

ORDINARY COUNCIL MEETING - OPEN SECTION
TUESDAY, 25 SEPTEMBER 2012

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CITY OF DARWIN

TWELFTH ORDINARY MEETING OF THE TWENTY-FIRST COUNCIL

TUESDAY, 25 SEPTEMBER 2012

MEMBERS: The Right Worshipful, Lord Mayor, Ms K M Fong Lim, (Chairman); Member J M Anictomatis; Member R K Elix; Member H I Galton; Member G J Haslett; Member R M Knox; Member G A Lambert; Member G Lambrinidis; Member R Lesley; Member A R Mitchell; Member S J Niblock; Member R Want de Rowe; Member K J Worden.

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

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

Nil

4.2 Leave of Absence Granted

Nil

4.3 Leave of Absence Requested

5 ELECTRONIC MEETING ATTENDANCE

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6 DECLARATION OF INTEREST OF MEMBERS AND STAFF

7 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

7.1 Confirmation of the Previous Ordinary Council Meeting Common No. 1955119

THAT the tabled minutes of the previous Ordinary Council Meeting held on Tuesday, 11 September 2012, be received and confirmed as a true and correct record of the proceedings of that meeting.

DECISION NO.21\() (25/09/12)

8 BUSINESS ARISING FROM THE MINUTES OF PREVIOUS MEETING

8.1 Business Arising

9 MATTERS OF PUBLIC IMPORTANCE

10 DEPUTATIONS AND BRIEFINGS

Nil

11 PUBLIC QUESTION TIME

Nil

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12 CONFIDENTIAL ITEMS

12.1 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.
C29.1	8(c)(i)	Information that would, if publicly disclosed, be likely to cause commercial prejudice to, or confer an unfair commercial advantage on, any person.

DECISION NO.21\() (25/09/12)

12.2 Moving Open Items Into Confidential

12.3 Moving Confidential Items Into Open

13 PETITIONS

Nil

14 NOTICES OF MOTION

Nil

15 COMMITTEE REPORTS

15.1 COMMUNITY & CULTURAL SERVICES (17/09/12)

Presentation of Report by Chairman - Member H I Galton

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 17 September 2012

1 Community & Cultural Services Team Report – August 2012

Report No. 12C0068 HB:es (17/09/12) Common No. 1733166

THAT Report Number 12C0068 HS:es entitled, Community Development Team Update - August 2012, be received and noted.

DECISION NO.21\() (25/09/12)

2 Regulatory Services Monthly Update – August 2012

Report No. 12C0066 DN:MRG 17/09/12) Common No. 1330602

THAT Report Number 12C0066 DN:MRG entitled, Regulatory Services Monthly Update August 2012, be received and noted.

DECISION NO.21\() (25/09/12)

3 Libraries Information Update for August 2012

Report No. 12P0009 ED:jy (17/09/12) Common No. 1943023

THAT Report Number 12P0009 ED:jy entitled, Libraries Information Update for August 2012, be received and noted.

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15 COMMITTEE REPORTS

15.1 COMMUNITY & CULTURAL SERVICES (17/09/12)

Presentation of Report by Chairman - Member H I Galton

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 17 September 2012

4 Liveability Update for August 2012

Report No.12C0071 FR:mrg (17/09/12) Common No. 2258931

THAT Report Number 12C0071 FR:mrg entitled, Liveability Update for August 2012, be received and noted.

DECISION NO.21\() (25/09/12)

5 Library Operational Funding

Report No. 12P0008 KC:md (17/09/12) Common No. 1943023

THAT Report Number 12P0008 entitled, Library Operational Funding, be received and noted.

DECISION NO.21\() (25/09/12)

6 Minutes Disability Advisory Committee Meeting – 23 August 2012

Report No. 12C0070 SJ:es (17/09/12) Common No. 2304280

A. THAT Report Number 12C0070 SJ:es entitled, Minutes Disability Advisory Committee (DAC) Meeting - 23 August 2012, be received and noted.

