlane Car Park in December 2011.
- B. The General Manager Infrastructure took the question on notice.

DECISION NO.20\() (29/11/11)

#### 5. **Lyons Park – Mission Grass**

- A. Member R M Knox suggested that the Mission Grass is invading the park at Lyons.
- B. The General Manager Infrastructure advised that council would investigate and take appropriate maintenance measures.

DECISION NO.20\() (29/11/11)

#### 6. **Progress Drive, Nightcliff - Mowing**

- A. Member R M Knox asked that the grass be mowed along Progress Drive, Nightcliff.
- B. The Manager Infrastructure Maintenance advised that Council are aware of the issue and that the matter was being addressed.

DECISION NO.20\() (29/11/11)

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## 14 COMMITTEE REPORTS

### 14.3 ENVIRONMENT & INFRASTRUCTURE (21/11/11)

#### **Presentation of Report by Chairman - Member R K Elix**

Recommendations from the Environment & Infrastructure Committee Meeting held on Monday, 21 November 2011

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#### **7 Ludmilla Creek – Fencing**

- A. Member R M Knox queried whether or not we need to repair a fence along the mangroves or if a letter be sent to the owner in regards to this matter.
- B. The General Manager Infrastructure advised that the fence is not owned by Darwin City Council and is not the responsibility of Council.

DECISION NO.20\() (29/11/11)

#### **8 Dickward Drive - Trees**

- A. Member R M Knox queried the species of trees planted along Dickward Drive, Nightcliff as the current species are dropping seeds along the bike paths, as well as the need to weed the recently planted trees.
- B. The General Manager Infrastructure responded that as previously advised the trees planted are the same species as existing, that the size was die to available stock and that Council would be weeding as required.

DECISION NO.20\() (29/11/11)

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## **14 COMMITTEE REPORTS**

### **14.3 ENVIRONMENT & INFRASTRUCTURE (21/11/11)**

#### **Presentation of Report by Chairman - Member R K Elix**

Recommendations from the Environment & Infrastructure Committee Meeting held on Monday, 21 November 2011

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#### **9 Climate Change – Policy**

- A. Member J L Sangster requested Council write to the NT Government to seek their advice on any changes to the Climate Change Policy given the recent changes to temperature projections.
- B. The Executive Manager advised a letter will be prepared.

DECISION NO.20\() (29/11/11)

#### **10 Progress Drive, Nightcliff - Trees**

- A. Member R K Elix queried the Trees on Progress Drive are dying.
- B. The General Manager Infrastructure advised that Council would inspect and take action as appropriate.

DECISION NO.20\() (29/11/11)

## 14 COMMITTEE REPORTS

### 14.4 BOMBING OF DARWIN & MILITARY HISTORY ADVISORY (15/11/11)

#### **Presentation of Report by Acting Chairman – Lord Mayor, Mr G R Sawyer**

Recommendations from the Bombing of Darwin & Military History Advisory Committee Meeting held on Tuesday, 15 November 2011

#### 1. **Election of Acting Chairman for Bombing of Darwin & Military History Advisory Committee for Tuesday 15 November 2011**

Common No.375173

*The Executive Manager, declared the meeting open at 2.02 p.m. and called for nominations for an Acting Chairman.*

THAT The Right Worshipful, the Lord Mayor, Mr G R Sawyer be elected as Acting Chairman for the Bombing of Darwin & Military History Advisory Committee Meeting, on Tuesday, 15 November, 2011 in the absence of Elected Chairman, Member R Lesley .

DECISION NO.20\() (29/11/11)

#### 2. **CONFIRMATION OF MINUTES PERTAINING TO THE PREVIOUS BOMBING OF DARWIN & MILITARY HISTORY ADVISORY COMMITTEE MEETING**

THAT the minutes of the previous Bombing of Darwin & Military History Advisory Committee Meeting held on Tuesday, 18 October 2011, tabled by the Chairman, be received and confirmed as a true and correct record of the proceedings of that meeting.

DECISION NO.20\() (29/11/11)

#### 3. **70<sup>th</sup> Anniversary of the Bombing of Darwin November 2011 Update** Report No. 11TC0098MB:js (11/11/11) Common No. 1855634

THAT Report Number 11TC0098MB:js entitled, 70<sup>th</sup> Anniversary of the Bombing of Darwin November 2011 update be received and noted.

DECISION NO.20\() (29/11/11)

## 14 COMMITTEE REPORTS

### 14.4 BOMBING OF DARWIN & MILITARY HISTORY ADVISORY (15/11/11)

#### Presentation of Report by Acting Chairman – Lord Mayor, Mr G R Sawyer

Recommendations from the Bombing of Darwin & Military History Advisory Committee Meeting held on Tuesday, 15 November 2011

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#### 4. Date, Time and Place for next Advisory Committee Meeting

THAT the next Bombing of Darwin & Military History Advisory Committee meeting be scheduled for Tuesday, 6 December 2011, in Meeting Room 1, 1<sup>st</sup> Floor, Civic Centre, Harry Chan Avenue, Darwin to commence at 2.00 p.m.

DECISION NO.20\() (29/11/11)

#### 5. NRETAS Events

Darlene Lion notified the Committee on the progress of planned NT Government event plans for Friday, 17 February 2012, Families Commemoration and Saturday, 18 February 2012 the launch of the Defence of Darwin Experience are progressing on target.

DECISION NO.20\() (29/11/11)

#### 6. Farewell Ms Maxine Dowley

Mark Blackburn acknowledged and thanked Ms Maxine Dowley for the significant contribution that she had made to the Bombing of Darwin and Military Advisory Committee and commemorative events at the Cenotaph over the past nine years.

DECISION NO.20\() (29/11/11)

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## 15 OFFICERS REPORTS

### 15.1 Election of Deputy Lord Mayor 1 December 2011 to 23 March 2012 Report No. 11TC00101 (22/11/11) Common No. 375173

*Report Number 11TC00101 attached*

ENCL: YES

## DARWIN CITY COUNCIL

DATE: 22/11/11

### REPORT

TO: 2<sup>ND</sup> ORDINARY COUNCIL/OPEN

APPROVED: MB

FROM: EXECUTIVE MANAGER

APPROVED:

REPORT NO: 11TC0101 MB:le

COMMON NO: 375173

SUBJECT: ELECTION OF DEPUTY LORD MAYOR – 1 DECEMBER 2011 TO 23 MARCH 2012

#### ITEM NO: 15.1

#### SYNOPSIS:

This report recommends the Council appoint a Deputy Lord Mayor for the period 1 December 2011 to 23 March 2011.

#### GENERAL:

In accordance with the provisions of the Part 4.3 of the Local Government Act 2008 and Policy No.015 (**Attachment A**), Council appoints an Alderman to be the Deputy Lord Mayor for a period of four months during the term of the Council.

#### FINANCIAL IMPLICATIONS:

Costs are included within the 2011/2012 budget and provisions have been made in the 2011/2012 budget estimates.

#### ACTION PLAN IMPLICATIONS:

The issues addressed in this Report are in accordance with the following Goals/Strategies of the Darwin City Council 2008 – 2012 as outlined in the 'Evolving Darwin Strategic Directions: Towards 2020 and Beyond':-

#### **Goal**

7 Demonstrate Effective, Open and Responsible Governance

#### **Outcome**

7.1 Effective governance



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 REPORT NUMBER: 11TC0101  
 SUBJECT: ELECTION OF DEPUTY LORD MAYOR 1 DECEMBER 2011 TO 23 MARCH 2012

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## **Goal**

7 Demonstrate Effective, Open and Responsible Governance

## **Outcome**

7.2 Display strong and effective leadership, within Council and across Government

### **LEGAL IMPLICATIONS:**

The decision to appoint a Deputy Lord Mayor is made pursuant to the provisions of the Local Government Act 2008 and Council Policy No. 015.

### **ENVIRONMENTAL IMPLICATIONS:**

Nil

### **PUBLIC RELATIONS IMPLICATIONS:**

Nil

### **COMMUNITY SAFETY IMPLICATIONS:**

Nil

### **DELEGATION:**

Nil

### **CONSULTATION:**

Chief Executive Officer

### **PROPOSED PUBLIC CONSULTATION PROCESS:**

Nil

### **APPROPRIATE SIGNAGE**

Nil

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REPORT NUMBER: 11TC0101  
SUBJECT: ELECTION OF DEPUTY LORD MAYOR 1 DECEMBER 2011 TO 23 MARCH 2012

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**RECOMMENDATIONS:**

- A. THAT Report Number 11TC0101 entitled, Election of Deputy Lord Mayor 1 December 2011 to 23 March 2012, be received and noted.
- B. THAT in accordance with Part 4.3 of the Local Government Act 2008 and Council Policy No.015, Council appoints Alderman ..... to the position of Deputy Lord Mayor, for the period 1 December 2011 to 23 March 2012.

**MARK BLACKBURN**  
**EXECUTIVE MANAGER**

Any queries on this report may be directed to Linda Elmer on 89300 670 or email:  
[l.elmer@darwin.nt.gov.au](mailto:l.elmer@darwin.nt.gov.au) .

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Title: *Deputy Lord Mayor*  
Policy No: *015*  
Adopted By: *Council*  
Next Review Date: *Refer' Policy and Procedure Framework'*  
Responsibility: *Chief Executive Officer*  
Document Number: *1752533*

Version	Decision Number	Adoption Date	History
1	20\2501	23/02/10	Adopted
2			
3			
4			

## 1 Policy Summary

This Policy covers the appointment, role and remuneration of the Deputy Lord Mayor's position.

## 2 Policy Objectives

The Local Government Act provides for the appointment of a Deputy Lord Mayor and sets forth the statutory responsibilities associated with that position. However Darwin City Council has organisational expectations for the office of Deputy as set forth in this Policy.

## 3 Background

The Council acknowledges that the Lord Mayor will, at various times, not be available to perform his/her duties and that the Deputy Lord Mayor will be required to act in the position. The Local Government Act provides for the appointment of a Deputy.

## 4 Policy Statement

This Policy should be read in conjunction with the Lord Mayoral Policy.

The Council acknowledges that the Lord Mayor will, at various times, not be available to perform his/her duties and that the Deputy Lord Mayor will be required to act in the position.

The Local Government Act, by providing for the appointment of a Deputy Lord Mayor, also recognises the fact that the Lord Mayor will be absent from time to time. The Council, as a matter of policy, appoints an Alderman to be Deputy Lord Mayor and to assist with this process has developed the following policy on the role of Deputy Lord Mayor.

### **Appointment**

The Act requires this to be done at the first meeting of Council after each general election.

For the period April 15, 2008 to the declaration of the 2012 general election, the Council has determined that one of the 12 Alderman be elected as Deputy Lord Mayor for a period of four months with the intention being that each Alderman be given the opportunity to act for a period of four months, during the term of the 20<sup>th</sup> Council.

### **Role**

#### **Statutory**

Part of Section 43 of the Local Government Act sets out the following role and function for the position:

*The role of the deputy principal member of a council is to carry out any of the principal member's functions when the principal member:*

- (a) delegates the functions to the deputy; or*
- (b) is absent from official duties because of illness or for some other pressing reason; or*
- (c) is on leave.*

Section 43(3) of the Act also provides that:

*If the principal member is absent from official duties on leave or for some other reason, and there is no deputy principal member or the deputy is not available to act in the principal member's position, the council may, by resolution, appoint some other member of the council to act in the principal member's position for a specified period or until the principal member resumes official duties.*

Organisational

In addition to this statutory role, the Council has an expectation that the Deputy Lord Mayor shall:

- where appropriate be the alternate to represent the Lord Mayor.
- be available to attend to official duties when acting as Lord Mayor but it is acknowledged that such availability may be influenced by employment or business commitments.
- attend civic functions and receptions.
- liaise with the Lord Mayor to establish an appropriate mechanism for consultation, briefings and discussions on Lord Mayoral activity.

**Remuneration**

Allowances will be in accordance with the Local Government Act 2008 Ministerial Guidelines (as amended from time to time).

Expenses

- When acting as Lord Mayor or when attending a function on behalf of the Lord Mayor reimbursement of approved out of pocket expenses shall be met by the Council in accordance with Policy number 017

**5 Legislation, terminology and references**

Section 43(2) of the Local Government Act sets forth the role of the Deputy Lord Mayor. This Section must be read in conjunction with Section 35 (Role of Elected Members) and Section 42 (Role of Mayor).

Section 45 (2)(b) requires the Council to appoint one of its Members to that office at the first meeting to be held after each general election.

The Ministerial Guidelines dealing with Elected Member Allowances make provision for the Deputy Mayor.

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## 15 OFFICERS REPORTS

### 15.2 Brand Strategy

Report No. 11TC0103MB:js (22/11/11) Common No. 1529177

*Report Number 11TC0103MB:js attached*

ENCL: YES

**DARWIN CITY COUNCIL  
REPORT**

DATE: 22/11/11

TO: 2nd ORDINARY COUNCIL/OPEN

APPROVED: MB

FROM: EXECUTIVE MANAGER

APPROVED: JS

REPORT NO: 11TC0103MB:js

COMMON NO: 1529177

SUBJECT: BRAND STRATEGY

ITEM NO: 15.2

**SYNOPSIS**

The purpose of this report is to seek Council's endorsement of a refreshed Brand Strategy for Darwin City Council.

**GENERAL**

Darwin City Council engaged Sprout Creative to undertake a review of Council's Brand. The review comprised of five stages:

- Stage 1: Research and consultation
- Stage 2 Concept development, testing and feedback
- Stage 3 Brand Strategy
- Stage 4 Brand Guidelines and application
- Stage 5 Implementation

Sprout Creative has completed Stages 1-3 of the project.

**Stage 1: Research and Consultation**

*Qualitative Research*

The results of the research stage showed the following in the development of the Brand Strategy:

- Overall brand image in need of improvement
- Colour palette refresh needed
- The dragonfly should be retained as the main logo icon
- Change from Darwin City Council to City of Darwin

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 REPORT NUMBER: 11TC0103MB:as  
 SUBJECT: BRAND STRATEGY

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- Logo to be evolved
- Brand values – positioning statement (different, dynamic and diverse) was in need of review

#### *Quantitative research from the esurvey*

Almost 300 people responded to the esurvey. The above recommendations were supported by the majority of respondents to the esurvey.

Respondents to the esurvey were asked to select a number of words that reflected the brand values that the respondents wanted their Council to represent. The top words that were selected as the most popular across both the internal and external groups were:

*Forward thinking, progressive, environmentally friendly, community focussed and tropical city focus*

#### **Stages 2 & 3 Concept development, testing and feedback**

Sprout Creative developed and focus tested logo concepts. The preferred logo tested across all focus groups tested and is the logo recommended within the Brand Strategy **Attachment A**.

The recommended positioning statement for the refreshed brand is: Life@TheTop

- The tagline takes reference from statements including The Top End, The Wet, The Dry.
- The use of the @ symbol in place of 'at' assists in positioning Council as a modern, forward thinking and progressive organisation.
- The tagline may be adjusted to promote the different communication needs for Council's operations and activities across the community, for example: Careers@TheTop, Arts@TheTop, Families@TheTop, Recycling@TheTop etc.

The Brand Strategy **Attachment A** also includes examples of implementation of the logo into major Council asset signage. Given the fonts used in the recommended logo and the graphic 'structure' of the logo there is the ability to integrate Council asset names and locations into the format of the overall logo. Examples for signage at East Point and the Public Pools are included.

#### **Stage 3 & 4 Brand Guidelines and Implementation Plan**

Brand Guidelines will be developed to ensure logo is used consistently and appropriately all stakeholders and third parties.

Following formal endorsement of the Brand Strategy by Council, the implementation plan will be developed in partnership with Sprout Creative.



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The implementation plan will recommend the inclusion of the new logo in projects currently underway, including the gate/fence at the Amphitheatre, the painting of the exterior of the Civic Centre and signage at East Point and Shoal Bay Waste Disposal Facility.

The implementation plan will be structured to roll out the logo in the most cost effective way. The new logo will replace the old logo when new stocks of materials are needed. Existing stocks of stationery etc will be used prior to implementing the new logo and style as set out in the Brand Guidelines.

The new logo will also be rolled out through marketing and advertising activities (advertising, website, electronic screens) where there is a minimal cost to implement.

Replacement of vehicle decals will be scheduled to take place on all vehicles simultaneously at the Operations Centre.

### **FINANCIAL IMPLICATIONS:**

Council has approved a budget of \$50,000 towards “**Brand Development of Darwin**”.

The roll out of the Brand Strategy will be funded through the 2011-2012 Council approved operational budget.

### **EVOLVING DARWIN, TOWARDS 2020 IMPLICATIONS:**

The issues addressed in this Report are in accordance with the following Goals/Strategies of the Darwin City Council 2008 – 2012 as outlined in the ‘Evolving Darwin Strategic Directions: Towards 2020 and Beyond’:-

#### **Goals**

- 6 Promote Brand Darwin

#### **Outcomes**

- 6.1 Increase Council’s profile.
- 6.2 Promote our Darwin city

#### **Key Strategies**

- 6.1.1 Implement a communications strategy that promotes Council and informs the community.
- 6.1.2 Promote Darwin as a place for tourists and residents to enjoy a tropical lifestyle.

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### **LEGAL IMPLICATIONS:**

Nil.

### **ENVIRONMENTAL IMPLICATIONS:**

It is desirable that any variation to the brand would support a transition in the replacement of branded printed material.

### **PUBLIC RELATIONS IMPLICATIONS:**

The public relations strategy will highlight the community view that the Council must be *forward thinking, progressive, environmentally friendly, community focussed and tropical city focus*.

During the implementation of the roll out of the new Brand Council will continue to promote examples of local successful brand strategy refreshes including NT News, TIO and Woolworths.

### **COMMUNITY SAFETY IMPLICATIONS:**

Nil

### **DELEGATION:**

Nil

### **CONSULTATION:**

The Consultation for the development of the Brand Strategy included targeted focus group, quantitative survey.

The focus groups included:

- Project Control Group
- Chief Officers Group
- Elected Members
- Recruited external marketing and communications

### **PROPOSED PUBLIC CONSULTATION PROCESS:**

Nil at this time

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### **APPROPRIATE SIGNAGE**

Brand Guidelines will be developed to ensure logo is used consistently and appropriately all stakeholders and third parties.

### **RECOMMENDATIONS:**

- A. THAT Report Number 11TC0103MB:js entitled, Brand Strategy, be received and noted.
- B. THAT Council endorse the Brand Strategy that includes the evolved brand logo and tagline Life@The Top as shown in **Attachment A**.

**JUDITH SCOTT**  
**PROJECT AND RESEARCH COORDINATOR**

**MARK BLACKBURN**  
**EXECUTIVE MANAGER**

Any queries on this report may be directed to Judith Scott 8930 0522 or  
[jm.scott@darwin.nt.gov.au](mailto:jm.scott@darwin.nt.gov.au)

## DARWIN CITY COUNCIL BRANDING REVIEW Brand Strategy Report To Council



Prepared for **Darwin City Council** by  
Jayne Gray  
22 November 2011

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## **Introduction**

This *Brand Strategy Report To Council* follows the completion of Stages One and Two of the project (research and consultation and concept development and testing). The report defines, and makes recommendations on, a new brand strategy for Darwin City Council.

## **About the Project**

Darwin City Council (DCC) engaged Sprout Creative to undertake a review of the Council's brand.

Sprout Creative's brief is to make recommendations on how the Council can better define, strengthen and promote its work and competencies through a brand strategy that represents best practice in the branding of a capital city local government.

The review comprises five stages:

**Stage 1:** Research and consultation

**Stage 2:** Concept development, testing and feedback

**Stage 3:** Brand strategy

**Stage 4:** Brand guidelines and application

**Stage 5:** Implementation

## **Why Review DCC's Brand?**

Keeping abreast of current trends and market influencers, recognising and meeting/exceeding the expectations of consumers and being fresh, innovative and forward-thinking, are collectively the hallmark of a progressive organisation.

At a local level, there are many examples of organisations, big and small, that have recently evolved their brands — these include media bodies such as MIX FM104.9 and NT News, services providers such as Air North and community organisations such as the Brahminy Foundation.

Across Australia, at a local government level, there is an overall trend towards progressive, 'clean' and contemporary branding; with many major councils reviewing and evolving their brands to stay relevant to the community they serve.

Successful brands are dynamic and evolve in line with focused business goals that are in tune with marketplace needs and wants. Simply put, a dynamic organisation is one that presents, and delivers on, an image that meets the needs of now, and promises to keep meeting them into the future. On the flipside, a static brand projects a static organisation — one that does not embrace progress and is out of touch with their marketplace community.

Brand evolution is not about change for the sake of change — it's about building on an organisation's strengths and negating the weaknesses. It is an opportunity to sharpen the organisation's focus and ensure that the image it presents is both market-centric and credible.

### **Stages One and Two — Brand Research, Concept Development and Testing**

Stages One and Two of the project delivered a comprehensive brand review that formed the platform for concept development and testing.

#### **Stage One — Research and Consultation**

Research and consultation was comprised of two parts:

- **Part One**—focus group feedback from Council staff, elected members and community and business representatives on how the Council can better define, strengthen and promote its work and competencies.
- **Part Two**—an online e-survey, targeting both internal (DCC staff and management) and external audiences. A total of 286 respondents completed the survey: 121 internal and 165 external.

The following topics were explored in both the focus groups and e-survey research:

- how the Council is perceived by the Darwin community (strengths and weaknesses)
- the appropriateness, strength and positioning of the current DCC logo
- the relevance of Council's current brand values
- the naming of the Council.

**(See Attachment A for *Summary of Findings*)**

## Stage Two — Concept Development and Testing

Based on the research findings, Sprout Creative developed and tested refreshed logo options (and associated colour palettes) and a new positioning statement. The concepts for the logos and the positioning statement/tagline were directly aligned with majority feedback and recommendations received from focus group participants and quantitative research respondents. As recommended, by a majority of research respondents, the new naming convention ‘City of Darwin’ was used in all logo concepts.