B. THAT Council contribute \$1000 to the final year of the *Every Australian Counts* campaign for the National Disability Insurance Scheme.

DECISION NO.21\() (25/09/12)

15 COMMITTEE REPORTS

15.1 COMMUNITY & CULTURAL SERVICES (17/09/12)

Presentation of Report by Chairman - Member H I Galton

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 17 September 2012

7 User Charge Access to Bicycle Facility (The Pod) China Town Car Park Report No. 12C0072 FR:mrg (17/09/12 Common No. 2249390

- A. THAT Report Number 12C0072 FR:mrg entitled, User Charge Access to Bicycle Facility (The Pod) – China Town Car Park, be received and noted.
- B. THAT a fee of \$100 per annum or part thereof be charged per key tag for use of the bicycle facility (The Pod) at China Town Car Park.
- C. THAT applications to access the bicycle facility (The Pod) at China Town Car Park be advertised for a period of 28 days.
- D. THAT if more than 10 applications are received to access the bicycle facility (The Pod) at China Town Car Park, a ballot will be held to allocate the key tags.
- E. THAT a keycard deposit of \$20.00 be charged.

DECISION NO.21\() (25/09/12)

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15 COMMITTEE REPORTS

15.1 COMMUNITY & CULTURAL SERVICES (17/09/12)

Presentation of Report by Chairman - Member H I Galton

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 17 September 2012

8 Request for Sister City Relationship Between Darwin and Horsham, Australia; Launceston, Australia; Tarpon Springs, United State of America; Abankalan, The Philippines

Report No. 12C0069 HB:es (17/09/12) Common No. 2280882

- A. THAT Report Number 12C0069 HB:es entitled, Request for Sister City Relationship Between Darwin and Horsham, Australia; Launceston, Australia; Tarpon Springs, United States of America; Kabankalan, The Philippines, be received and noted.
- B. THAT Council support in principal the establishment of a ongoing relationship with Horsham Rural City Council, Victoria based on shared military history, the Darwin Defenders and the Bombing of Darwin commemorations.
- C. THAT Council thank Mr Disting for his interest in establishing a sister city relationship with Launceston and decline the offer.
- D. THAT Council decline the request to establish a Sister City relationship with Tarpon Springs, United States of America.
- E. THAT Council defer all Sister and Friendship City requests until the Sister Cities program has been reviewed.

DECISION NO.21\() (25/09/12)

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15 COMMITTEE REPORTS

15.1 COMMUNITY & CULTURAL SERVICES (17/09/12)

Presentation of Report by Chairman - Member H I Galton

Recommendations from the Community & Cultural Services Committee Meeting held on Monday, 17 September 2012

9 **Bradshaw Terrace – Parking Control**

Member A R Mitchell requested the possibility of erecting bollards to eliminate illegal parking on Bradshaw Terrace.

General Manager Community & Cultural Services took the request on notice.

DECISION NO.21\() (25/09/12)

10 **Bike Rack – The Mall**

THAT the adequacy of bike racks at the Knuckey Street end of The Mall be reported upon.

DECISION NO.21\() (25/09/12)

11 **Anchorage Sister City Visit – Ms Korin Lesh** Common No. 2264032

THAT Council acknowledge the informative report by Ms Korin Lesh in respect to the Sister City visit to Anchorage.

DECISION NO.21\() (25/09/12)

12 **Picnic Tables – The Esplanade and Nightcliff Foreshore**

THAT a report be prepared in regards to the adequacy of picnic tables on The Esplanade and Nightcliff Foreshores.

DECISION NO.21\() (25/09/12)

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15 COMMITTEE REPORTS

15.2 CORPORATE & ECONOMIC DEVELOPMENT (19/09/12)

Presentation of Report by Chairman - Member R Lesley

Recommendations from the Corporate & Economic Development Committee Meeting held on Wednesday, 19 September 2012

1 Corporate Services Monthly Report - August 2012 Report No. 12A0147 (07/09/12) Common No. 339108

THAT Report Number 12A0147 entitled, Corporate Services Monthly Report –August 2012, be received and noted.