### Logo and Colour Palette

The quantitative and qualitative research of Stage One clearly showed that the dragonfly was an integral element of the logo and should be retained, but the colours, typography and naming of the Council should be reviewed and evolved.

The preferred logo reflects the evolutionary elements recommended by the research findings and presents a simple brand option that does not combine the dragonfly graphic with the text. This logo was seen as offering a strong branding impact with the added benefit of accommodating the integration of place and assets names within the logo block.

The concept testing also showed a clear preference for a vibrant colour palette of blues and greens.

The outcome of the concept testing for the logo and colour palette aligned with the research findings of Stage One.

### Positioning Statement / Tagline

The tagline or positioning statement is a statement that reflects the brand values and is used with the logo in marketing materials and advertising. An effective positioning statement / tagline does not necessarily incorporate individual ‘value’ words but rather embodies the essence of these words in a single statement that evokes emotion and meaning.

The positioning statement/tagline, **Life@TheTop**, embodies the preferred values arising from Stage One research — progressive, forward-thinking, community-focussed and tropical lifestyle.

The recommended positioning statement, Life@TheTop, received overwhelming support; with focus group participants commenting on its positive, progressive nature and the effective leveraging of the Council’s geographic location coupled with the aim to be ‘at the top’ in services and facilities. The participants also viewed the tagline as a versatile and dynamic statement that could be used across a range of media and positioning applications.



### **Stage Three — The Brand Strategy**

The Brand Strategy is based on the research findings of Stage One and Stage Two. The strategy delivers a brand that builds on the equity of the current brand, has strong impact across all media and positions the Council as a progressive, forward-thinking, community-focused organisation — and one that recognises and values the unique, tropical lifestyle of Darwin.

#### **The Name**

The new naming convention for the Council is ‘The City of Darwin’. This contemporary shift brings the organisation into line with other capital city local governments and provides a more holistic focus for the organisation’s activities and facilities.

#### **The Logo**

The new logo (see **Figure 1** below) shows progression under the brand principles of evolving and refreshing to ensure the brand is contemporary and relevant. It builds on the brand equity of the current visual brand by retaining the key dragonfly element, while recognising that colour, font and overall presence must create high impact in order to move from what was originally a print-focussed application of 10 years ago to one that also performs well in the modern digital environment.

This shift takes into consideration the importance of being well equipped to keep up with customers who access services and information via the Internet and full-colour technology. The evolved logo brings the dragonfly to life, creating a vibrant and lively impact across a range of media. The design of the logo will effectively leverage the wealth of brand exposure offered by the digital environment.

The logo provides for the integration of Council asset and place names into the overall logo format, thereby strengthening community recognition of the link between the Council and its facilities.

**Figure 1: New logo**



### The Colour Palette

The crisp, fresh colours of the colour palette capture the essence of the tropics—the clear, light blue of the Dry Season sky, the vibrant green of new growth in the Wet Season and the deep blue of the ocean that borders our harbour city.

The colours are youthful, lively and ‘green’, embodying an attitude that says ‘we want to be progressive, while maintaining our great lifestyle and sustaining our natural environment.’

They represent the importance of Darwin’s active outdoor lifestyle and the unique setting of our beautiful tropical environment.

**Figure 2: The colour palette**



### The Positioning Statement / Tagline

The aim of the positioning statement / tagline is to create a memorable phrase that sums up the tone and premise of Darwin as a brand, and reinforces the community's appreciation of where we live and the lifestyle we love.

The statement/tagline is:

*Life@TheTop*

The essence of the *Life@TheTop* statement reflects our diverse and colourful culture, our tropical lifestyle, our geographical location and our community–focussed, outdoor lifestyle. The statement reminds our residents of the great services, parks and events that the Council provides to the Darwin community.

The positioning statement / tagline uses the '@' sign, rather than the word 'at' to reflect the progressive nature of Council. The tagline can also be used as a URL or domain name. This is something that can be invested in now, so it is 'owned' exclusively by the Council and can later be built on as part of the future rollout of the brand strategy.

The best way to maximise the use of a positioning statement / tagline across diverse media, and keep it relevant, is to create a dynamic and flexible tagline. As a positioning statement, *Life@TheTop* can be broadened in its application to 'own' various Council (or Council-supported) activities and events.

#### **Examples:**

**Recruitment:** *Careers@TheTop, Jobs@TheTop, Apprenticeships@TheTop, Traineeships@TheTop*

**Community:** *Recycling@TheTop, Kids@TheTop, Youth@TheTop, Families@TheTop*

**Arts/Festivals:** *Arts@TheTop, Culture@TheTop, Fashion@TheTop*

The positioning statement / tagline captures the essence of the values identified in both the quantitative and qualitative research. It focuses on the tropical nature of 'life at the top' and it ties in well with the values of 'progressive' and 'forward-thinking' in associating the word

'top' with the notion of leading the way. The tagline is highly versatile and can be easily linked with business and 'community–focussed' activities as shown above, and in **Figure 3**.

**Figure 3: Examples of versatile use of tagline**



### Implementation

A detailed brand style guide will be developed following DCC's approval of the logo, naming convention, colour palette and positioning statement / tagline.

It is recommended that the rollout of the new brand strategy, including the logo, be carried out in a staged approach. Significant infrastructure projects currently underway, or in planning stages, present an ideal opportunity for the staged rollout of the new logo. Examples of these are the gate at the Amphitheatre, signage at East Point and the exterior paintwork of the Civic Centre.

A detailed implementation plan will be developed in conjunction with DCC.

### Recommendations

It is recommended that DCC:

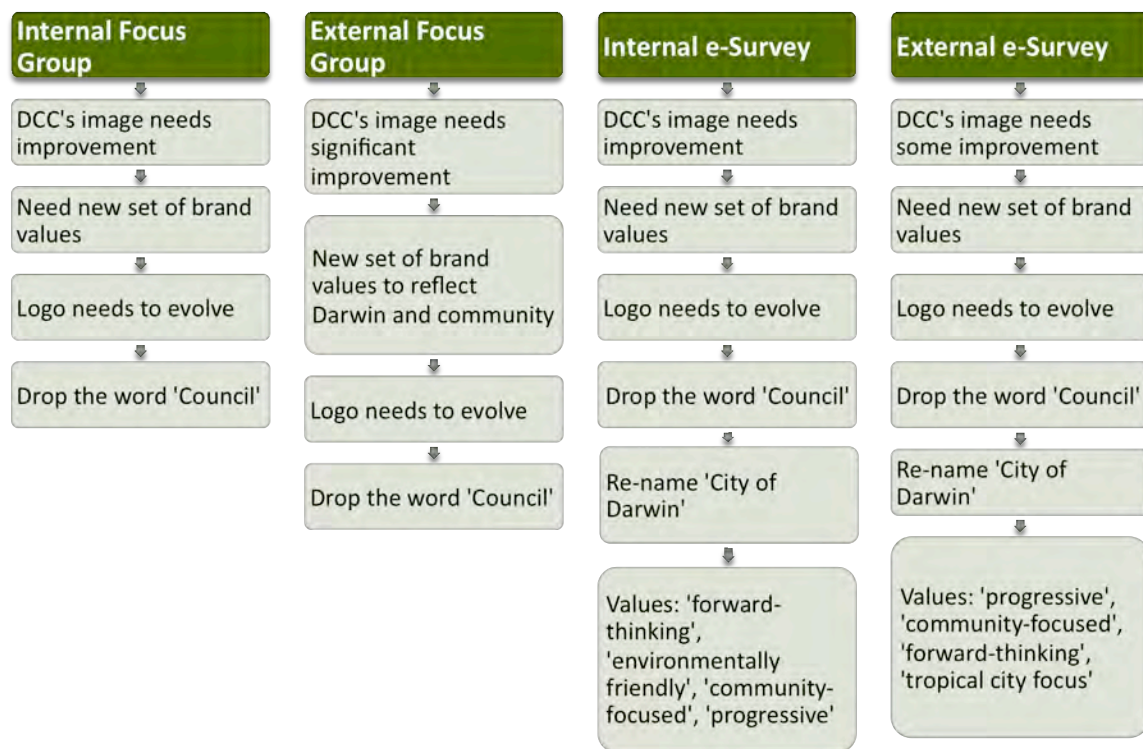
- note the research and concept testing findings
- approve the Brand Strategy

## Attachment A

### Summary of Findings — Stage One

The consultant found that the findings of the focus group research were strongly supported by those of the quantitative research — the online e-survey.

The table below provided a summary of the focus group and e-survey findings:



The findings of both quantitative and qualitative research supported the development of a brand strategy that:

- **realigns the Council's brand values to meet the expectations of the Darwin community**
- **evolves the current Council logo to achieve stronger visual impact and a more contemporary look**
- **refreshes the logo colours to better reflect a modern, tropical capital city**
- **renames the Council the 'City of Darwin'.**

ORDINARY COUNCIL MEETING - OPEN SECTION  
TUESDAY, 29 NOVEMBER 2011

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2<sup>ND</sup> COU11/39

## 15 OFFICERS REPORTS

### 15.3 Richardson Ward/Casuarina Coastal Reserve Regional Playground Community Consultation Plan

Report No. 11C0139 JB:kl (22/11/11) Common No. 1163073

*Report Number 11C0139 JB:kl attached.*

ENCL: YES

## DARWIN CITY COUNCIL

DATE: 22/11/11

### REPORT

TO: 2<sup>ND</sup> ORDINARY COUNCIL/OPEN

APPROVED: JB

FROM: GENERAL MANAGER COMMUNITY &  
CULTURAL SERVICES

REPORT NO: 11C0139 JB:kl

COMMON NO: 1163073

SUBJECT: RICHARDSON WARD/CASUARINA COASTAL RESERVE REGIONAL  
PLAYGROUND COMMUNITY CONSULTATION PLAN

---

ITEM NO: 15.3

#### **SYNOPSIS:**

A Community Consultation Plan for the Richardson Ward Regional Playground is presented for Council endorsement (**Attachment A**).

#### **GENERAL:**

#### **PREVIOUS DECISION**

**Decision No.20\3634 (15/02/11)**

- A. THAT Report Number 11C0025 SD:kl, entitled, Richardson Ward Regional Playground Update, be received and noted.
- B. THAT subject to the agreement of the Northern Territory Government and Richardson Ward Aldermen, Council endorse the draft concept plan (Attachment A) for the Richardson Ward Regional Playground at Casuarina Coastal Reserve.
- C. THAT a Communication Plan be developed for the conduct of community consultation for the proposed Richardson Ward Regional Playground at Casuarina Coastal Reserve and the consultation outcomes be reported to Council.
- D. THAT this decision be moved into Open.

#### **FINANCIAL IMPLICATIONS:**

Not applicable for this report.

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 PLAYGROUND COMMUNITY CONSULTATION PLAN

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### **STRATEGIC PLAN IMPLICATIONS:**

The issues addressed in this Report are in accordance with the following Goals/Strategies of the Darwin City Council 2008 – 2012 as outlined in the 'Evolving Darwin Strategic Directions: Towards 2020 and Beyond':-

#### **Goal**

3 Assist Individuals and the Community Stay Connected with the Darwin Region

#### **Outcome**

3.1 Promote the use of public spaces

#### **Key Strategies**

3.1.1 Enhance public spaces and encourage greater use by the community

### **LEGAL IMPLICATIONS:**

Not applicable for this report.

### **ENVIRONMENTAL IMPLICATIONS:**

Not applicable for this report.

### **PUBLIC RELATIONS IMPLICATIONS:**

Not applicable for this report.

### **COMMUNITY SAFETY IMPLICATIONS:**

Not applicable for this report.

### **DELEGATION:**

Not applicable for this report.

### **CONSULTATION:**

Not applicable for this report.

### **PROPOSED PUBLIC CONSULTATION PROCESS:**

Not applicable for this report.

### **APPROPRIATE SIGNAGE**

Not applicable for this report.



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 REPORT NUMBER: 11C0139 JB:kl  
 SUBJECT: RICHARDSON WARD/CASUARINA COASTAL RESERVE REGIONAL  
 PLAYGROUND COMMUNITY CONSULTATION PLAN

---

**RECOMMENDATIONS:**

THAT it be a recommendation to Council:-

- A. THAT Report Number 11C0139 entitled Richardson Ward/Casuarina Coastal Reserve Regional Playground Community Consultation Plan, be received and noted.
- B. THAT Council endorse the Richardson Ward Regional Playground Community Consultation Plan (**Attachment A**).

**JOHN BANKS**  
**GENERAL MANAGER**  
**COMMUNITY & CULTURAL SERVICES**

Any queries on this report may be directed to John Banks on 89300633 or  
 j.banks@darwin.nt.gov.au



# COMMUNITY CONSULTATION PLAN

## RICHARDSON WARD REGIONAL PLAYGROUND

Prepared by Michels Warren Munday



November 11

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## OVERVIEW

Darwin City Council proposes to develop a Richardson Ward Regional Playground on the Dripstone Cliffs in Brinkin on an area of government land that is part of the Casuarina Coastal Reserve managed by Parks and Wildlife.

Council wants to ensure the facility is popular with all age groups, from toddlers to teenagers. It is planning a 700 square metre playground in a 5000 square metre space that includes landscaping, playground equipment for all ages, open lawn space for games, seating, shade and barbecue facilities that will be attractive for families and a general environment that is challenging for kids, safe and welcoming.

Michels Warren Munday has been engaged to conduct community consultation for the playground. The consultation has two key strands:

1. To ensure nearby residents and other key stakeholders are well-informed, that they have a chance to raise any concerns about how the playground might impact on their amenity or existing uses of the land and that they have input to the final decision;
2. To ensure potential users are well-informed and have input to the design and nature of facilities to ensure the proposed playground meets community needs.

Initial research suggests that there could be opposition to the proposal from nearby residents who may somewhat reluctantly accept an unobtrusive playground. However, they are less likely to accept the barbecue facilities based on fears that these will become a magnet for noisy parties and itinerants. These residents are largely wealthier doctors and successful well-connected business people who built large houses with large balconies because of the views, sunsets and proximity to the reserve. Most are at a stage in their lives where their children are older teens or have left home. Few have young children. On the other hand, the playground is likely to be popular with families from nearby Brinkin and farther afield who will find the combination of good facilities, beachside ambience and ready parking an appealing outing.

The International Association of Public Participation (IAP2) describes public participation (or community engagement as it is known in Australia) as “any process that involves the public in problem-solving or decision-making and uses public input to make decisions”.

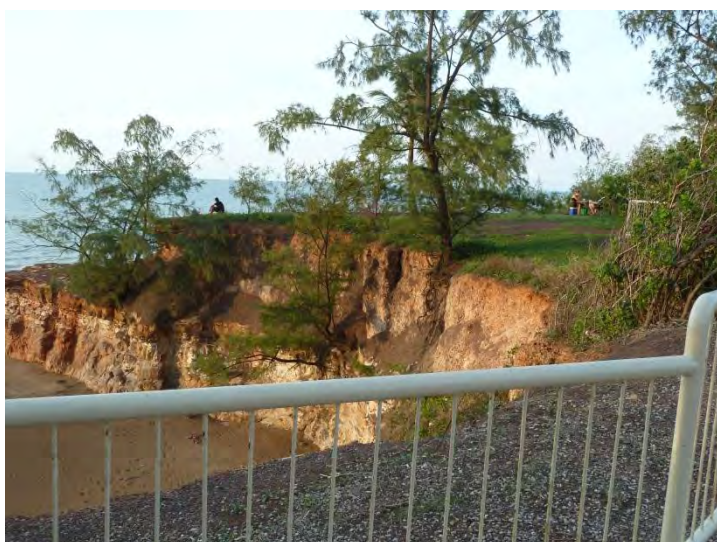
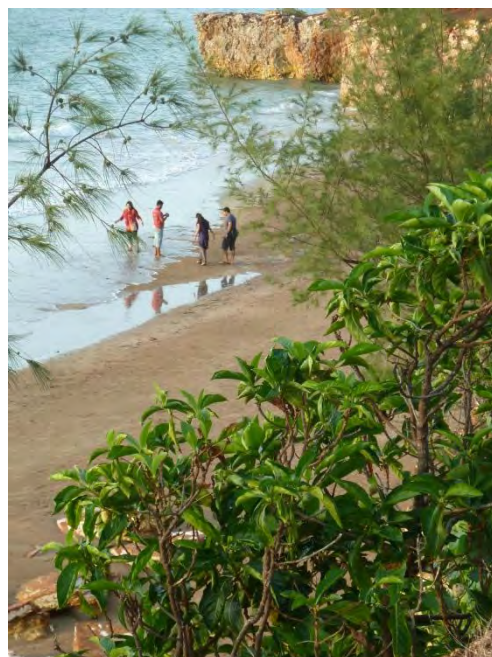
A sustainable decision is described as one that is:

- economically viable
- technically feasible
- environmentally compatible
- publicly acceptable.

**For residents**, this community consultation plan will be successful if people feel the process of consultation has been transparent and fair and that their input has been heard and contributed to what the majority consider to be the best outcome. Special attention should be paid to those who will be most impacted on as most community protest arises from a sense of loss or intrusion.

**For council**, the consultation plan will be successful if ratepayers feel their money has been well spent, designers of the playground feel their work is substantially enriched by community knowledge and aspirations and the council feels it is building an asset that will be valued by a range of young people and families for many years to come.

**For both** to consider the consultation has been successful may require some compromise. For that reason, we recommend that the consultation plan minimise set parameters. The process of consultation is most credible before decisions are made. While council may have some preferred options, we believe all decisions should await the outcome of the consultation so council has a good understanding of the level of acceptance by both prospective users and nearby residents of the project and what variations might maximise broad acceptance.





## BACKGROUND

### The immediate locale: Brinkin

The suburb of Brinkin is a well-established, wealthy northern suburb of Darwin that lies between Royal Darwin Hospital and Charles Darwin University. This makes the locale home to probably Darwin's densest population of doctors, as well as academics and successful business people and senior public servants who live in large houses on large blocks with lush tropical gardens and expansive balconies to take in the magnificent sunsets. They are wealthy and well-connected, with the Member for Casuarina apparently a regular visitor. The million dollar houses rarely turn over, although there has been a recent 'sea change' of some retirees moving to smaller units in the city and a number of wealthy Indian extended families moving in.



One of the attractions of living in Brinkin is access to the beach, the Dripstone Cliffs and Casuarina Coastal Reserve which are regarded as iconic spots to walk dogs, picnic with families, jog, bicycle and enjoy nature. At sunset, families gather to watch what is described in tourist brochures as an experience that "will truly take your breath away". The beach is popular with wedding parties and nature photographers alike. Just offshore from the striking red cliffs and shady casuarina trees is Nunggalinya (Old Man Rock), a special site for the traditional owners of this country, the Larrakia people.



There are the odd trouble spots. The passing traffic includes vehicles heading down to the nude beach. Residents complain of teenagers congregating, hooning and playing loud music into the night. There are regular police to move them on as well as Aboriginal itinerants who largely live in camps in the bush but who occasionally come to attention as drinkers and for antisocial behaviour, littering and fighting.

The demographic profile of the Brinkin-Tiwi end of Richardson Ward suggests the population is older than the average Darwin residents, which may reflect the fact that much of Brinkin is home to long-established families rather than young families just setting up.

The suburb also includes a large number of units along Trower Road and around Omeo Street, which it might be assumed includes nearby hospital staff and university students.

### The broader locale: Richardson Ward

Richardson Ward covers much of Darwin's northern suburbs, commonly seen as the voters who most strongly influence the outcome of Territory elections. Established after the 1974 Cyclone Tracy, these are suburbs built for families so there is a lower proportion of units than in some other parts of the city. The Ward also takes in the GPT owned Casuarina Shopping Centre and the new Defence Housing sponsored suburb of Lyons (which wouldn't be accurately represented in the statistics below) and proposed suburb of Muirhead. It's not surprising to find that the composition of residents is generally younger than the Darwin average, with the highest proportion of people aged 0-17 in the suburbs of Wagaman and Wanguri, followed by Alawa and Nakara. (We have included Wulagi in the chart below as, although it isn't in Richardson Ward, this suburb lies between Wagaman and Leanyer. Other northern suburbs include Jingili, Milner, Moil, Anula, Malak and Karama).

2006 Census	Darwin municipality	Alawa-Nakara	Wagaman-Wanguri	Leanyer-Lee Point	Tiwi-Brinkin	Wulagi (not in ward)
Total pop	73,164	4099	3916	5279	3964	<b>2570</b>
0-4 total	4547	286	281	291	221	<b>253</b>
0-4 as %	6.2	7	7.2	5.5	5.6	<b>9.8</b>
5-17 total	12,134	803	848	1001	588	<b>542</b>
5-17 as %	16.6	19.6	21.7	19	14.8	<b>21.1</b>
<b>0-17</b>	<b>22.8%</b>	<b>26.6%</b>	<b>28.9%</b>	<b>24.5%</b>	<b>20.4%</b>	<b>30.9%</b>
18-64 total	50,787	2721	2518	3529	2788	<b>1652</b>
18-64 as %	69.4	66.4	64.3	66.8	70.4	<b>64.3</b>
65-84 total	5382	270	275	443	318	<b>113</b>
65-84 as %	7.4	6.6	6.6	8.4	8.0	<b>4.4</b>
85+ total	314	14	13	10	49	<b>9</b>
85+ as %	0.4%	0.3	0.3	0.2	1.2	<b>0.4</b>

### Casuarina Coastal Reserve

Casuarina Coastal Reserve, which incorporates the Dripstone Cliffs, covers 1361 hectares and eight kilometres of coastline in the Darwin coastal bioregion. Gazetted in 1982, it is one of five relatively small reserves within a 15 kilometre radius of Darwin and is administered by the Parks and Wildlife section of the Department of Natural Resources, Environment, the Arts and Sport (NRETAS). The reserve stretches from Rapid Creek to Lee Point and Buffalo Creek and includes walking trails, World





War Two observation posts, a cycle path, picnic tables and a number of free ranger-guided activities during the Dry season.

The reserve attracts up to 800,000 visitors a year (source: interpretive signage by Parks and Wildlife) and incorporates sandy beaches, tidal flats, estuaries, dune systems, mangrove communities, Casuarina forests, fringing monsoon forest and habitats for migratory birds and turtles.

The values of the reserve, as identified in the reserve's previous 2002 management plan, include:

- historic (there are World War Two relics)
- Aboriginal culture (the area is the traditional land of the Larrakia people and includes sacred sites offshore such as Nunggalinya or 'Old Man Rock' that is visible at low tide)
- natural (coastal habitats for migratory birds and turtles)
- aesthetic (people visit for the sunsets, the walks, the solitude and the scenery)
- educational and interpretive
- recreation and tourism
- conservation.

Parks and Wildlife is seeking greater engagement with the community in the management of the reserve and has established an advisory committee with 25 members including community members, Larrakia, Parks and Wildlife, Darwin City Council, youth and the Surf Life Saving Club. It recently conducted a survey to determine how people use the coastal reserve.

There are concerns about impacts on the reserve from the rapidly encroaching urban development, degradation of some facilities due to budgetary constraints and rubbish left by visitors.

Parks and Wildlife rangers patrol the reserve and regularly move on large camps of itinerants. A key issue of concern to the public in the reserve is the level of vandalism and litter associated with these





itinerants, with feelings of unease in secluded spots where cars may be broken into. A boardwalk was recently set alight.

Parks and Wildlife had wanted the proposed playground to be a nature-based facility at Lions Park. However, it has agreed to give the council access to the picnic area on the Dripstone Cliffs for the proposed playground as long as Darwin City Council bears the cost and conducts community consultation on the proposal.

## Background on playgrounds

A report by the SGL Consulting Group for Palmerston City Council dated September 2010 ([www.palmerston.nt.gov.au](http://www.palmerston.nt.gov.au)) outlines a theoretical basis of playground strategy and 'play categories' (p. 8):

"An underlying principle in developing a playground strategy is to understand that children's play and recreation is of great importance in their physical, social, cognitive, creative and emotional development. Children represent the future of our society and planning for quality play environments is therefore seen as an investment in the future. The role of public playgrounds should be to make up for experiences not otherwise available to children in their everyday situation."

The paper outlines four broad categories of play behaviour:

- **cognitive play** includes activities which challenge the intellect, games of strategy, exploration and observation, and games that use and develop language;
- **creative play** includes sand play, water play, play in dirt, play with loose and found objects or art materials, making music and cubby building and construction activities;
- **social/dramatic** play includes role-play, imaginative play, small and large group activities and traditional games;
- **physically active play** includes running, hanging, climbing, experiencing height, ability/gymnastic activities, sliding, jumping, balancing, swinging, crawling, bouncing, spinning, rocking, ball games, skipping and perceptual motor activity.

Based on a review of design principles, the paper outlines the elements that should be developed in playgrounds including formal play areas (with play equipment for different age groups of children), informal play areas (such as kick about areas, sports practice facilities, skate and cycling areas and natural landscapes) and the need for landscaping and access for people with disabilities.

There is valuable background on the role and design of playgrounds on the West Australian KidsSafe website, including a segment on the growing role of nature-based playgrounds ([www.kidssafewa.com.au](http://www.kidssafewa.com.au))

"Playing outside is not just about letting off steam. It is a vital part of childhood that helps children develop physical strength, coordination and balance. It can also provide opportunities for children to learn and develop (social skills, imagination and creativity, thinking and problem-solving skills, a sense of self, a sense of connection and self care skills)."

Darwin City Council currently administers three regional and 113 local playgrounds in the municipality.

### Background on Richardson Ward Regional Playground concept

The Richardson Ward regional playground was several years ago, after the success of the Lake Alexander playground at East Point and as part of a move to build regional playgrounds in each of the four council wards.

Three key locations have been considered:

- **Peace Park at Leanyer:** a large area of land with some infrastructure but parking issues;

- **Lions Park** near the Surf Life Saving Club below the Dripstone Cliffs: the option preferred by Parks and Wildlife (who want a nature-based playground) and Council officers. There is already a small playground there, large grassed areas, tables and barbecues. However, the location is strongly opposed by the three ward aldermen who say the area is unsuitable, it attracts campers, families are reluctant to visit the area after dark, there are mosquitoes and it doesn't offer the experience of watching the sunset while children play. The three aldermen oppose the concept of a nature-based playground.



- **Dripstone Cliffs** in the existing picnic area bounded by the carpark, the former Trower Road (which has now been realigned), bushland and public toilets to the right and a bike path and cliffs. There are already several tables in the area, but no barbecues, water fountains, play or exercise equipment. A group of about five houses on Trower Road directly overlook the area. All Richardson Ward aldermen feel the park is an ideal location as it is already popular with families and will enhance the experience of visiting Dripstone Cliffs.

## History of the project

- **30 June 2009:** A report on the proposed new regional playground was received and noted, community consultation to start.
- **30 March 2010:** Council endorsed the location on the Casuarina Coastal Reserve. Community consultation to start. The matter to lay on the table until a site meeting is held with aldermen and council staff.
- **16 November 2010:** A draft concept plan approved. A further report to be presented to council after community consultation.
- **30 November 2010:** Endorsement of a proposed concept plan was withdrawn until the plans incorporate the comments of Richardson aldermen and the concept plan provides the same play opportunities as other regional playgrounds.
- **11 July 2011:** NRETAS has confirmed support for the regional playground on proviso that a suitable tenure arrangement can be negotiated, that immediate and long-term operational costs are met by council, and that community consultation is done. A draft concept plan was approved by council.

Landscape architects Cloustons developed an initial nature-based concept which is strongly opposed by all three aldermen, who want a traditional playground similar to the one at Lake Leanyer.

At this stage, there has been no consultation with nearby residents or users and the only publicity appears to be an article by the Member for Casuarina Kon Vatskalis in his electorate newsletter that features one of the earlier design concepts.

We are advised that the concept was mentioned at a Casuarina Coastal Reserve advisory committee meeting and one member of the committee strongly objected to the proposal.

In general, however, it is believed there is low awareness of what is proposed so it will be important to inform residents as part of the consultation process and help them visualise the options so they can provide informed feedback and contribute good ideas.

## Other parks and playgrounds

Other parks and playgrounds available to northern suburbs residents include:

### Leanyer Recreation Park

The park is owned by the Northern Territory Government (NRETAS) and managed by the YMCA. This popular park off Vanderlin Drive, 15 kilometres from the CBD, provides free access to a lagoon, three waterslides, an 'all abilities' playground, skate park, basketball court, cycling paths, shaded barbecue and picnic areas. A new water facility includes a swimming pool, children's paddling pools and a water playground, with lifeguards on duty. The wet play area is currently closed (from October until





Christmas) for repairs and an upgrade to the playground equipment. The park can be accessed by public bus or by a bitumen cycling path from nearby suburbs. A number of bird species come into the park from the surrounding bushland.

### Lake Alexander

Lake Alexander, in the East Point Reserve, opened in 1991 and is popular for families with young children as it provides an all year round safe swimming area in a hot, tropical city where the nearby Fannie Bay Beach is seen as unsafe for swimming much of the year due to stingers and crocodiles. The site of Lake Alexander was originally an area of low-lying coastal marsh. The 3.5 hectare man-made lake is up to 2.8 metres deep with water quality similar to other naturally occurring swimming areas. The landscaped surrounds include a beach, shady lawns, playground, toilets and free barbecue area that also attracts backpackers and other tourists. The carpark also serves a Mangrove Boardwalk to Ludmilla Creek, that provides an interesting nature-based excursion with interpretive signage. Feedback from users is that the park is popular but some have been put off by the fact that itinerants often camp in the area leaving faeces and other rubbish, although the park is well-maintained by council.



### Jingili Water Gardens

The Jingili Water Gardens, was opened in 1999 by Darwin City Council and offers free barbecues, an undercover picnic area and plenty of parking. There is boat-themed playground equipment under shade cloth including swings, slides, obstacles, a rock wall and wheelchair ramps. Landscaped gardens include shallow ponds, extensive bicycle and pedestrian paths, a skate and BMX park on the Trower Road side of the park, a large grassy hill and an adjacent oval used for horse riding. There is a community organic garden available only to members. The gardens are popular for functions such as weddings and community events. The playground has facilities for disabled children, such as the “Variety Liberty Swing” that allows for a wheelchair to be strapped in.



### Lyons

The new suburb of Lyons is a master-planned community developed by Canberra Investment Corporation on former Defence land. The development includes Larrakia-themed public art, three playgrounds and a community centre now run by Darwin City Council. The development is next to the recently upgraded Tracy Social Club, which includes play facilities.



### Youth Energy Centre

Council is currently proposing a 'youth energy centre' to provide a venue for performances, creative arts programs and youth events.

### Anula Oval

This council-owned facility at the rear of the Anula shops includes a sports oval and a large playground with sand base and wheelchair ramps. The area is shaded and there is seating, tables and carparking. The public toilets are often locked unless there are sporting events on. The area is a regular venue for council's fun bus. The playground is partially fenced on the carpark side.



### Other parks near the Dripstone Cliffs

There are a number of smaller local parks in the vicinity, including Lions Park on Daribah Road at Lee Point next to Casuarina Beach and the Surf Life Saving Club. It includes a grassy picnic area, swing set, cubby house and climbing wall. It has picnic facilities and is a popular spot, although there is no shade during the day. This was the original site proposed for the Richardson Ward Regional Playground.



(To be explored: what facilities are in schools and pre-schools.)

There are council-sponsored childcare centres at Casuarina, Karama and Malak.

### Sporting facilities

There are many sporting facilities in the northern suburbs including the council-owned Anula oval, government-owned Marrara sports facilities and several ovals.

The council also runs a Fun Bus, which is a mobile playground for children aged 0 to 5, a 'Free Recreation and Entertainment for Everyone in the Parks (FREEPS)' program on Sundays and a 'Fun in the Parks' free school holiday program at various ovals and parks around Darwin.

### Community satisfaction survey

A recent community satisfaction survey commissioned by Darwin City Council found that 74% of respondents had used council parks and 35% had used playgrounds.

Asked about issues that were of 'high' importance, respondents assigned high ratings to maintenance of parks (4.3) and playgrounds (4.2).

Asked for their satisfaction ratings, maintenance of parks was given a rating of 3.8 and playgrounds was given a rating of 3.7.

Of relevance to reaching Darwin residents, the survey found that 47% of respondents nominated the Northern Territory News as their main source of information about council issues and 21% nominated the Darwin City Council website.

### Observation exercise (to be refined)

To get an understanding of how some of the above spaces are used now, the consultant spent most of a Sunday afternoon visiting playgrounds and the Casuarina Coastal Reserve to observe behaviour. Playgrounds visited included those along the Nightcliff foreshore, Anula Oval, Jingili Water Gardens, Leanyer Recreation Park, the Dripstone Lions Park, Lake Alexander, the Tiwi Park and the Airlie Circuit Park in Brinkin that is closest to the Dripstone Cliffs. Further visits would be required to make any definite statements, but the following observations are a guide:

- **Lake Alexander**, the equipment is in good condition and there were several large groups of parents and children using both the barbecue facilities and play equipment. Some mothers sat on rugs while their children played nearby, one couple used the seating for a short time. The play behaviour was that young and older children played together on the equipment, while fathers either pushed or interacted playfully with infants on the swings.
- **Anula oval**: the equipment and surrounds were a little tired and there was visible litter on the tables. A father was sitting on the barbecue reading while a small group of children played on their bicycles in and around the play equipment. None of the children got off their bicycles and they played as a group before leaving by the path.
- **Nightcliff foreshore**: None of the equipment was used while the consultant was observing, although we are advised that the area opposite the Beachfront Hotel is popular in the evenings. There were family groups which tended to involve people walking dogs, often with a child on a bicycle, while older people gathered on the foreshore for picnics.
- **Leanyer Recreation Park**: the playground equipment is looking a little tired. There were many family groups walking by from the water park but none used the playground equipment. There were groups of teenagers sitting at the nearby tables and on the grass, there was a large group of teenagers at the nearby bus stop and Aboriginal teenagers who appeared to walk to the park from the nearby O'Loughlin College.
- **Dripstone Lions Park**: The playground was not in use when visited. This is an attractive area with a large number of tables and barbecues sprinkled throughout the lush tropical vegetation, not far from the Surf Life Saving Club. A large group of Indian/Sri Lankans was using one of the nearby tables to eat their lunch for a while. A nearby rotunda was occupied by two itinerants who appeared to be camping as their clothes and belongings were strewn around them. While the consultants observed, a regular stream of work vehicles drove back and forth from the carpark by the nude beach, many with tinted windows, occupied by single or small groups of males which may be intimidating for a mother and children using the playground equipment in what is a fairly secluded area. The ground was fairly soggy from recent rain and there were lots of mosquitoes.





- **Tiwi Park:** The playground consisted of isolated sets of swings by the oval that were not in use.
- **Jingili Water Gardens:** There was a group of African families using the barbecue facilities closest to the playground with children skating on the paths around the playground, but none were using the equipment. A group of Aboriginal people was camped at the top of the water garden and appeared to have been there for some time, with a large amount of rubbish strewn nearby. Another noisy group of Aboriginal people occupied the other nearby shelter but did not have belongings with them – they may have been part of the group camped by the water garden.

Other smaller parks in Nakara and Brinkin were not in use when visited.

### Casuarina Coastal Reserve

There were large numbers of people visiting the reserve, mostly to walk dogs along the beach as couples, small family groups or with groups of friends. There were many joggers and people riding bicycles. About 6 pm, large numbers of people arrived to watch the sunset. Some used the available tables but most brought their own chairs and soon occupied every vantage point on the cliff. All activity was along the cliff, not in the well-grassed picnic area where the playground is proposed, although we are advised that the picnic area is often used for soccer and cricket games. Some observations:



- there are currently no barbecue facilities on the cliff;
- the primary attraction for coming to this area appears to be walking on the beach, using the paths above the cliff or watching the sunset (ie nature-based);
- a large number of people arrived with dogs, mostly by foot from the nearby houses or along the beach from Rapid Creek;
- a significant proportion of visitors appeared to be from non-English speaking backgrounds (we are guessing but Indian, Sri Lankan and Afghani );
- the nearby toilets did not appear to be heavily used, the single female toilet was locked although the single male and disabled toilets were accessible;
- the interpretive shelter near the roundabout showed signs of people camping, with rubbish amongst the plants –a nearby resident said the shelter is used by large groups of



Aboriginal people at night or when it rains although Alderman Lambert wasn't aware of this being an issue and said the itinerants usually remain in the bushed areas;

- at Lee Point, on the other end of the reserve, the main use of the facilities was to walk along the beach with dogs, family and friends.





## STAKEHOLDER ANALYSIS

Stakeholders	Background	Likely concerns or aspirations	Communication
<b>Darwin City Council</b>			
Brendan Dowd, CEO		A popular park that meets the needs of Richardson Ward residents for many years, that is seen as good value for people's rates, that has the support of nearby residents and users, that can be used for families, is safe, robust, easy to maintain and doesn't create any unforeseen management issues.	
John Banks, GM, Community and Cultural Services			Regular meetings
Mayor Graeme Sawyer			
Ald John Bailey	On Casuarina Coastal Reserve Advisory Committee		Interview
Ald Jo Sangster			Interview
Ald Garry Lambert	Lives on Trower Road		Interview
Community and Cultural Services Department: Fiona Ray	Coordinating the project, wants a playground that is challenge, safe and welcoming for family groups		Regular meetings
Free Entertainment in the Parks, Fun in the Parks, Fun Bus	Might be able to use the facilities	Accessibility, parking	
<b>Politicians</b>			
Member for Casuarina, Kon Vatskalis (Labor)	Electorate covers Tiwi, Brinkin, Nakara, Alawa), has showed a close interest in this project and asked residents what they think. The aldermen believe he is supportive. Would want to be consulted and should be a useful source of information about any opposition	That the proposal is supported and puts no financial demands on Government.	Suggest contacting through his electorate office
Chief Minister Paul Henderson, Member for Wanguri (Labor)	Electorate covers Wanguri, Lee Point and Leanyer	That the proposal is popular and puts no demands on government	Send copy of community letter to electorate office
Member for Sanderson Peter Styles (CLP)	Electorate covers Wagaman (in Richardson Ward) and Wulagi (outside). A former police officer and school-based constable.	That the proposal meets the needs of residents.	As above
Deputy Treasurer and Member for Karama Delia	Northern suburbs electorate just outside Richardson Ward.	That the proposal is popular and puts no demands on	As above

Lawrie (Labor)		government	
Member for Johnston, Minister Dr Chris Burns (Labor)	Retiring member of Parliament whose electorate is largely outside Richardson Ward (takes in a small part of Wagaman)	As above	As above
<b>Childcare Centres</b>		Potential outing	Visit to talk to staff and ask them to distribute survey
<b>Schools</b>			
Nemarluk	School for kids with disabilities. A new school is being built in Alawa next to Alawa Primary to cater for the growth in students (now at 110 in years Transition to Year 6). Includes a playground for kids with disabilities.	Access to alternative playground equipment for kids with disabilities.	Visit to discuss, in particular what would be attractive for families and carers of disabled children
Other schools	There are many primary, middle (Dripstone) and high schools in the Ward, most of them next to local parks. They may find the playground useful for outings or as part of outings to the coastal reserve.	A potential destination	Advise all schools in the ward, ask them to distribute the survey, interview a small number
<b>Neighbourhood Centres and groups</b>			
To be confirmed			
<b>Non-government agencies</b>			
Disability services	There are Liberty Swings in several existing parks.	That the playground has facilities for disabled children	Visit to discuss, in particular what would be attractive for families and carers of disabled children
Landcare (?Louise Fitch)	To be determined		
Cultural groups	To be determined what exists and which would be most relevant		Need to consider language barriers
Churches	To be determined		
Surf Life Saving Club	There are clubrooms next to the Dripstone Lions Park.		Drop off letter and survey, ask for an interview
Planning Action Network (PLAN), Margaret Clinch	Margaret takes a strong interest in urban design issues, history and heritage.		Will email the letter and ask for feedback.
<b>Government departments</b>			
Parks and Wildlife	Casuarina Coastal Reserve Advisory Committee, recently set up with 25 members. Parks and Wildlife supported the	Playground should be in keeping with the nature-based values of the reserve. Had	Have spoken to Maria Wauchope and arranged to meet with

	concept of a nature-based park at the Lions Park and is not keen on the current concept. Maintains the reserve, including the Dripstone Cliffs toilets. Rangers patrol the reserve and experience regular issues with vandalism and campers.	hoped a park at Lions Park would draw people to the area. Under financial pressure (had turned off the water at Dripstone Cliffs to save money).	advisory committee on 8 December
Department of Education	Current focus on Aboriginal and early childhood development	Potential venue for excursions	Through schools
Defence Housing	Additional attraction for families settling in the northern suburbs, eg Lyons and Muirhead. Lyons is well-served with open spaces and a well-landscaped playground. The suburb is close to the Lee Point end of the Casuarina Coastal Reserve and Buffalo Creek however the Dripstone Cliffs offer an appealing alternative.	An alternative offering that broadens the marketing appeal of Lyons and Muirhead.	
NT Police	Already conduct regular patrols of the area because of complaints about antisocial behaviour and crashes.	May be concerned about additional demands on resources	Talk to OIC of Casuarina Police Station
<b>Residents</b>			
Trower Road	There are 14 houses on the section of Trower Road facing the reserve of which 9 are large two-storey houses with large balconies and magnificent views of the reserve. Four or five houses likely to have their vistas affected.	Loss of views, impact on amenity, noise and antisocial behaviour	Visit each house and talk to residents, leave survey
Nearby Brinkin	Many wealthy families in large houses, who use the foreshore area to walk dogs, jog, walk along the beach at sunset, picnic in the evening.	Impact on their environs.	Letter box drop to all Brinkin houses with survey and promoting display and chance to talk.
Northern suburbs	The remainder of Richardson Ward comprises suburbs popular with Defence Housing and a range of family groups, including people from many cultures and socioeconomic backgrounds.	While the northern suburbs are well-served with parks and sporting facilities, the playground and bbq facilities would add to the attraction of visiting the area.	Letter box drop, newspaper advertisement inviting them to comment.
Other visitors	A range of Darwin people visit this area either by road or along	Not likely to perceive a great impact.	Display on site.

	the beach from Rapid Creek.		
<b>Other</b>			
Larrakia Nation Larrakia Development Corporation	This is Larrakia country and includes at least two sacred sites. There is a meeting place along the reserve where the Larrakia used to watch out for Tiwi people coming over to the mainland. Some Larrakia history and land management is recorded on interpretive signage. There is a Larrakia representative (Bill Risk) on the Casuarina Coastal Reserve Advisory Committee	Respect for their culture and the land and seas; Ensure there are no cultural factors that need to be taken account of with the proposed location (some suggestion of concerns about disturbance of rock)	Determine from council correspondence who raised the concerns.

## LIKELY ISSUES

Issue	Stakeholders	Level of concern	Likely impact
<b>USERS</b>			
The role of playgrounds and how this influences the preferred type of facility	Aldermen Council Potential users	H	H – it has delayed the project
The target audience for the playground: specified groups of all age groups.	Council Potential users	L	L – it is expected reaction will be positive
Meets needs of kids with disabilities: how to complement existing facilities	Council Aldermen Special Schools Parents of kids with disabilities	L	As above
Facilities for parents, carers and other supervisors (shade, seating, comfort, ability to watch kids easily)	Potential users: parents, families, carers	L	L
Barbecue facilities and shade for families	Potential users, families Residents who might use the facilities	M	M
Safety of kids (fencing due to proximity to road and carpark, people jogging and cycling and the nearby cliffs)	Council Parents	M	M
Easy to see what kids are doing (for parents, carers)	Parents, carers	L	L
Safety and maintenance of playground equipment, to Australian standards	Council Parents and carers	M	M
Cleanliness of equipment	Council Parents and carers	M	M
Safety of kids from ‘perverts’	Council Parents and carers Police	M	M
Safety of kids from itinerants	Council Parents and carers Police	H	H
Access, including parking and transport	Visitors relying on road transport	M	M
Bins – type, frequency with which they are emptied, prevention of litter	Council Users Residents	L	L
Landscaping: fit with surrounds, impacts on view lines, suitable for children’s play	Potential users Nearby residents	M	M
Inclusion of nature based activities and educational material	Potential users Parks and Wildlife Ald Bailey	L	Probably low interest at this stage although

			this appears to be a growing trend
Any Indigenous sites impacted	Larrakia	M	H – if there are sites of concern not recognised
<b>Amenity, impact issues</b>			
Playground being obtrusive to people who value their views of the landscape	Current users Nearby residents	H	M
Playground incompatible with a nature reserve	Conservationists Parks and Wildlife Nearby residents Member for Casuarina	H	M
Playground disrupts existing passive use of land and aesthetics	Current users Nearby residents	M	L
Playground blocks views	Current users Nearby residents	H	M
Vegetation blocks views if trees are too tall	Current users Nearby residents	M	M
Will attract itinerants to use the facilities	Current users Nearby residents Council Police	H	H
Will attract noisy young people to use the facilities, play loud music and create a nuisance at night	Nearby residents Police Council	H	H
Fencing will be ugly or disruptive	Nearby residents Potential users	L	L
Council should take over management of the reserve	Council Nearby residents Parks and Wildlife	L	L
Will put pressure on carparking	Potential users Nearby residents Council (potential costs)	M	M
Concerns about costs or that rates should be spent on something else	Ratepayers, particularly those who don't use the playground	L	L
Will put pressure on police resources	Police Residents Member for Casuarina	M	M
Will create the need for additional toilets or pressure on existing facilities	Council (cost) Parks and Wildlife (more disturbance) Users Nearby residents	M	M
Concern that there will be clearing of the area	Nearby residents Conservationists	M	L

## CONSULTATION PLAN

### Goal

To get public input to decision-making on the proposed Richardson Ward Regional Playground to ensure community acceptance of the option chosen and that the playground meets community needs

### Objectives

- to ensure both nearby residents and potential users are well- informed about the proposed playground
- to provide opportunities to educate interested stakeholders about the opportunities and alternatives so they can provide well-informed consideration of the options
- to consult with stakeholders to gather good ideas and understand any impacts that may be of concern
- to give all interested stakeholders the chance to have meaningful input to the consultation process
- to gather relevant community knowledge that will enrich the design process or provide an early warning of any risks or constraints
- to ensure continued two-way communication throughout the planning and construction of the playground
- to provide opportunities for continued involvement if this is felt useful (eg Friends of the Richardson Ward Regional Playground)
- to report back on how people's input was used to inform the project
- to evaluate the success of the consultation process

This consultation strategy will inform council's going to tender for the design and construction of the proposed playground. A consideration is that the council elections will be held in March and any tender process will need to take account of council going into 'caretaker' mode.

### IAP2 CORE VALUES

1. The public should have a say in decisions about actions that could affect their lives.
2. Public participation includes the promise that the public's contribution will influence the decision.
3. Public participation promotes sustainable decisions by recognising and communicating the needs and interests of all participants, including decision makers.
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
5. Public participation seeks input from participants in designing how they participate.
6. Public participation provides participants with the information they need to participate in a meaningful way.
7. Public participation communicates to participants how their input affected the decision.

## Techniques

The consultants will explore a range of ways to reach people to get broad community input, as well as using desk research and observation techniques. The techniques used will be varied according to the level of influence and needs of stakeholders.

Level of engagement	Rationale	Techniques
<b>Inform</b>  As broadly as possible to ensure we reach anyone with an interest	<ul style="list-style-type: none"> <li>ensure people are aware of the playground proposal, the options, some background on playgrounds that may help people make informed comment on these options, what are the potential impacts of the proposal and how people can have input to the consultation process.</li> </ul>	<ul style="list-style-type: none"> <li>letterbox drop by consultant of houses near the proposed playground, advising of impending visit by consultant and options for input;</li> <li>paid letterbox drop of northern suburbs advising of the proposed playground and how people can have a say (visit website, fill in survey);</li> <li>public notice in NT News and Sun as above;</li> <li>notice on council website, as above;</li> <li>email to stakeholders such as schools and childcare centres advising of the project and asking them to forward to people who might be interested;</li> <li>media article, eg in the Sun;</li> <li>prepare articles for Mayor and Aldermen for media interviews, newspaper columns and council newsletter;</li> <li>send article to local politicians for electorate newsletters;</li> <li>flyer and surveys in local libraries;</li> <li>use social media to let people know about the information tools (eg Twitter, Facebook)</li> <li>consider an information paper, expert panel or briefings from experts on play theory and playground design to help groups wanting to understand the possibilities before providing input (could be an information evening)</li> </ul>
<b>Consult</b>  Focus on those most impacted, those with a strong opinion or vested interest	<ul style="list-style-type: none"> <li>Give people a chance to have input, listen to their ideas and concerns to understand their needs and any impacts;</li> <li>understand the values and current use of the site, the issues blocking agreement and potential solutions.</li> </ul>	<ul style="list-style-type: none"> <li>door to door visits of nearby residents (preceded by letter drop that gives people options about the timing of visits);</li> <li>meetings with groups such as schools and childcare centres, using tools such as photos and a fact sheet so they can visualise the options;</li> <li>meeting with Casuarina Coastal Reserve Joint Management Committee (which represents a good cross-section of the community);</li> <li>individual interviews of key stakeholders;</li> <li>display on site to talk to people using the space (promote in advertising and letters) – potentially in conjunction with Richardson Ward aldermen;</li> </ul>



		<ul style="list-style-type: none"> <li>• survey so people can provide feedback.</li> </ul>
<p><b>Involve/ collaborate</b></p> <p>Work with those who will most influence or make decisions to resolve conflict and bring people to a decision that can be supported by the majority</p>	<ul style="list-style-type: none"> <li>• get input to scoping and building an understanding of the people, the issues and the best way to connect with them;</li> <li>• get feedback at regular stages of the consultation;</li> <li>• find solutions</li> </ul>	<ul style="list-style-type: none"> <li>• meetings and feedback sessions with aldermen and council staff;</li> <li>• aldermen to take part in display on site;</li> <li>• hold a facilitated workshop with participants representing a range of views to explore shared values and solutions that the majority can accept;</li> <li>• create long-term partnerships that could incorporate elements such as 'adopt a park' or some type of joint management.</li> </ul>

## Tools

- letter to residents
- flyer to be emailed and left at public places (eg library)
- survey that can be filled in electronically or paper-based
- topic guide for interviews
- fact sheet
- maps, photos and diagrams of playground equipment to spark discussion
- public notice for *NT News* and *Sun*
- media release
- Q&A to help council staff and consultants address stakeholder questions
- key messages and talking points for the Mayor and Aldermen
- web page
- article for electorate newsletters
- display that can be used onsite
- database so people can be kept informed

### *Darwin City Council Consultation Policy*

#### *Council aims to:*

- provide good governance by supporting and establishing open, equitable, and purposeful consultation with the community;
- encourage active community participations by encouraging involvement and inclusion
- provide a framework for community involvement in Council planning and decision-making; and
- promote Council decision-making which is open, transparent, responsive and accountable to the community.

## Parameters of consultation

What has been agreed by council resolution is:

- an overall proposal for a 700 square metre playground on a 5000 square metre foreshore site on the Dripstone Cliffs that is part of the Casuarina Coastal Reserve
- the concept will include shade, seating, tables, bins, and barbecue facilities to create a pleasant environment for families
- the park will include open areas and landscaping
- no toilets are included as the site is near the Dripstone Cliffs public toilets
- the playground will be called the Richardson Ward Regional Playground.

Although a draft layout has been prepared for the purposes of consultation, this is open for discussion.

We suggest that we also explore whether the playground would be more acceptable to local residents without the associated barbecue facilities or whether they think careful design would deal with the issue of itinerants.

The site is strongly preferred by the three aldermen and we believe it would be unwise to suggest the public can have input to site selection. We suggest it would be valuable to explain the reasons for the selection of the site, that this is council's preferred site and seek feedback on the decision from both nearby residents and potential users.

Similarly, the three aldermen have strong views about the concept of a nature-based playground so it would be unwise to suggest the public will have input to a decision on this. However, again, it would be useful to explain that a nature-based park was considered and get people's feedback on the preference for a traditional playground.

What is open to feedback is:

- what sort of playground equipment would be a drawcard for kids
- the type and appearance of equipment and facilities (eg bright and engaging or neutral colours that blend in with the surroundings)
- what additional facilities would parents and carers expect
- what other features might be included (eg nature-based activities and learning opportunities)
- although the playground is near a car park, it is open to find that more parking is needed (although this in turn may evoke fears from nearby houses of a further impact on their amenity)
- people's ideas about how the site could integrate with its surroundings.
- what sort of materials are preferred, eg timber look (timber can't be used) or stainless steel
- what sort of fencing is preferred (eg high and caged look, low and unobtrusive, all round fencing or just towards the road and cliffs)
- any general thoughts and good ideas, including community involvement with the management of the facility.

The consultation will also explore associated issues such as

- who will visit the playground and how do potential users living in Richardson Ward see the facilities being used
- how will people visit the playground (as a destination or as part of a visit to Dripstone Cliffs, in small groups, as families or as part of larger excursions)
- how will people access the site (by car, on foot, by bicycle, using public transport, by school bus)
- will the demand come from people living nearby or further afield
- to what extent likely use complements or clashes with existing values and land uses of the site.

The aim of council staff is to go out to tender for a playground design that is popular with residents of Richardson Ward and sufficiently challenging to remain popular with toddlers to teenagers for many years. Some expected elements from council's perspective include:

- there will be some landscaping, including nature-based activities but excluding any dangerous plants (such as grevillea)
- plantings need to be low (so they don't obscure view lines) and with clear tree trunks (for security)
- the area will include formal playground equipment as well as open space for activities such as running and ball games
- the playground should provide activities for a range of age groups, from toddlers to teenagers
- the playground should be 'multi ability', providing facilities for children with mental and physical disabilities, potentially including the Namarluk Special School about to relocate to Alawa. Disabled kids should feel they are visiting a 'normal' playground
- the playground should provide opportunities for school and pre-school excursions
- facilities should be to Australian standards and designed for durability
- security lighting should probably be included but would be switched off at a certain time of night
- the playground should incorporate activities that encourage both cognitive and physical learning
- bicycle paths and walking tracks will provide access but existing paths should not be blocked by the playground
- equipment must be safe, vandal proof, easy to replace and preferably able to be sourced locally
- the play equipment and facilities should encourage create a sense of community and encourage social interaction (eg parents with one child who want their children to be able to play with others, parents and carers being able to chat while they watch their kids)
- the playground should be graded to provide distinct areas for different age groups
- it should be a safe environment, but challenging and interesting so kids keep coming back
- the design should incorporate crime prevention initiatives (eg sprinklers to stop itinerants).

Council has indicated it will support any option that has the support of the three Richardson Ward aldermen. A budget has been established for consultation and design.

## DRAFT MATERIALS

### Topic guide

1. Basic information such as how long have you lived here, what is the composition of your family group.
2. Do you have young children?
3. Do you have young children visit your house often?
4. What is it you value about living here?
5. Describe how you use the coastal reserve or Dripstone Cliffs
6. What playgrounds or other kids' outdoor activities do you currently use?
7. What are the gaps in facilities?
8. Outline playground proposal. What is your reaction to this proposal?
9. What is good about it?
10. Outline why the site was selected over Peace Park and the Lions Park. Do you agree with this selection?
11. Are there issues you would like to raise about the proposal?
12. Do you have any thoughts about what playground equipment should be in it?
13. Do you have any thoughts about what it should look like (eg colours, fencing).
14. Should barbecue facilities be included?
15. Should shade be included?
16. Should seating be included?
17. Any other thoughts about what you would like to see in the playground?
18. Do you want to be kept informed?

Provision to collect contact details to keep people informed.

For non-residents:

1. What playgrounds do you use now?
2. What is good about them?
3. What is missing?
4. Would you use the playground at the Dripstone Cliffs?
5. Outline why the site was selected over Peace Park and the Lions Park. Do you agree with this selection?
6. How would you use the facility (ie parents taking kids, teachers taking students, school activities)?
7. What would you want to see included?
8. What facilities for parents/carers needs to be considered?
9. Would you arrive by car, bicycle, public transport or on foot?
10. What is important to you:
  - a. variety of activities
  - b. facilities for disabled kids
  - c. nature-based activities to be included
  - d. seating for parents and carers
  - e. shade

- f. cleanliness
- g. barbecue facilities
- h. nearby parking
- i. activities for a variety of ages
- j. proximity
- k. public transport
- l. able to combine visit to the beach
- m. able to combine visit to Casuarina Coastal Reserve

ORDINARY COUNCIL MEETING - OPEN SECTION  
TUESDAY, 29 NOVEMBER 2011

PAGE

2<sup>ND</sup> COU11/40

## 15 OFFICERS REPORTS

### 15.4 Darwin Turf Club Sponsorship Proposal 2012 - 2014 Report No. 11TC0102MB:md (11/11/11) Common No. 1534511

*Report Number 11TC0102MB:md attached*

ENCL: YES

**DARWIN CITY COUNCIL**

**DATE:** 11/11/11

**REPORT**

**TO:** 2nd ORDINARY COUNCIL/OPEN

**APPROVED:** MD

**FROM:** EXECUTIVE MANAGER

**APPROVED:** MB

**REPORT NO:** 11TC0102MB:md

**COMMON NO:** 1534511

**SUBJECT:** DARWIN TURF CLUB SPONSORSHIP PROPOSAL 2012 - 2014

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**ITEM NO: 15.4**

**SYNOPSIS:**

The purpose of this report is to present a sponsorship proposal from the Darwin Turf Club for 2012 – 2014 Darwin Cup Carnivals.

**BACKGROUND:**

**Darwin Turf Club Sponsorship Proposal 2009 -2012**

Report No.09TC0012 GF:jp (06/04/09) Common No. 1534511

(Moir/Lambert)

- (A). THAT Report Number 09TC0012 entitled, Darwin Turf Club Sponsorship Proposal 2009 – 2012, be received and noted.
- (B ) THAT Council decline the request for sponsorship of the Darwin Cup Carnival from the Darwin Turf Club.

DECISION NO. 20\1475 (28/04/09)

Carried

PAGE: 2  
 REPORT NUMBER: 11TC0102MB:md  
 SUBJECT: DARWIN TURF CLUB SPONSORSHIP PROPOSAL 2012 - 2014

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### **Darwin Turf Club – Sponsorship, Derby Day, Darwin Cup Festival**

(Dee/Galton)

**THAT Motion ‘B’ of Decision Number 20\1475 from the 2<sup>nd</sup> Ordinary Council Meeting held on Tuesday, 28 April, 2009, namely:-**

- A. THAT Report Number 09TC0012 entitled, Turf Club Sponsorship Proposal 2009 – 2012, be received and noted.
- B. THAT Council decline the request for sponsorship of the Darwin Cup Carnival from the Darwin Turf Club.

**be rescinded and replaced with the following:-**

- B. THAT Council provide sponsorship of the 2009 Darwin Cup Festival up to a maximum of \$27,500, comprising:
  - \$14,000 & GST cash and
  - \$11,00 & GST In-Kind.

REASON: The Darwin Cup Carnival provides a significant branding opportunity for Darwin. Supports the delivery of key strategy 6.1.1 of Councils Evolving Darwin , Strategic Direction to 2020 and beyond which is: Provide strategic sponsorship for major events.

DECISION NO. 20\1736

(30/06/09)

Carried

### **2010 Darwin Cup Carnival Sponsorship**

Report No 10TC0030 (21/5/10) Common No 1800506

(Dee/Knox)

- A. THAT Report Number 10TC0030 entitled, 2010 Darwin Cup Carnival Sponsorship, be noted and received.
 

Carried
- B. THAT as part of Council's Sponsorship of the 2010 Darwin Cup Carnival, Elected Members (and partners) host Darwin based community members, volunteers and recognised people nominated by Elected members and the Chief officers Group.
- C. THAT 10% of the available tickets be used for promotional purposes.
- D. THAT a lottery process be held if the number of nominations exceed the available number of tickets.



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 REPORT NUMBER: 11TC0102MB:md  
 SUBJECT: DARWIN TURF CLUB SPONSORSHIP PROPOSAL 2012 - 2014

DECISION NO. 20\2847

(25/05/10)

Carried

*Alderman KM Moir, Alderman RM Knox and Alderman R Lesley requested their votes against this motion be recorded.*

### **GENERAL:**

The Darwin Turf Club Carnival is one of the premier social and tourist events on the NT's calendar attracting 20,126 people on Darwin Cup Day alone.

The Darwin Turf Club has advised the event injects millions of dollars into the economy and offers \$1.2 million in prize money over a race program that stretches from the beginning of July to the first week end of August.

In 2010 Elected Members and partners hosted community members, volunteers and recognised people nominated by Elected Members at the lunch on Derby Day. Seniors, being a person over 60 years of age were hosted by Darwin City Council as guests.

Five people and partners also attended after winning the tickets on a competition on Radio station 104.9.

In 2011 the Chief Executive Officers from Community organisations were invited to attend the Derby Day.

The Darwin Turf Club has submitted the Project Evaluation and Financial Acquittal Form. (**Attachment A**)

For 2012 the attached Race Naming Rights – Day 4 (**Attachment B**) includes naming rights for a race on Day 4 SKYCITY Derby Day, an A' La Carte lunch with beverages for 100 people on Derby Day (Day 4) and ten tickets to the sponsors Cocktail Function and 10 tickets to Racing Ministers Cocktail Function.

Assessment below as per Council's criteria:

CRITERIA	COMMENT
Generally excluded: <ul style="list-style-type: none"> <li>• Conference</li> <li>• Individual</li> <li>• Record attempt</li> <li>• Fundraiser</li> </ul>	N/A
Local/National /International	Local and National
Contribution to identity of City	Yes
Contribution to Economic Growth	Yes
Promotes Community Participation	Yes/High

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 SUBJECT: DARWIN TURF CLUB SPONSORSHIP PROPOSAL 2012 - 2014

Sector – Business/Industry/economic/social/sporting/ environmental/cultural/educational	Social Sporting Business
Branding and profile raising opportunities	Yes/Medium
Leverage via media or advertising	Yes/Medium
Leverage through attendance/staging/display/ Or complementary event	Medium
Sponsorship benefits	Yes/Medium
Audience reach	Yes/Medium
Consistency with Council's core business or Action Plan objectives	Yes
Capacity to deliver long term benefits	Yes
Organisational capacity to deliver event	Yes
Budget provided	Yes

### **FINANCIAL IMPLICATIONS:**

Year 1 – 2012 \$34,160 excluding GST and signage and artwork production costs  
 This figure to consist of:

- \$16,000 cash contribution
- \$18,160 in kind

Year 2 – 2013 \$35,160 excluding GST and signage and artwork production costs  
 This figure to consist of:

- \$17,000 cash contribution
- \$18,160 in kind + 3% increase = \$18,704.80

Year 3 – 2014 \$36,160 excluding GST and signage and artwork production costs  
 This figure to consist of:

- \$18,000 cash contribution
- \$18,704.80 In kind + 3% increase = \$19,265.94

In kind to incorporate: (Annual)

- Hanging of 123 street promotional banners @ \$120.00 to erect and dismantle total of \$14,760.
- Sweeping of Stable Street and Buntine Drive twice weekly during the 6 weeks of Carnival each year. (\$100.00 per hour total \$1,200)
- Sweeping of Stable Street and Buntine Drive monthly outside of Carnival for the duration of the agreement. (\$100.00 per hour \$1,200)

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 SUBJECT: DARWIN TURF CLUB SPONSORSHIP PROPOSAL 2012 - 2014

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An additional signage offer has been made available for highly visible signage - \$10,000 per annum at the Fannie Bay Race Track.

### **STRATEGIC PLAN IMPLICATIONS:**

The issues addressed in this Report are in accordance with the following Goals/Strategies of the Darwin City Council 2008 – 2012 as outlined in the 'Evolving Darwin Strategic Directions: Towards 2020 and Beyond':-

#### **Goal**

2 Enhance Darwin's Active Positive and Flexible Lifestyle

#### **Outcome**

2.2 Increase recreational, leisure and heritage experiences

#### **Key Strategies**

2.2.2 Promote Darwin as a host city for sport and other recreational events

#### **Goal**

6 Promote Brand Darwin

#### **Outcome**

6.2 Promote our Darwin city

#### **Key Strategies**

6.1.1 Provide strategic sponsorship for major events

### **LEGAL IMPLICATIONS:**

Nil

### **ENVIRONMENTAL IMPLICATIONS:**

Nil

### **PUBLIC RELATIONS IMPLICATIONS:**

A number of branding and promotional opportunities for Darwin are associated with the event in the Northern Territory.

### **COMMUNITY SAFETY IMPLICATIONS:**

Nil

### **DELEGATION:**

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Nil

**CONSULTATION:**

Nil

**PROPOSED PUBLIC CONSULTATION PROCESS:**

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 REPORT NUMBER: 11TC0102MB:md  
 SUBJECT: DARWIN TURF CLUB SPONSORSHIP PROPOSAL 2012 - 2014

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### **APPROPRIATE SIGNAGE**

Promotional signage will be required

### **RECOMMENDATIONS:**

- A. THAT Report Number 11TC0102MB:md entitled, Darwin Turf Club Sponsorship 2012 – 2014 be received and noted.
- B. THAT Council enter into a three year sponsorship agreement with the Darwin Turf Club for 2012 – 2014 inclusive.

Or

- C. THAT Council not enter into a three year sponsorship agreement with the Darwin Turf Club for 2012 – 2014 inclusive.

**MAXINE DOWLEY**  
**EVENT COORDINATOR**

**MARK BLACKBURN**  
**EXECUTIVE MANAGER**

Any queries on this report may be directed to Maxine Dowley on 89300684 or  
 m.dowley@darwin.nt.gov.au



## DARWIN TURF CLUB

### Project Evaluation & Financial Acquittal Form

Please complete the following information:

#### ABOUT YOU

Applicant/Organisation:	<b>Darwin Turf Club</b>		
Address:	<b>GPO Box 589, Darwin NT</b>		
Name of Person Managing the Project:	<b>Pina Sommerville</b>		
Position Title:	<b>Marketing &amp; Communications Manager</b>		
Contact Telephone:	<b>08 89234222</b>	Fax:	<b>08 8923 4233</b>
Email Address:	<b><u>psommerville@darwinturfclub.org.au</u></b>		

#### ABOUT YOUR PROJECT

<p><b>Name of your event/program/activity?</b></p> <p><b>Carlton Mid Darwin Cup Carnival</b></p> <ul style="list-style-type: none"> <li>• The first Darwin Cup was held in 1956 for total prize money of £235;</li> <li>• Held the first Monday of August each year; the Carlton Mid Darwin Cup Carnival is Darwin's premier social and sporting event of the year. Owned and managed by the Darwin Turf Club, the Carnival is 8 days of action packed racing and social events.</li> <li>• The Carnival increased interstate profile attracts leading jockeys, trainers and thousands of visitors to Darwin each year. Event race goers enjoy the relaxed entertainment experience without the huge crowds of Carnivals in the Southern States and the event is held in the dry season when the rest of the country is in winter.</li> <li>• The Carnival is fashion and style, a quality day trackside with mates and colleagues live racing and non-stop entertainment. The race days focus on various audiences including corporates, families, men, women and young people.</li> <li>• Incorporates a number of social events including the largest outdoor dinner event in Australia, the Qantas Darwin Turf Club Gala Ball with over 3000 attending in 2011.</li> <li>• The event helps deliver the Darwin City Council's strategic plan by bringing visitors into the city and making Darwin a vibrant and exciting place to visit. The Carnival also offers the Darwin City Council the opportunity to brand Darwin and increase the Council's profile with the various advertising and signage options.</li> <li>• The Carnival brings a feeling of pride to the local community when an event of this size and stature is on their door step. It is an event that most people in Australia have heard of and have a strong desire to attend.</li> </ul>
--

How happy were you with your event/program/activity? Please tick.

<input checked="" type="checkbox"/>	Very Satisfied
<input type="checkbox"/>	Satisfied
<input type="checkbox"/>	OK
<input type="checkbox"/>	Unsatisfied
<input type="checkbox"/>	Very Unsatisfied

How did your event/program/activity go? Please attach additional pages if necessary.

This year's Carnival was certainly the best ever staged with numbers indicating significant increases across the board. This has no doubt been due to sponsors such as the Darwin City Council, that have contributed greatly to the carnival's growth and success over the years and we look forward to continuing our relationship in further enhancing the Northern Territory's premier sporting event. Overall the 2011 Carnival saw a 10.7% increase in attendance.

Day 4 attendance numbers.

YEAR	Day 4
2006	1,840
2007	1,674
2008	2,074
2009	2,390
2010	2,741
2011	3,069

- Benefits the Darwin City Council sponsorship included were race naming rights on Day 4 of the Carlton Mid Darwin Cup Carnival - Saturday 16 July 2011 SKYCITY NT Derby Day

#### Day 4 - Race 5: Darwin City Council Weight for Age

Place	Horse	Trainer	Jockey	Margin	Barrier	Weight
1	Lucid Reflection	Dick Leech	Michael McDuff		3	58.5
2	Canali	Stephen Brown	Scott Hillebrand	3.3L	2	58.5
3	Sense of Sun	Sheila Arnold	Paul Shiers	4.6L	6	58.5

In recognition of the long term relationship between the Darwin City Council and the Darwin Turf Club an additional race naming rights on Day 1 was offered at no cost to the Darwin City Council.

#### Day 1 - Race 7: Darwin City Council Special (2) Handicap

Place	Horse	Trainer	Jockey	Margin	Barrier	Weight
1	Club Liquid	Dick Leach	Vanessa Arnott		1	56.5
2	Spakatak	Kevin Lampercht	Carl Spry	3 1/2 L	9	56.5
3	Robdon Flyer	Ken Rogerson	Craig Moon	2 1/4 L	3	56

- Benefits included branding through advertising and logo placement in the official Carnival Magazine, race book on Day 1 and Day 4, coverage nationally and internationally on Sky Racing, winning line banner signage on course, race name exposure on the Semaphore board on course and racing guides throughout Australia, radio coverage and the opportunity to place additional banners and flags on course during sponsors days.
- The Lord Mayor presented the trophy to the winning connections of Day 4.



- Benefits included hospitality for 100 Darwin City Council guests that included gate and grandstand entry, race book, 3 course meal and beverage package. Plus 2 tickets to the Grandstand and members lawn on Cup Day for the Lord Mayor.



- Benefits included 10 invitations to high profile events such as the Official Carnival Launch and 10 invitations to the Racing Ministers Cocktail function.
- Plus a corporate membership (including 4 passes) to the Darwin Turf Club, valid for 12 months.





**The Cup Carnival boasts several other premier social events for visitors and the community**

22 June 2011 – Official launch of the Carlton Mid Darwin Cup Carnival – 400 attended

13 July 2011 – Bridge Toyota Ladies Day function in the Schweppes Pavilion – 770 attended (sold out)

Best Dressed Window Competition – 22 shops in CBD, 6 at Casuarina, 3 at Parap, 1 at Nightcliff & 2 at Millner  
WINNERS – Man to Man in Casuarina, second – Lash & Beauty in CBD, third – Portly Gentleman in CBD

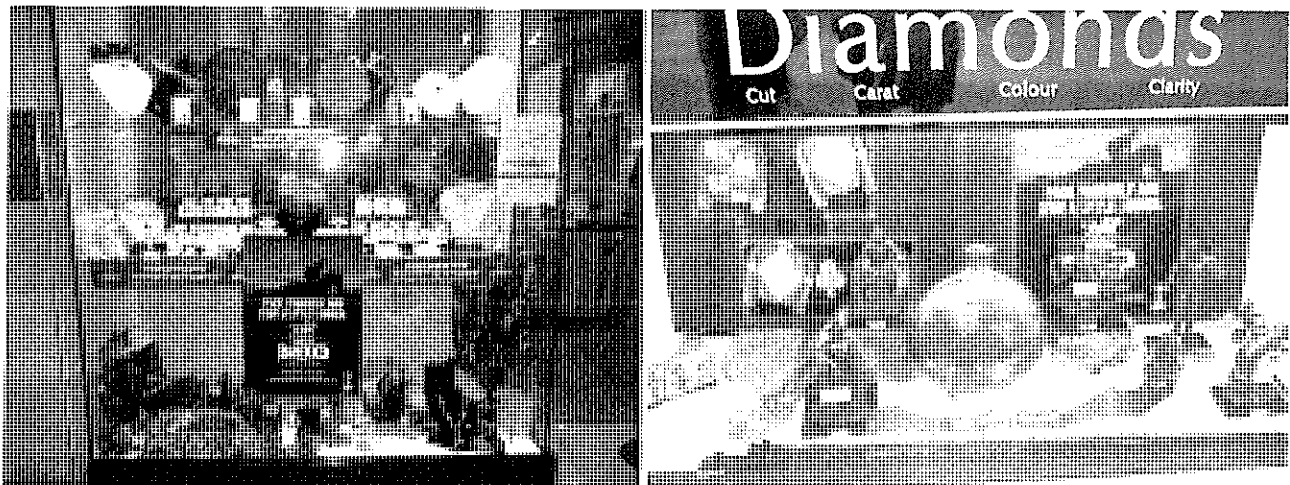
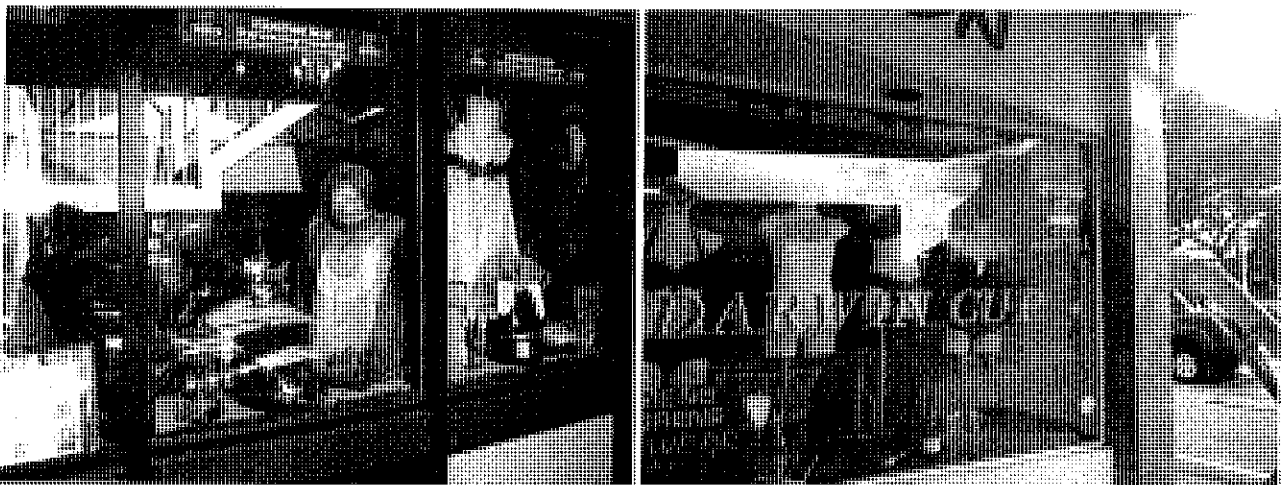
28 July 2011 – Sportingbet Carbine Club Darwin Cup Luncheon in the Schweppes Pavilion – 580 attended

28 July 2011 – Darwin Turf Club Tried Horse Sale in the Schweppes Pavilion – over 500 attended

29 July 2011 - Darwin Cup Barrier Draw at Skycity – approximately 200 attended

29 July 2011 – Racing Ministers Cocktail Function at Parliament House – approximately 400 attended

30 July 2011 – Qantas Darwin Turf Club Gala Ball at Little Mindil Lawns – 3000 attended

**IMAGES OF THE COMMUNITY SUPPORTING THE CARNIVAL WITH THE BEST DRESSED WINDOW COMPETITION****FINANCIAL ACQUITTAL**

Please detail what you spent the funding on.

Please highlight any variations between the approved budget and your acquittal.

**PROJECT EXPENSES**

<b>RACE EXPENSES</b>	<b>Comments</b>	<b>No.</b>	<b>Cost pp</b>	<b>Total</b>
Race Name - Carnival	Day 4			\$ 16,000.00
Race Name - Non Carnival	1 race			\$ 1,000.00
Gate & Grandstand access	Day 8	2	\$ 205.00	\$ 410.00
General Admission Tickets	additional on Day 4	100	\$ 25.00	\$ 2,500.00
Trophy	Day 4			\$ 250.00
Presentation of Trophy				\$ -
Framed Photo		1	\$ 150.00	\$ 150.00
<b>HOSPITALITY EXPENSES</b>				
Ted Bailey Grandstand Luncheon	Day 4 - Ventilago	100	\$ 150.00	\$ 15,000.00
Beverages -	5hr package	100	\$ 55.00	\$ 5,500.00
Racing Ministers Cocktail Party	Cannot buy experience	10		\$ -
Sponsors Cocktail Party		10	\$ 100.00	\$ 1,000.00
Memberships	Corporate	1	\$ 545.00	\$ 545.00
<b>ADVERTISING EXPENSES</b>				
Advertising in Race book	logo thru out - Day 4	1	\$ 200.00	\$ 200.00
Hotlink to Website		1	\$ 500.00	\$ 500.00
Nationwide TV Coverage of Race		1	\$ 1,500.00	\$ 1,500.00
Radio Coverage of Race		1	\$ 1,000.00	\$ 1,000.00
Carnival Magazine - logo		1	\$ 200.00	\$ 200.00
<b>SIGNAGE EXPENSES</b>				
Sign - Banner for Winning Post	+ Semaphore board	1	\$ 2,000.00	\$ 2,000.00
<b>TOTAL</b>				<b>\$ 47,755.00</b>

**Other – please describe**

The Darwin Turf Club budgets are commercial in confidence and cannot be disclosed

The cash component of \$16,000 in 2011 was used to recover the cost of hospitality of the sponsorship - \$160 pp which included 3 course luncheon, admission, race book and 5 hour standard beverage package.

General public who booked a luncheon on Day 4 in the Ted Bailey Grandstand would have paid \$150pp and did not include beverages.

Above cost of benefits does not include those attached to the additional race naming right on Day 1.

**COMPLETED APPLICATIONS MAY BE SUBMITTED BY:****Post:**

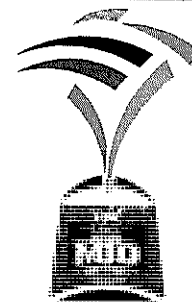
Executive Manager  
Darwin City Council  
GPO Box 84  
DARWIN NT 0801

**Hand Delivery:**

Executive Manager  
Darwin City Council  
Civic Centre  
17 Harry Chan Avenue  
DARWIN NT 0800

**Fax:** (08) 8930 0669

**Email:** [m.blackburn@darwin.nt.gov.au](mailto:m.blackburn@darwin.nt.gov.au)



**DARWIN CUP  
CARNIVAL**  
JULY - AUGUST



# **Carlton Mid Darwin Cup Carnival Partnership Proposal DARWIN CITY COUNCIL**

# Contents

Horse Racing

Objectives

The Event

2012 Dates

Attendance

Editorial Media

Broadcast Media

Branding Benefits

Proposal

Investment

Thank You



## Horse Racing

- Horse Racing enjoys high visibility and fervent spectator support;
- Most people attend the races to socialise, have a bet, and dress up;
- Horse Racing is International – stylish & fashionable;
- Principal Racing Authority in the Northern Territory is Thoroughbred Racing NT;
- Australia has 374 race Clubs
- Racing attracts a wide cross section of ages and is as popular with men as it is with women;
- Sponsoring a race is the cheapest form of advertising, guaranteed to give your company exposure all over the country.





## Objectives

- Reinforce your brand association with Australian Horse Racing, through Northern Territories biggest horse racing Carnival;
- Ideal opportunity for networking and to promote your valued business locally and Australia wide;
- Entertain current and new clientele;
- Increase awareness of your business locally and Australia wide;
- Optimise the benefits of your business services to the local and wider racing/other community;
- Increase recognition of Community support within your local region.



## The Event

- The first Darwin Cup was held in 1956 for total prize money of £235;
- Held the first Monday of August each year;
- Darwin's premier social and sporting event of the year;
- Owned and managed by the Darwin Turf Club;
- 8 days of action packed racing;
- Increased interstate profile that attracts leading jockeys, trainers and visitors to Darwin;
- Incorporates a number of social events including the largest outdoor event in Australia, the Qantas Darwin Turf Club Gala Ball with over 3000 attending in 2011.



## The Event

- Relaxed entertainment experience without the huge crowds of Carnivals in the Southern States;
- Race days focused on various audiences including corporates, families, women and young people;
- Warm sunny days when the rest of the country is in Winter;
- Winning stakes around \$1.9 million on offer;
- The Carnival is fashion and style, a quality day trackside with mates and colleagues, live racing and entertainment.





## 2012 Dates

### **2012 Carlton Mid Darwin Cup Carnival**

Day 1 – Sat 7 July 2012  
Hot 100 Darwin Guineas Race Day

Day 2 - Sat 14 July 2012  
Trans Territory Foods  
Chief Minister's Cup Day

Day 3 - Wed 18 July 2012  
Bridge Toyota Ladies Day

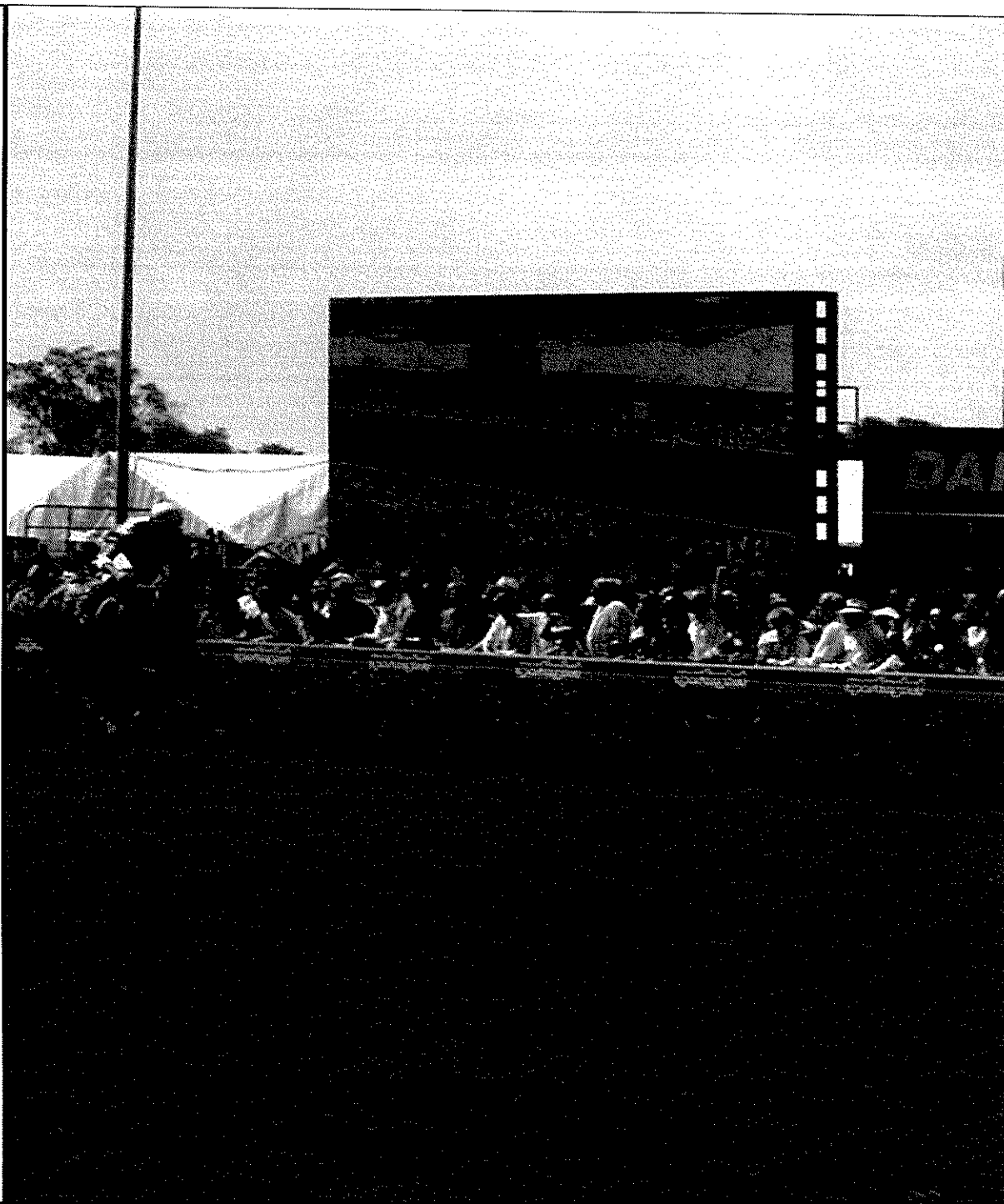
Day 4 - Sat 21 July 2012  
SKYCITY NT Derby Day

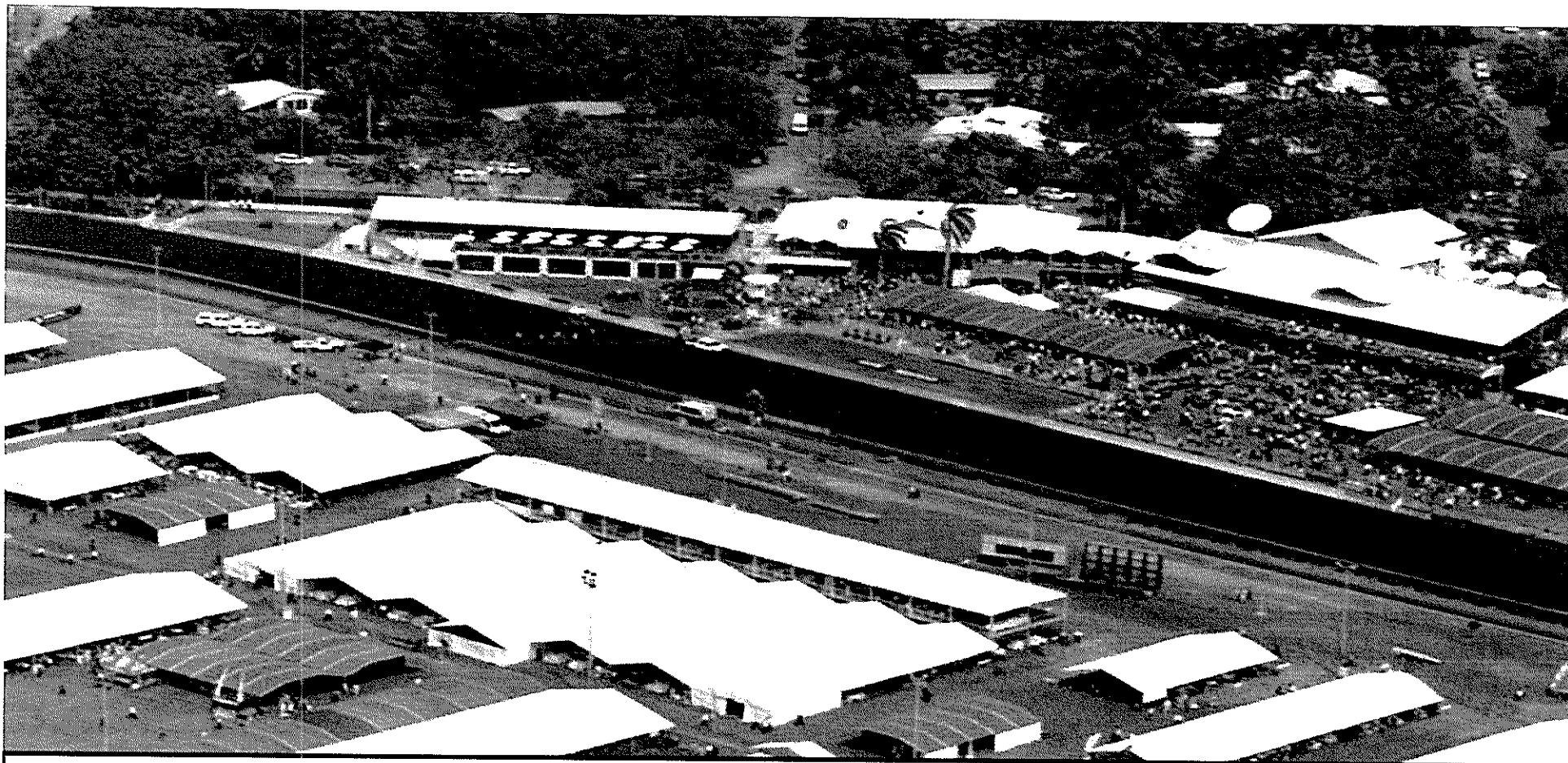
Day 5 - Sat 28 July 2012  
SKY Racing Metric Mile Race Day

Day 6 - Wed 1 August 2012  
Colemans Printing Race Day

Day 7 - Sat 4 August 2012  
Palmerston Sprint Race Day

Day 8 - Mon 6 August 2012  
Carlton Mid Darwin Cup





## Attendance during Carnival

10.7% increase  
in 2011

YEAR	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	TOTAL
2004	1,223	1,186	1,915	1,522	1,192	1,225	3,141	14,373	25,777
2005	921	1,797	2,601	1,411	1,467	1,107	2,190	16,290	27,784
2006	1,146	1,491	2,504	1,840	1,319	1,479	3,009	16,743	29,531
2007	1,308	1,662	2,900	1,674	1,380	1,467	3,184	17,193	30,768
2008	1,138	1,521	3,350	2,074	1,877	1,222	3,449	18,820	33,451
2009	1,260	1,500	3,281	2,390	1,099	1,926	5,379	21,531	38,366
2010	2,142	1,853	4,173	2,741	1,856	2,378	3,432	19,852	38,427
2011	2,400	2,075	4,673	3,069	2,078	2,663	5,472	20,126	42,556

## Editorial Media

### **Coverage pre Carnival**

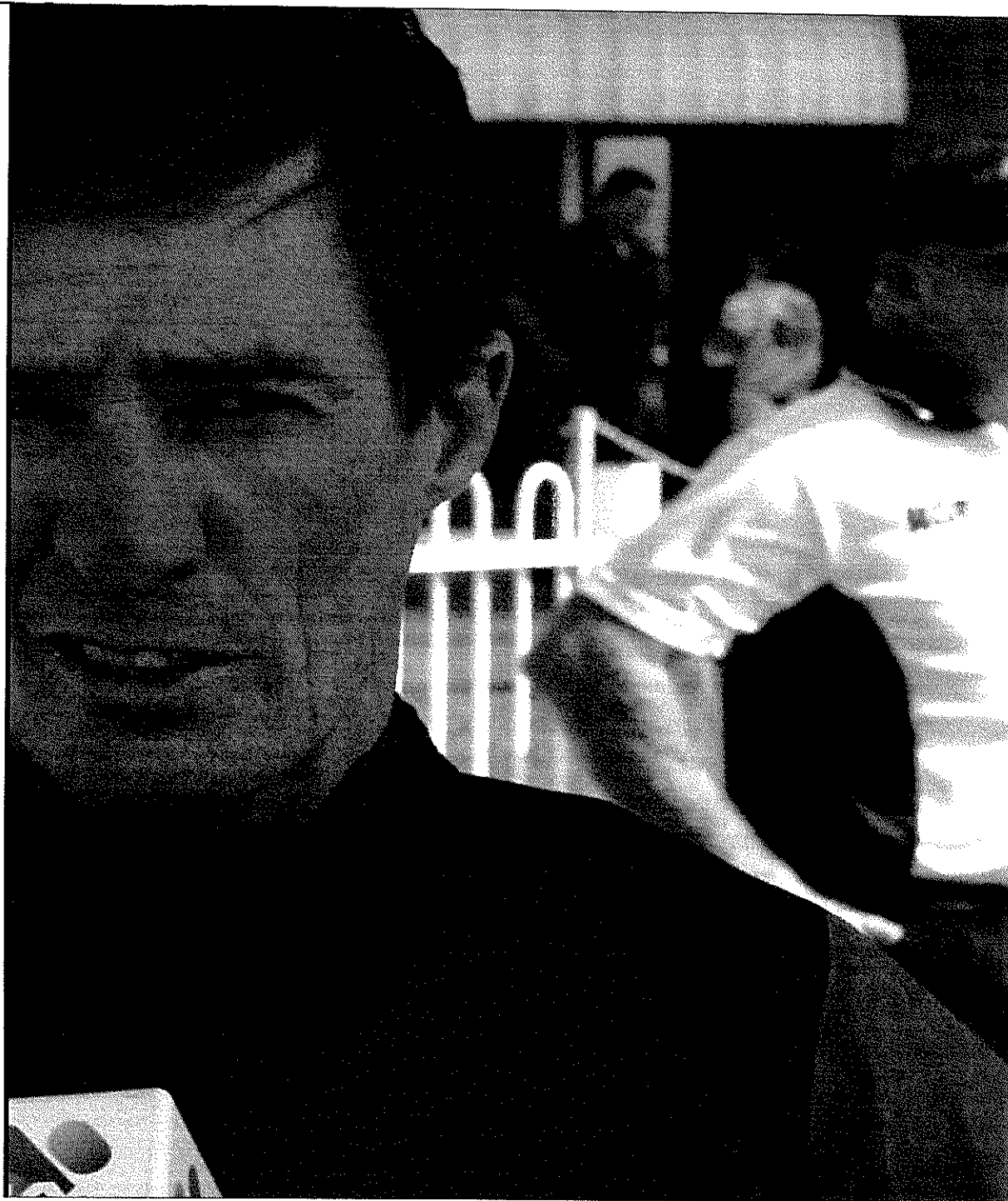
- 10,000 Carnival Magazines
- Travel Agency promotions
- Fashion Magazines
- Inflight Magazines
- Darwin Life Magazine
- Resident Magazine
- Member email newsletters

### **During Carnival**

- Regular updates featured in the NT News, including a 12 page Carnival liftout in the lead up to Darwin Cup Day.
- Regular updates also featured in the Darwin / Palmerston Sun newspaper.

80 media representatives were accredited to attend the 2011 Carnival – 80% local, 19% interstate, 1% international

online version of Carnival Magazine on the Darwin Turf Club website.



## Editorial Media

### Post Carnival

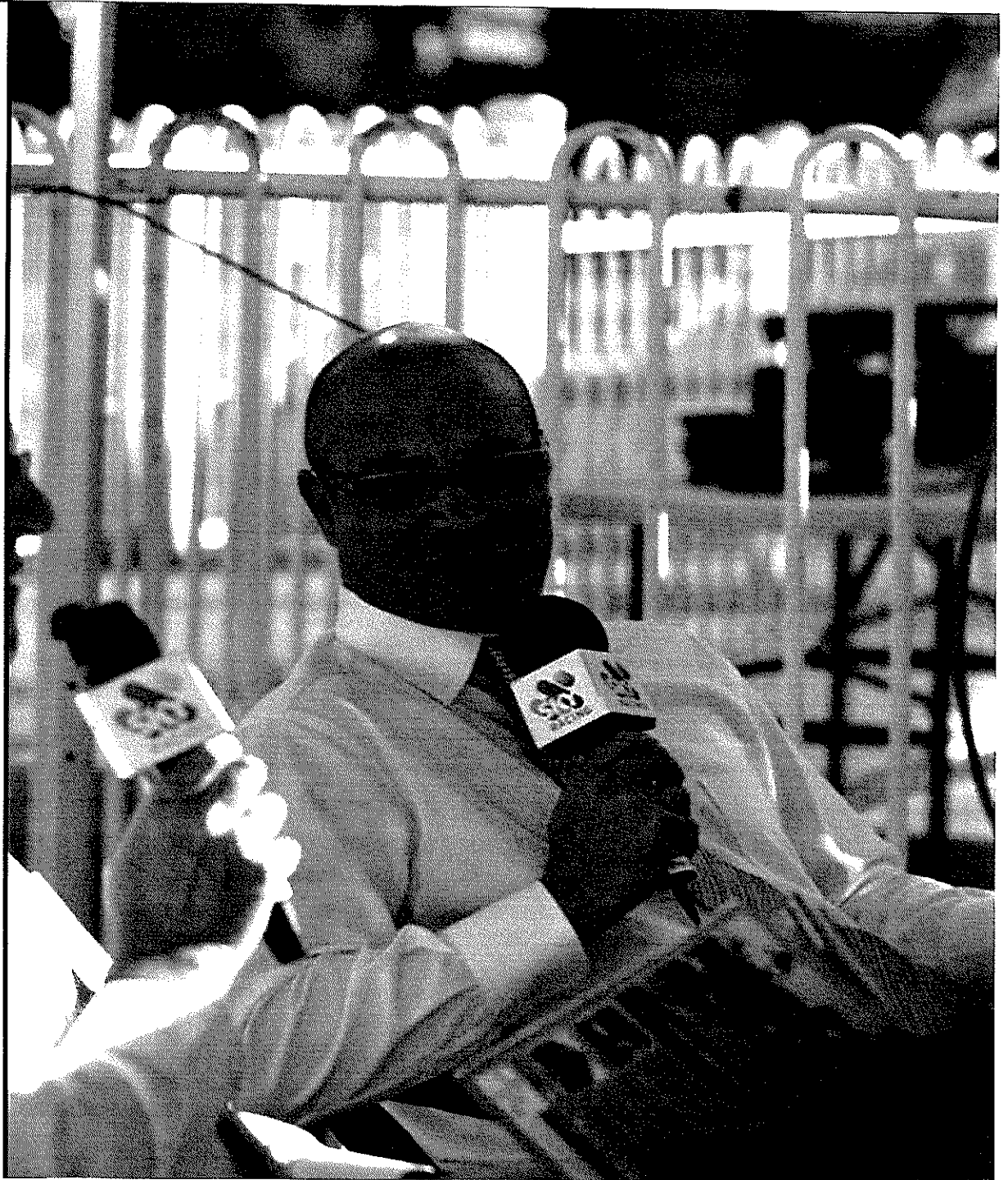
- NT News once again ran a Carnival best dressed feature, showing pictures of contestants over several days, involving the public with voting and finally, announcing the winner.
- Stories on Darwin Carnival also featured in the Singapore Turf Club Magazine and Kyneton News in Victoria (home of Cup winning trainer, Neil Dyer).



## Broadcast Media

### Sky Racing Report

- 2011 Carnival was again very popular with Tabcorp customers, with betting with NSW & VIC TAB reaching over A\$7million;
- The Carnival was broadcast to Australia, USA, NZ, PNG, Sri Lanka, Hong Kong, Thailand and Indonesia;
- The combined Pay TV reach rating on Sky Racing 1 and Sky Racing World for 2011 Carnival was up 26%;
- Turnover in NZ on Cup Day was A\$103,000;
- Turnover in USA on Cup Day was A\$176,000;
- Exposure on Sky Sports Radio .

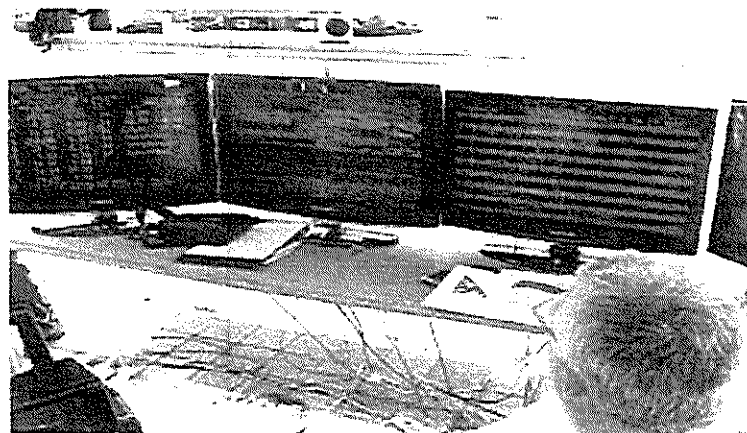




## Darwin Turf Club – 2011 Carnival Overview

### Pay TV Ratings

Darwin Cup Day	2011		2010	
	Audience	Reach	Audience	Reach
Sky Racing 1	5,600	53,549	6,977	50,268
Sky Racing World	2,373	9,854		



### Carnival Turnover Figures

\*Only Aus thoroughbred on LY due to 2 Abandoned meetings in NSW and VIC. Gained additional transfer. Note: Data includes both Pari-mutuel and Fixed Odds Turnover

Date	Day	Meeting	NSW \$000s			VIC \$000s			Tabcorp Turnover \$000s		
			TV	LY	%	TV	LY	%	TV	LY	%
2/6/2011	Sat	Hot 100 Race Day	435	443	(1.8%)	321	284	13.0%	756	727	4.0%
9/6/2011	Sat	Chief Ministers Cup	309	379	(18.4%)	239	267	(10.9%)	548	642	(14.2%)
13/6/2011	Wed	Ladies Day	368	345	6.6%	286	236	21.8%	656	582	12.8%
16/6/2011	Sat	Derby Day	467	416	12.5%	368	269	37.1%	835	684	22.1%
23/6/2011	Sat	Metro Mile	452	395	14.5%	336	246	36.8%	789	643	22.7%
27/6/2011	Wed	Printing Cup	245	357	(31.4%)	212	245	(13.5%)	457	652	(29.1%)
30/6/2011	Sat	Palmerston Sprint	378	428	(11.6%)	277	263	5.4%	655	681	(3.2%)
1/08/2011	Mon	Darwin Cup *	1,217	1,420	(14.9%)	1,124	1,436	(22.0%)	2,338	2,856	(18.2%)
Total			3,872	4,184	(7.5%)	3,162	3,247	(2.6%)	7,034	7,431	(5.3%)

## Broadcast Media

- Exposure on Friday morning local ABC Breakfast Radio with Julia Christensen.
- The Carnival featured heavily in local Channel 9 news with regular updates featuring industry news, fashion & fun and the winners of each Carnival day.
- The Scoop kept Southern Cross Television viewers up to date on when & where to be seen at the races, including features with the Carnival Ambassador.
- Hot 100 / Mix 104.9 live broadcast from the Darwin Turf Club each Carnival day encouraging listeners to come on down and enjoy the atmosphere.
- Hot 100 / Mix 104.9 regularly interviewed the Carnival Ambassador.



## Branding Benefits

- Race Naming Rights provide sponsors with the opportunity to generate high level broadcast and editorial visibility;
- Sky Racing broadcast nationally and internationally;
- Newspaper form guides and sports pages;
- Full page in the official Carnival Magazine – distribution 10,000 A4 full colour approx 64 pages (local 58%, National 36%, International 6%);
- Feature articles in various local, national and international magazines.

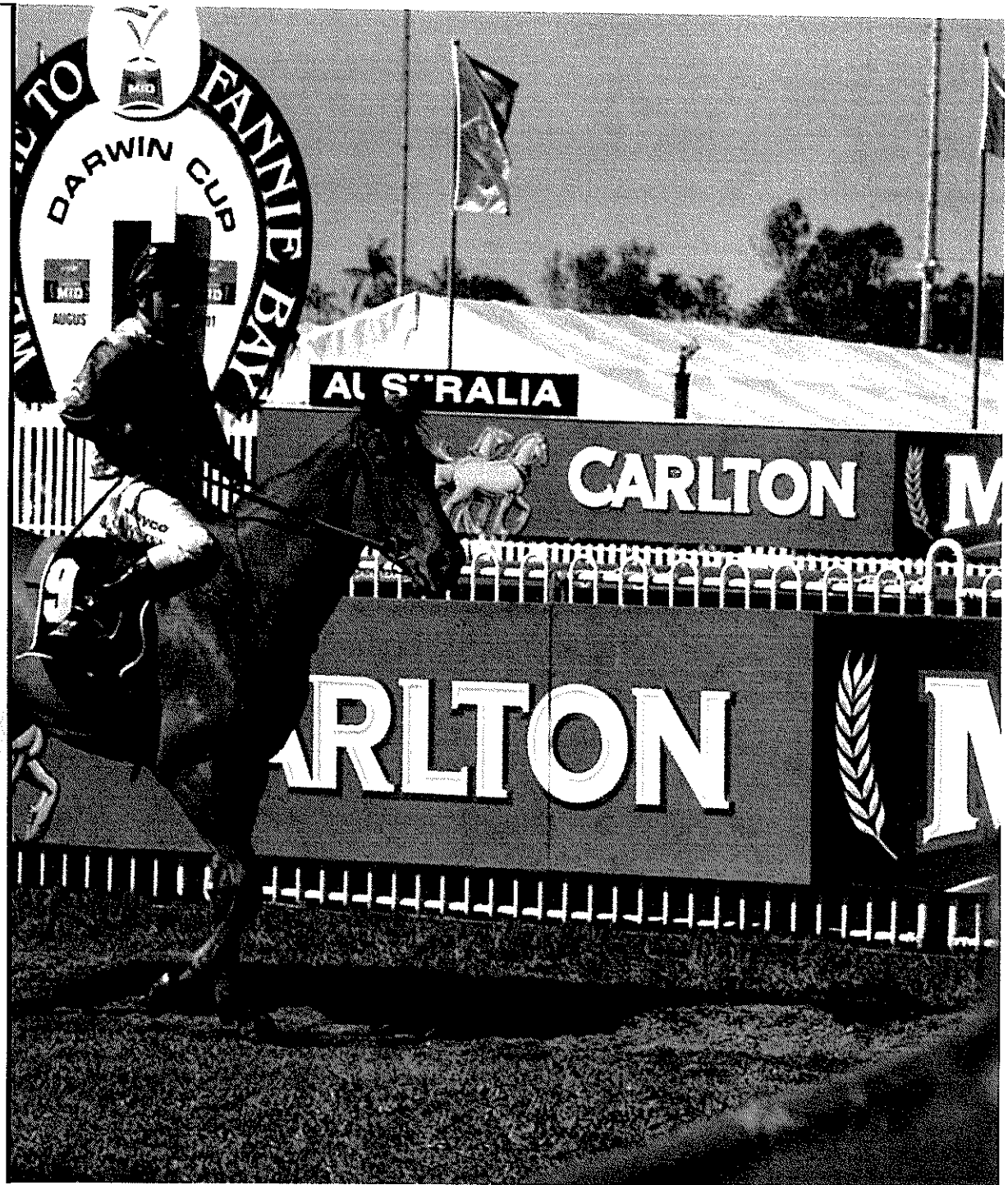




## Proposal

### Key benefits include:

- Race Naming Rights for a race on Day 4, the Carlton Mid Darwin Cup Carnival;
- Opportunity to supply a Company winning line banner to be displayed during sponsored race close to winning post;
- Presentation of trophy to the winning connections on the Dais on Day 4 (trophy to be supplied by Darwin Turf Club);
- Additional race naming rights to one (1) other race each year of the agreement outside Carnival;
- The race name will be featured in all official literature including race results, calendar, press releases, newspaper form guides, TAB race lists and enews.



## Proposal

- Sky Racing television coverage of Day 4 nationally and internationally;
- Radio coverage and exposure through 4TAB, QLD, SA & NT;
- Logo recognition in the official Carlton Mid Darwin Cup Carnival Magazine (subject to printing deadlines);
- Race book advertising on Day 4. Full page mono advert;
- Recognition as a Carnival sponsor on the Darwin Turf Club website with direct link back to sponsor site;
- Entitled to have a television commercial on the big screen on course to be telecast on Day 4;
- Supplied a DVD of all races featured on the sponsored race day



# Proposal

## Corporate Hospitality

10 invitations to the Carnival Launch

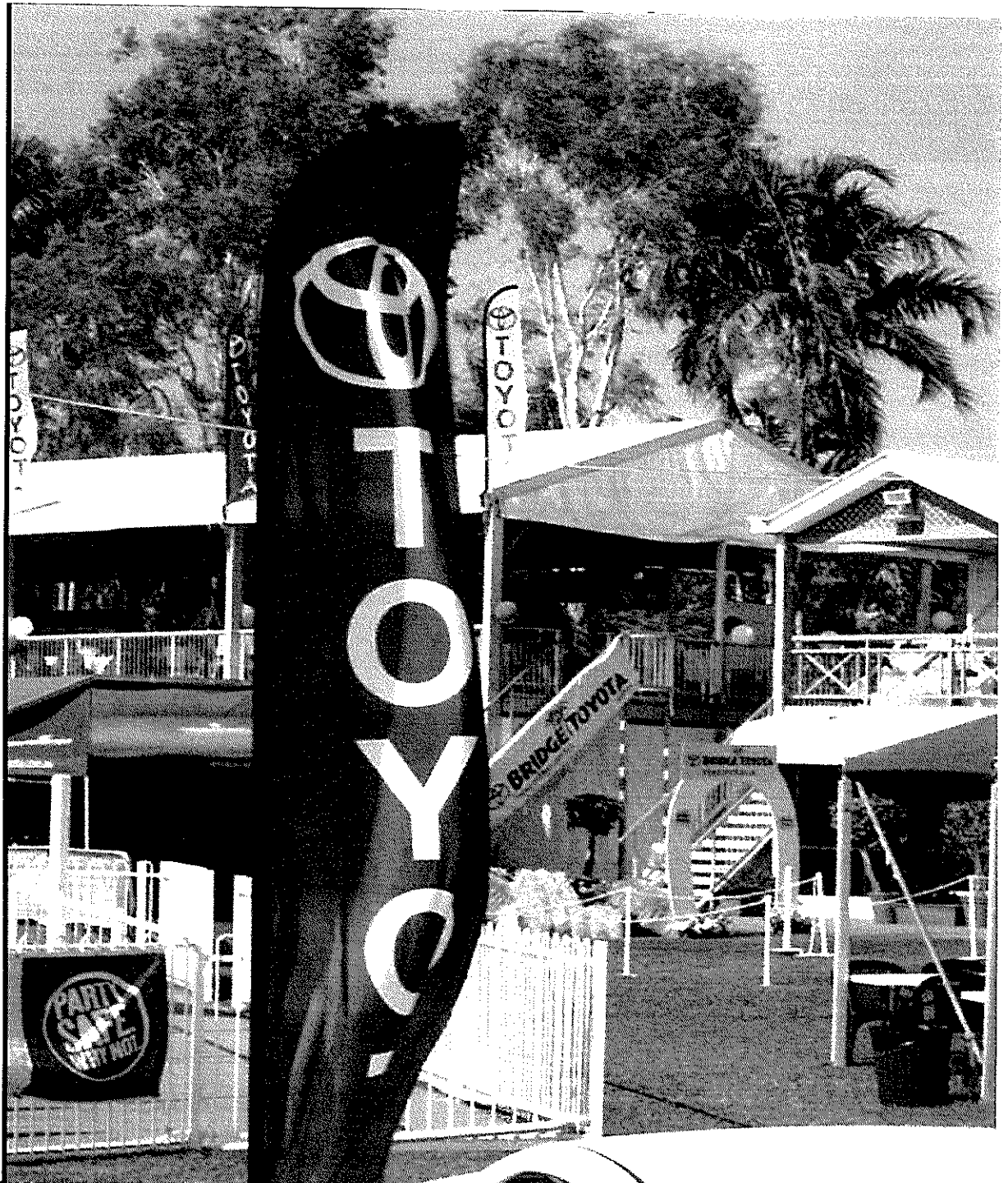
10 invitations to the Racing Ministers Cocktail Function

1 full membership to the Darwin Turf Club

2 tickets to the Ted Bailey Grandstand and Members Lawn on Cup Day

Opportunity to entertain up to 100 guests in the Ted Bailey Grandstand

- Gate entry & grandstand access
- Reserved private area in Ventilago Lounge
- 3 course alternate drop luncheon
- Race book per person
- 3.5 hr standard beverage package
- Table service



# Proposal

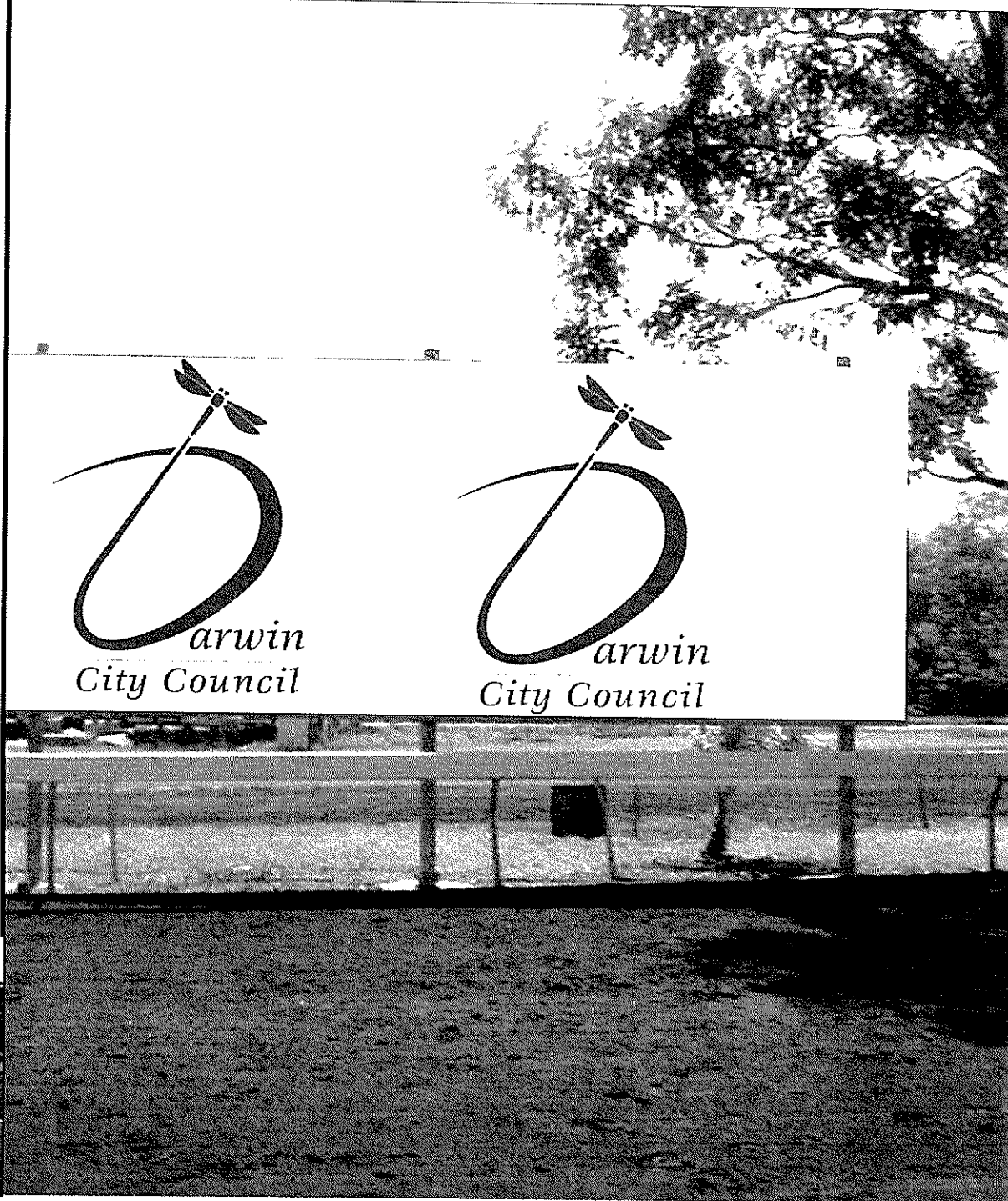
## OPTIONAL EXTRA

### Signage

Permanent high profile signage  
5m x 10m

High visibility branding with coverage 41 times a year on Sky Racing television and on course coverage with spectators attending racing and also thousands of visitors attending events and participating in Touch Football at the Darwin Turf Club each year.

Location to be determined by the Darwin Turf Club and subject to available space





## Investment

### Cash component:

- 2012 - \$16,000
- 2013 - \$17,000
- 2014 - \$18,000

Excluding gst and any signage and artwork production costs

Amount to include an additional contra value of \$18,160. With an annual increase of contra cost by 3%

### Contra to incorporate:

Hanging of 123 street promotional Carnival banners

Sweeping of Bevan Halter Drive and Buntine drive twice weekly during the 6 weeks of Carnival

Sweeping of Bevan Halter Drive and Buntine drive monthly outside of Carnival

### Additional signage fee:

High visible signage - \$10,000 per annum.





THANK YOU I look forward to guiding you through the opportunities and to maximise the impact, making your day one to remember.

Pina Sommerville

Marketing and Communications Manager

0438 410098

[psommerville@darwinturfclub.org.au](mailto:psommerville@darwinturfclub.org.au)

ORDINARY COUNCIL MEETING - OPEN SECTION  
TUESDAY, 29 NOVEMBER 2011

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## 15 OFFICERS REPORTS

### 15.5 Public Toilet Facilities, Access and Provision in the CBD Report No. 11C0120 HB:kl (22/11/11) Common No. 1977924

*Report Number 11C0120 HB:kl attached.*

ENCL: YES

**DARWIN CITY COUNCIL**

DATE: 22/11/2011

**REPORT****TO:** 2<sup>nd</sup> ORDINARY/OPEN**APPROVED:** JB**FROM:** GENERAL MANAGER COMMUNITY &  
CULTURAL SERVICES**APPROVED:** KH**REPORT NO:** 11C0120 HB:kl**APPROVED:** HB**COMMON NO:** 1977924**SUBJECT:** PUBLIC TOILET FACILITIES, ACCESS AND PROVISION IN THE CBD**ITEM NO: 15.5****SYNOPSIS:**

This report responds to a number of CBD public amenity issues in relation to opening hours, facility type and location. This report seeks to address these issues by mapping current facilities, reviewing best practice public amenity provision whilst recommending a stakeholder engagement approach to inform future public amenity planning and provision.

**GENERAL:****PREVIOUS DECISIONS****Decision No.20\4244 (26/07/11)**

THAT clarification be sought on the provision and access of public facilities within private CBD Buildings.

**Decision No. 20\4243 (26/07/11)**

THAT a report be prepared on the availability of baby changing facilities within the CBD.

**Decision No. 20\3900 (27/04/11)**

THAT a report be prepared for Council on the opening hours of the West Lane Carpark toilets and other toilets in the Central Business District.



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### **Decision No.20\2959 (29/06/10)**

- A. THAT Report Number 10C0088 AF:kl entitled, Implications of Compromised Sanitation on the Population and Environmental Health of the Darwin Municipality, be received and noted.
- B. THAT Council invites the Commonwealth Government and the Northern Territory Government's Darwin Urban Environment health representatives to participate in a workshop regarding its legislative and operational role regarding the impact of compromised sanitation upon the Darwin municipality.

## **REPORT**

### **Introduction**

This report seeks to address a number of issues relating to public toilets including; access to public facilities within private buildings; baby changing facilities; and toilet opening hours. This report has reviewed best practice in the provision of public amenities and draws upon this evidence base in recommending a way forward.

Each year Council undertakes a Community Satisfaction survey to assess community views of facilities, services and programs. Pertinent to this report is the July 2010 survey results indicating approximately 44% of residents accessed public toilets within the last 12 months. Residents also rated public toilet maintenance as 4.3 out of 5 in terms of importance (4.3 in 2009 and 4.2 in 2005). Additionally, satisfaction for public toilet maintenance was rated 3.2 out of 5 (3.1 in 2009 and 2.9 in 2005).

Provision of public toilets is a key concern for Council as it seeks to support Darwin's active outdoors lifestyle whilst catering for a large number of city visitors. According to the National Toilet Map data, there are 185 public toilets in the Northern Territory, which equates to 1% of all public toilets across Australia. There are 56 toilets listed for the Darwin region, with Council owning and maintaining 36 of these.

### **Provision and access to public facilities within private CBD buildings**

Provision and access to public toilet facilities within private Central Business District (CBD) buildings is dependant on the design and class of the building, employee and patron numbers as well as policy and practice of the individual building owners.

As set out in the Australian Building Code (F2.3) sanitary facilities must be provided for in Class 3, 5, 6, 7, 8 and 9 buildings in accordance with design occupancy. Table F2.3 of the Code outlines the number of closet pans, urinals and washbasins required, also determined by the design occupancy and class of the building. In summary, provision of toilet facilities within private CBD buildings is determined by the number of employees or patrons it is designed for, both male and female.

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Additionally in relation to Class 6 buildings (restaurants, cafes and bars) sanitary facilities need not be provided for patrons if the building accommodates no more than 20 people. Employees and the public may share facilities in a Class 6 and 9b building, but it is not a requirement. If a premises has less than 10 employees, a unisex facility may be provided instead of separate facilities for both genders.

Whilst private buildings may provide toilet facilities, there is no requirement to provide access which may be restricted by the policy or practice of the owners. For example a hairdressing salon might provide facilities for staff and customers but disallow use by non customers.

Developing a definitive list of toilets available in private buildings and determining their accessibility for the public, would require obtaining details about each building design occupancy, number of employees, number of patrons along with the policy and practice of each building owner. This data collection falls beyond the scope of this report, however may be an element Council wishes to map in the future.

Anecdotal evidence suggests that if a member of the public seeks to access toilet facilities within a private CBD building, the response is on a case by case basis. What is available for one person is not necessarily afforded to another member of the public.

### **Community Toilet Schemes**

Upon review of some of the more contemporary approaches to provision of public amenities, Community Toilet Schemes are a new initiative that have been implemented in the London Boroughs, United Kingdom (in preparation for the 2012 Olympics). Local businesses are paid by the Boroughs to allow non-customers the use of their toilets during opening hours. Businesses receive payment that covers the cost of cleaning and maintenance and participating business are listed in Borough publications. Universal Community Toilet Scheme signage has also been developed and are window displayed by the participating business. In some Boroughs, public buildings are also included in the Community Toilet Scheme, eg Libraries. Limitations of the Community Toilet Schemes include:

- Opening hours of participating business
- Level of accessibility for people with disability
- Change in personnel and ownership of participating businesses
- Compliance with membership requirements
- Variance of amenity quality

Council should also note that variations of this scheme exist, for example the City of Perth owns and maintains a facility located near the Myer shopping mall and train station that comprises male and females toilets as well as showers, baby change, locker and stroller hire, Wispa hoist and adult change table. Entry to this facility requires payment and is staffed.

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City of Melbourne has adopted a 5 year implementation plan informed by environmentally sustainable design principles and provision of assets and facilities to improve the liveability and amenity of the City's central area. Provision includes self cleaning models, staffed facilities and non staffed. Syringe units are included in all public toilets as a standard inclusion.

Upon review of best practice examples, it appears that in crafting a way forward for Council, a well planned strategy is indicated that takes into account;

- Assessment of need to ensure positioning of future facilities is ideal and in well pedestrianised areas
- CPTED principles
- Environmentally sustainable design elements,
- Full accessibility
- Asset maintenance
- Way finding signage
- Opening hours
- High quality cleaning regimes
- Costs

#### **Availability of Baby Changing Facilities within the CBD**

Baby change facilities are available at three public toilets within the Central Business District (CBD) and Waterfront area. This equates to 21% of available toilets within the area. Baby Change facilities are located at West Lane (Council), Waterfront – Wavepool (Waterfront Corporation) and Wharf Precinct – Galley (Darwin Port Corporation) (see **Attachment A** for a detailed map). Baby change facilities are provided in the unisex toilets in West Lane which are also fully accessible toilets, enabling all guardians, regardless of gender, the ability to address their child's needs.

Council has three Exeloo toilets in the CBD and it is possible to retrofit baby change facilities into Council owned Exeloo's. An estimated unit price is provided in the financial implications section.

#### **Opening Hours of Public Toilets in the CBD**

There are 14 public toilet locations within the Central Business District (CBD) and Waterfront precinct. These toilets are provided by a number of organisations, including Council. The following table provides a breakdown of public toilets in the CBD area by provider.

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**Table 1: Toilets by Provider – CBD and Waterfront**

Provider	Count	%
<b>Darwin City Council</b>	<b>6</b>	<b>43%</b>
Ausfuel	1	7%
Shell Australia	1	7%
Darwin Port Corporation	1	7%
DarwinBus	1	7%
Department of Planning and Infrastructure	1	7%
Toga	1	7%
Waterfront Corporation	1	7%
Galleria Centre Management	1	7%
<b>Total</b>	<b>14</b>	

As is evident from this data, Darwin City Council provides the majority of the public toilet facilities within the CBD. These toilets are:

- City Library, Harry Chan Avenue
- West Lane Arcade, The Mall
- Austin Lane Exeloo, Austin Lane
- Austin Lane Toilets, Austin Lane
- Esplanade Exeloo, Bicentennial Park – Cenotaph
- Esplanade Exeloo, Bicentennial Park

Public toilet facilities are spread across the CBD with the majority being in high traffic areas such as the Mall, the Waterfront and the Esplanade. Each toilet is located within one kilometre of another toilet. Attachment B: Public Toilets in the CBD and Waterfront provides a detailed map of these locations.

Of Councils six public toilet facilities in the CBD, three (50%) are 24 hour accessible. Two of these facilities are located on the Esplanade and one on Austin Lane (See Attachment B: Public Toilets in the CBD and Waterfront).

**Table 2: CBD Toilets Open 24 hours**

	Open 24hrs	%	Other	%	Total
Council Owned	3	50%	3	50%	6
Other	2	25%	6	75%	8
<b>Total</b>	<b>5</b>	<b>36%</b>	<b>9</b>	<b>64%</b>	<b>14</b>

There are an additional eight public facilities located in and around the CBD that complement the six Council owned facilities. In total five (36%) public toilet facilities in the Darwin CBD and Waterfront are open 24 hours.

Toilets in the CBD that are not open 24 hours (64% of all toilet facilities in the CBD) have variable opening hours, as displayed in the table below.

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**Table 3: Toilet Opening Times across the CBD and Waterfront (Public & Private)**

Toilet	Opening Hours	Comment
BP Darwin City	24 hours	Public access dependant on owner
Shell Darwin City	24 hours	Public access dependant on owner
Austin Lane	Opened for functions only	
Austin Lane - Exeloo	24 hours	
City Library	Monday - Friday: 9.00am-5.30pm Saturday: 9.00am -12.00pm Sunday: Closed	
Esplanade Cenotaph	24 hours	
Esplanade Parkland	24 hours	
West Lane Arcade	Monday - Wednesday: 7.00am - 7.00pm Thursday - Friday: 7.00am - 8.00pm Saturday - Sunday: 7.00am - 4.00pm	
Wharf Precinct - Galley	8:30am - 10:30pm, Daily	
Darwin Terminus	Monday - Friday: 6.40am - 4.30pm Saturday - Sunday: Closed	
Deckchair Cinema	7.00am - 7.00pm, Daily	
Waterfront - Il Lido	9.00am - 12.00am, Daily	
Waterfront - Wavepool	9.00am - 6.00pm, Daily	
Galleria Arcade	Monday - Saturday: 10.00am - 3.30pm Sunday: 10.00am - 3.00pm	

The majority of these toilets are open during standard business hours everyday and closed overnight. Austin Lane Toilets (non-Exeloo) are the only toilets in the CBD that are opened on request. These toilets are opened to meet demand in the Mall, specifically when cruise ships are in Darwin or for special events.

To make immediate access improvements, Council may elect to open the Austin Lane (non-Exeloo toilets) 24 hours daily however a rigorous cleaning and monitoring regime is indicated to enhance access, hygiene and safety.

### **West Lane Arcade Opening Times**

Toilets in West Lane Arcade are closed at night (Monday to Wednesday at 7pm, Thursday to Friday at 8pm, Saturday to Sunday at 6pm) and re-opened from 7.00am. Opening and closing is undertaken by security contractors who open and close the arcade not the toilets per say. The current programmed opening hours allow visitors accessibility to public toilets outside normal trading hours of the Mall albeit for time limited periods.

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### **Opening Hours Signage**

Signage for public toilets across the CBD is not in line with best practice and could provide improved access fairly quickly. Whilst most toilets carry universal symbols indicating their location, the majority are old and worn and upon review do not provide good directional prompts consistently. Only the toilets in the Galleria have signage indicating opening and closing times as well as identifying who owns the toilets. The Galleria signage also indicates the nearest available toilet should the Galleria toilets be closed. As can be seen in Attachment C: Toilet Signage, there is very little directional signage in the CBD, therefore it can be difficult for visitors to easily locate public amenities whilst creating an impression of scarce public toilet facilities. Anecdotally, some CBD traders and service providers report frequently needing to offer directions to public toilets.

### **Council's Policy**

Council currently does not have a policy or strategy that guides planning, development, design or location. At this time, Council is absent a guide that coordinates and prioritizes planning, maintenance and construction of new facilities, full accessibility, signage or opening times, beyond the Ten Year Capital Works program which does not provide for the range of elements described. The most recent public toilet facilities installed by Council has been the Exeloo cubicles, however there is no policy to indicate Council will continue to implement this type of facility. Council should also note that the provision of public amenities continues to feature in community feedback surveys as an area of importance for residents and visitors alike.

As with any capital investment in public assets, a community informed way forward would provide a strong foundation from which Council can plan and deliver on.

### **Best Practice Policy Development**

As with many municipalities both nationally and around the world, the provision of public amenities is an important community services. Provision of safe, clean, functional, fully accessible and well located toilets requires significant capital and operation investment and an overarching plan is indicated to ensure best possible use of resources and best possible outcomes for community. The development of a Public Toilet strategy is timely and would be an instrument used by a wide cross-section of stakeholders both internally and externally in planning, development and in responding to changing community need. Council would be well placed to invite participation from a diverse community of interest which could include, Environmental Health, Danila Dilba, NT Aids & Hepatitis Council, Chamber of Commerce, Larrakia Nation, Tourism Top End, community representation and representation from Council's specialist advisory groups including youth and disability in addition to our Infrastructure and Community Development Teams.

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## **SUMMARY OF KEY POINTS**

### **Community Awareness**

There is a broad lack of awareness as to the opening and closing hours of all Council operated public toilets and their locations.

### **Evidence of Need**

It is unclear whether opening and closing hours adequately meet community need in the absence of a planned or evaluated approach.

### **Planning**

A planned way forward for capital investment, positioning of facilities and provision of quality facilities responsive to community need is indicated. A community engagement approach to informing Council's way forward in shaping a longer term plan is recommended.

### **Signage**

There is insufficient way finding and information signage to clearly indicate the facilities available, opening hours or toilet locations which could be addressed relatively quickly.

### **Short term responses**

Lack of policy/ strategy around public amenities translates to ad hoc planning and provision. Should Council wish to increase CBD toilet provision as an immediate response in the short term, it may elect to open Austin Lane Toilet block on a 24/7 basis in concert with a more rigorous cleaning and inspection schedule.

Further, an increase in way finding signage across the city centre is indicated that would quickly improve access to facilities. In tracking the journey from Stokes Hill Wharf to Mitchell Street, directional prompts were found to be limited and would bring about some immediate gains.

## **FINANCIAL IMPLICATIONS:**

Due to the various elements considered within this report, each aspect has been considered in isolation for resource implications.

### **Retrofitting Baby Change Facilities to Exeloo's**

Retrofitting a baby change table into a Council owned Exeloo will cost approximately \$1500 per installation. This includes the baby change unit, freight and installation. Should Council elect to include baby change tables in all existing Exeloo's prior to development of a strategy, approximate costs to achieve this would be \$4500.

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Item	Cost per Unit	No. of Units	Total
Baby change unit	\$900	3	\$2700
Freight	\$400	3	\$1200
Installation	\$200	3	\$600
<b>Total</b>	<b>\$1500</b>		<b>\$4500</b>

### Toilet Signage

To ensure appropriateness of signage, a collaborative development of toilet signage is proposed. This will require consultation with key stakeholders through a workshop and survey. It is estimated that on average each toilet will require one sign on the toilet displaying opening and closing times as well as Council's contact details and four directional signs (two mounted on sign posts, two mounted in the ground).

Item	Cost per Unit	No. of Units	Total
Consultation workshop	\$3,000	1	\$3,000
Stakeholder survey	\$1,500	1	\$1,500
Open and Closing Times Signage	\$286	6	\$1,716
Directional Signage	\$162	12	\$1,944
Footpath Signage	\$305	12	\$3,366
Installation	\$500	6	\$3,000
<b>Total</b>			<b>\$14,526</b>

As a minimum it is recommended that signage within the Central Business District (CBD) is improved. A total budget of \$14,820 is estimated. (This budget is indicative and is subject to a number of variables, in particular design chosen and method of installation.)

### Development of Council's Public Toilet Strategy

Development of a Public Toilet Strategy would require internal resources including relevant Middle Managers and General Managers and would be dependant on individual departmental capacities. Council may choose to prioritise the formulation of a Public Toilet Strategy and some additional short term project management support may be required.



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### **24 hour access to Austin Lane (non-Exaloo toilets)**

Additional cleaning cycles would be required to ensure adequacy of amenities, increased security service inspections to enhance safe access and lighting also needs to be considered.

Item	Cost per Unit	No. of Units	Total
Daily cleaning	\$50	4	\$200
24 hour unscheduled security visits	\$55	4	\$220
<b>Total</b>			<b>\$440</b>

An increase of \$160,600 in toilet maintenance expenditure would be required to open additional toilets in Austin Lane. Council's decision on whether to provide 24 hour access to the non-Exeloo toilets in Austin Lane should be informed by the results of the proposed toilet workshop.

### **STRATEGIC PLAN IMPLICATIONS:**

The issues addressed in this Report are in accordance with the following Goals/Strategies of the Darwin City Council 2008 – 2012 as outlined in the 'Evolving Darwin Strategic Directions: Towards 2020 and Beyond':-

#### **Goal**

2 Enhance Darwin's Active, Positive and Flexible Lifestyle

#### **Outcome**

2.1 Improve urban enhancement around Darwin

2.4 Increase community facilities

#### **Key Strategies**

2.1.4 Provide a clean and liveable municipality

2.4.1 Provide facilities and programs which encourage healthy lifestyle choices

#### **Goal**

3 Assist Individuals and the Community Stay Connected with the Darwin Region

#### **Outcome**

3.1 Promote the use of public spaces

#### **Key Strategies**

3.1.1 Enhance public spaces and encourage greater use by the community

#### **Goal**

5 Facilitate and Maintain a Cohesive Community

#### **Outcome**

5.1 Facilitate community access and inclusion

#### **Key Strategies**

5.1.1 Create more opportunities for the community to access services and facilities

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### **LEGAL IMPLICATIONS:**

Nil.

### **ENVIRONMENTAL IMPLICATIONS:**

Development of a Public Toilet Strategy enables Council to take advantage of contemporary and sustainable ablution design. There is opportunity to implement energy and water efficient design as well as reused materials moving forward.

### **PUBLIC RELATIONS IMPLICATIONS:**

Compromised sanitation and restricted access to public toilets have been topical issues in media commentary in times previous. Recommendations from this report provide positive and tangible actions towards addressing the issues and should be communicated through a variety of channels including media releases and Twitter. Improved signage will also assist with public information provision.

Communication with key stakeholders including Tourism Top End, CBD traders etc of any facility enhancements/changes also needs to occur on a regular basis.

### **COMMUNITY SAFETY IMPLICATIONS:**

Development of a Public Toilet Strategy enables Council to ensure its built environs takes advantage of contemporary research findings and application of Crime Prevention Through Environmental Design (CPTED).

### **DELEGATION:**

Recommendations from this report are for Council's consideration.

### **CONSULTATION:**

Building Services, Darwin City Council  
 City Works, Darwin City Council  
 Westlane Car Parks, Darwin City Council  
 Darwin Port Corporation  
 DarwinBus  
 Department of Planning and Infrastructure  
 Waterfront Corporation  
 Environmental Health

### **PROPOSED PUBLIC CONSULTATION PROCESS:**

It is proposed that public consultation will be undertaken as part of the Public Toilet Strategy development. Consultation will be inline with Council's Community Consultation Policy (Council Policy 025). Consultation will also need to occur through the collaborative approach to toilet signage development.

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### **APPROPRIATE SIGNAGE**

All toilet signage will be in accordance with best practice guidelines.

It is further recommended that Council improve CBD public toilet way finding signage immediately to affect positive change.

All public toilet signage will need to be in keeping with the theme current Mall and CBD design.

### **RECOMMENDATIONS:**

THAT it be a recommendation to Council:-

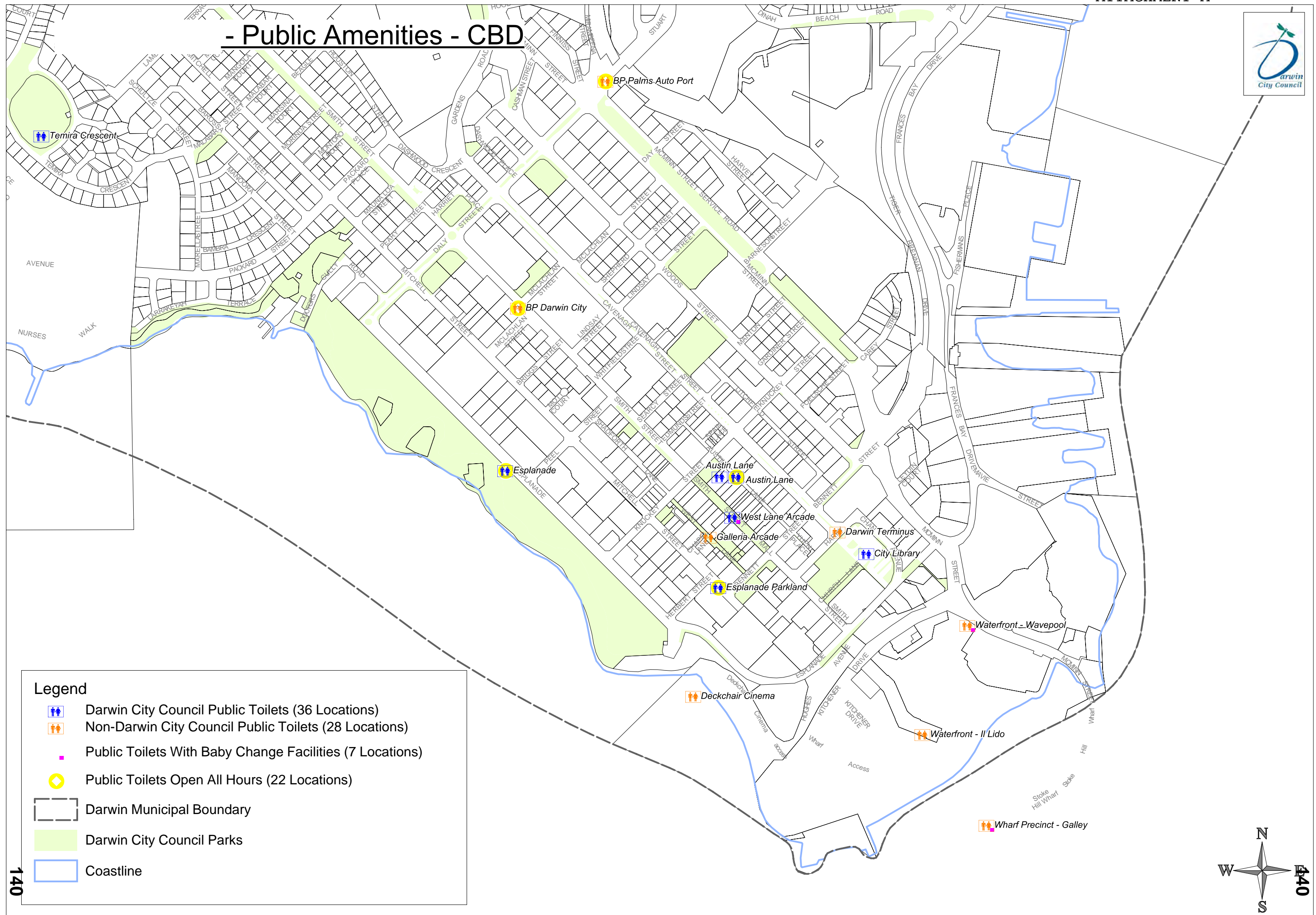
- A. THAT Report Number 11C0120 HB:kl entitled, Public Toilet Availability, Access and Facilities in the CBD, be received and noted.
- B. THAT Council endorse the expenditure of \$14,526 to improve signage of Council's public toilets within the CBD. (Budget Item No. 210007/300).
- C. THAT Council endorse the expenditure of \$4,500 for the installation of baby change facilities in the three Exeloos located within the CBD. (Budget Item No. 210007/300).
- D. THAT Council develop a fully costed Public Toilet Strategy that encompasses accessibility, CPTED, location, design, wayfinding signage, public health and family friendly provision principals.
- E. THAT Council host a stakeholder workshop to help inform the proposed Public Toilet Strategy.

**HAYLEY BARICH**  
**SENIOR COMMUNITY DEVELOPMENT**  
**OFFICER - LIVEABILITY**

**JOHN BANKS**  
**GENERAL MANAGER COMMUNITY &**  
**CULTURAL SERVICES**

Any queries on this report may be directed to Hayley Barich on 89300695 or  
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# - Public Amenities - CBD

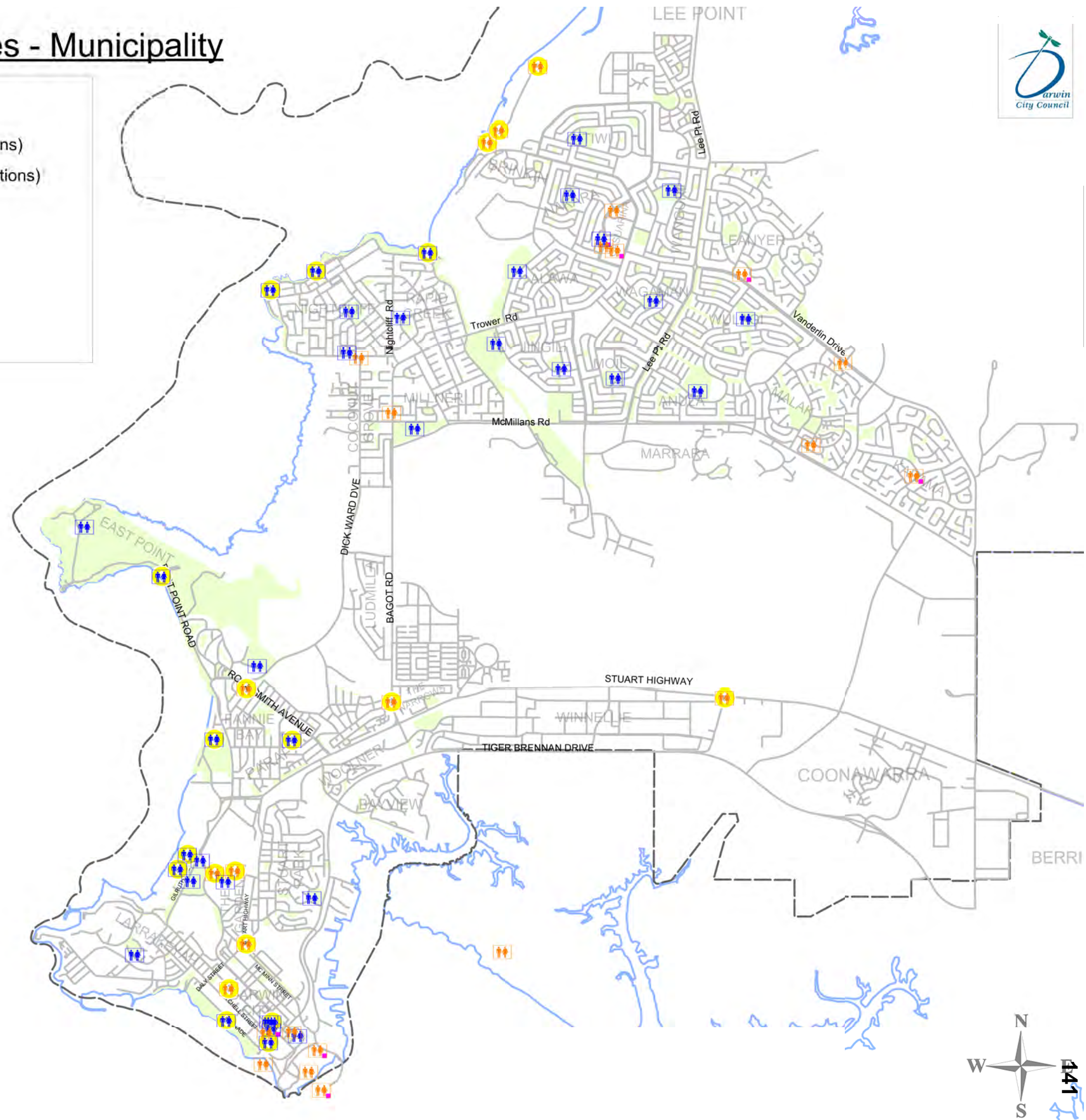




# Public Amenities - Municipality

## Legend

-  Darwin City Council Public Toilets (36 Locations)
-  Non-Darwin City Council Public Toilets (28 Locations)
-  Public Toilets With Baby Change Facilities (7 Locations)
-  Public Toilets Open All Hours (22 Locations)
-  Darwin Municipal Boundary
-  Darwin City Council Parks
-  Coastline



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## 15 OFFICERS REPORTS

### 15.6 Liveable Cities Program – Grant Funding

Report No. 11TC0105 (29/11/11) Common No. 2141759

*Report Number 11TC0105 attached.*

ENCL: NO

## DARWIN CITY COUNCIL

DATE: 29/11/11

### REPORT

TO: 2<sup>ND</sup> ORDINARY COUNCIL/OPEN

APPROVED: MB

FROM: MANAGER STRATEGY & OUTCOMES

APPROVED: AH

REPORT NO: 11TC0105

APPROVED:

COMMON NO: 2141759

SUBJECT: LIVEABLE CITIES PROGRAM – GRANT FUNDING

### ITEM NO: 15.6

#### SYNOPSIS:

This report recommends that Council in partnership with the Northern Territory Government submit a funding application to develop a Precinct Based Master Plan for the Darwin CBD.

The Liveable Cities Program Grant Funding was opened on 20 October 2011 by the Australian Government.

The Liveable Cities Program is aimed at improving the capacity of major cities to undertake strategic planning in line with the National Urban Policy (NUP) and meeting the agreed COAG Capital City Planning Criteria.

Specifically, the funding is to support projects within capital cities (including major regional cities) that drive strategic urban development which contributes to improving the productivity, sustainability and liveability of cities.

#### GENERAL:

The funding was opened on Thursday 20 October by Minister Albanese. Only local governments within Australia's major cities are eligible to apply. Darwin City Council, Litchfield Council and Palmerston City Council are stipulated in the program guidelines.

Applications close on 15 December 2011.

#### Funding Criteria:

- Projects must include 50% co-funding from other sources (includes both in-kind and financial contributions).
- Must be completed by June 2013.



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- Projects must address the core criteria (Liveability, Sustainability & Productivity Goals of NUP and must be a collaborative effort).
- Project must not have already commenced.
- Projects that currently have an application in another from another Government Program are not eligible.

The Program is split into 2 separate streams:-

#### 1. Planning and Design

The types of projects that could be funded under this stream are:-

- Strategic planning for regional major cities;
- ***Precinct planning***
- Public and active transport network planning
- Corridor planning and protection
- Planning for major projects (i.e. feasibility studies)

#### 2. Demonstration Projects

The types of projects under this stream are:-

- Development of mixed use precincts that optimise public transport projects
- Improving the usability of public transport, walking and cycling networks
- Urban renewal
- Higher quality public spaces and streetscapes
- Innovative residential development (affordable, adaptable & accessible)
- Optimisation of existing infrastructure by using technology
- Improving environmental outcomes of precincts developments.

Darwin City Council has continued to promote the need for a joint Metropolitan Plan for Darwin. The Chief Officers Group consider that the development of a Precinct Based Master Plan for the Darwin CBD is consistent with this planned approach.

Preliminary discussions have been held with Senior Officials from the Northern Territory Government, Department of Lands and Planning who have confirmed their willingness to partner with the Darwin City Council to deliver this project. A partnership with the Northern Territory Government adheres to the key principles of the Liveable Cities Program and is an essential element of the COAG Capital City Planning Criteria.

Also, prior to lodging the funding application, Darwin City Council will seek support for this project from the major property owners within the CBD area and the Property Council of NT.

Should the funding application be successful, it is planned to involve the Darwin community via the principles of the Council endorsed Community Consultation Policy. This involvement will be aimed at identifying the community's aspirations and

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concerns which will then help shape the development of the Darwin CBD Master Plan.

Council staff have already liaised with other local government councils who have recently developed Master Plans for their cities. This has enabled an understanding of anticipated project costs (including costs for community consultation) and identified leading edge consultants that have been involved in these projects.

### **FINANCIAL IMPLICATIONS:**

Based on studies around Australia on other capital cities and major regional councils that have recently developed Master Plans for their cities it has been determined that the overall project cost will be \$500,000.

Darwin City Council contribution will be \$125,000 (25%) with the Northern Territory Government also contributing \$125,000 (25%) and the Australian Government contribution will be \$250,000 (50%) should the funding application be successful.

### **EVOLVING DARWIN STRATEGIC PLAN IMPLICATIONS:**

The issues addressed in this Report are in accordance with the following Goals/Outcomes of the Evolving Darwin, Towards 2020 and Beyond Strategic Plan:

#### **Goals**

1. Achieve Effective Partnerships and Engage in Collaborative Relationships
7. Demonstrate Effective, Open and Responsible Governance

#### **Outcomes**

- 1.1. Improve relations with all levels of Government
- 1.2. Effectively engage with the community
- 7.1. Effective governance
- 7.2. Display strong and effective leadership within Council and across Government

#### **Key Strategies**

- 1.1.1. Effectively engage with Territory and Australian Government Officials, particularly in the Darwin Region.
- 1.1.3. Develop partnerships and joint projects with other levels of government.
- 1.1.4. Play a strategic role in the planning and developmental processes that impact Darwin.
- 1.2.1. Increase involvement of the Business Community for developing solutions to local issues.
- 7.1.3. Manage Council's affairs based on a sustainable financial strategy.
- 7.2.3. Use contemporary community engagement techniques to inform decision making.

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**LEGAL IMPLICATIONS:**

Nil

**ENVIRONMENTAL IMPLICATIONS:**

Nil

**PUBLIC RELATIONS IMPLICATIONS:**

Positive if Council is able to deliver this project for the benefit of the Darwin community.

**COMMUNITY SAFETY IMPLICATIONS:**

Nil

**DELEGATION:**

Nil

**CONSULTATION:**

Chief Officers Group

Key senior officials from the Northern Territory Government

**PROPOSED PUBLIC CONSULTATION PROCESS:**

Any planned consultation process is dependant upon being successful in receiving funding to deliver this project.

**APPROPRIATE SIGNAGE**

Nil

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**RECOMMENDATIONS:**

- A. THAT Council receive and note report 11TC0105 entitled Liveable Cities Program – Grant Funding.
- B. THAT Council submits a funding application to develop a Precinct Based Master Plan for the Darwin CBD in partnership with the Northern Territory Government.
- C. THAT Council approve the funding of \$125,000 of Council funds should the funding application be successful.

**ANNE HAMMOND**  
**MANAGER STRATEGY AND OUTCOMES**

**MARK BLACKBURN**  
**EXECUTIVE MANAGER**

Any queries on this report may be directed to Anne Hammond on 5531 or [a.hammond@darwin.nt.gov.au](mailto:a.hammond@darwin.nt.gov.au)

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**16 INFORMATION ITEMS AND CORRESPONDENCE RECEIVED**

Nil

**17 REPORTS OF REPRESENTATIVES**

**18 QUESTIONS BY MEMBERS**

**19 GENERAL BUSINESS**

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## **20 DATE, TIME AND PLACE OF NEXT ORDINARY COUNCIL MEETING**

THAT the next Ordinary Meeting of Council be held on Tuesday, 13 December 2011, at 5.00 p.m. (Open Section followed by the Confidential Section), Council Chambers, 1st Floor, Civic Centre, Harry Chan Avenue, Darwin.

DECISION NO.20\() (29/11/11)

## **21 CLOSURE OF MEETING TO THE PUBLIC**

THAT pursuant to Section 65 (2) of the Local Government Act and Regulation 8 of the Local Government (Administration) Regulations the meeting be closed to the public to consider the Confidential Items of the Agenda.

DECISION NO.20\() (29/11/11)

## **22 ADJOURNMENT OF THE MEETING (MEDIA LIAISON)**