DECISION NO.21\() (25/09/12)

2 Listing of Cheques/EFT Payments – August 2012 Report No. 12A0149 (07/09/12) Common No. 339125

THAT Report Number 12A0149 entitled, Listing of Cheques / EFT Payments – August 2012, be received and noted.

DECISION NO.21\() (25/09/12)

3 Financial Report to Council - August 2012 Report No. 12A0148 (07/09/12) Common No. 339122

THAT Report Number 12A0148 entitled, Financial Report to Council – August 2012, be received and noted.

DECISION NO.21\() (25/09/12)

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15 COMMITTEE REPORTS

15.2 CORPORATE & ECONOMIC DEVELOPMENT (19/09/12)

Presentation of Report by Chairman - Member R Lesley

Recommendations from the Corporate & Economic Development Committee Meeting held on Wednesday, 19 September 2012

4 Monthly On-Street & Off-Street Parking Statistics – August 2012 Report No. 12A0150 (07/09/12) Common No. 376351

THAT Report Number 12A0150 entitled, Monthly On-Street and Off-Street Parking Statistics – August 2012, be received and noted.

DECISION NO.21\() (25/09/12)

5 Invitations Received and Declined by the Lord Mayor or Representative during June, July and August 2012 Report No. 12TC0044 (22/08/12) Common No. 381402

THAT Report Number 12TC0044 MB:sv entitled, Invitations Received and Declined by the Lord Mayor or Representative for June, July and August 2012, be received and noted.

DECISION NO.21\() (25/09/12)

6 Register of Elected Members Professional Development for the 20th Council 2011/2012 Report No. 12TC0045 (19/09/12) Common No. 315321

THAT Report Number 12TC0045 MB:sv entitled, Register of Elected Members Professional Development for the 20th Council 2011/2012, be received and noted.

DECISION NO.21\() (25/09/12)

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15 COMMITTEE REPORTS

15.2 CORPORATE & ECONOMIC DEVELOPMENT (19/09/12)

Presentation of Report by Chairman - Member R Lesley

Recommendations from the Corporate & Economic Development Committee Meeting held on Wednesday, 19 September 2012

7 **Minutes of Risk Management & Audit Committee Meeting held on 31 August 2012**

Report No. 12A0155 (07/09/12) Common No. 35319

THAT Report Number 12A0155 entitled, Minutes of the Risk Management & Audit Committee meeting held on 31 August 2012, be received and noted.

DECISION NO.21\() (25/09/12)

8 **Non Current Asset Valuations as at 30 June 2012**

Report No. 12A0152 (05/06/12) Common No. 2323761

A. THAT Report Number 12A0152 entitled, Non Current Asset Valuations as at 30 June 2012, be received and noted.

B. THAT Council endorse the non current asset valuations for 30 June 2012 as shown in **Attachment A** to Report Number 12A0152 entitled Non Current Asset Valuations as at 30 June 2012.

DECISION NO.21\() (25/09/12)

15 COMMITTEE REPORTS

15.2 CORPORATE & ECONOMIC DEVELOPMENT (19/09/12)

Presentation of Report by Chairman - Member R Lesley

Recommendations from the Corporate & Economic Development Committee Meeting held on Wednesday, 19 September 2012

9 2011-12 Carry Forwards and Reserve Balances

Report No. 12A0151 (03/09/12) Common No. 2311647

- A. THAT Report Number 12A0151 entitled, 2011-12 Carry Forwards and Reserve Balances, be received and noted.
- B. THAT Council resolve to vary the 2012-13 Budget by adopting the carry forward budget variations listed in **Attachment A** of Report Number 12A0151 entitled, 2011-12 Carry Forwards and Reserve Balances.
- C. THAT Council resolve to adopt the reserve balances as at 30 June 2012 listed in **Attachment B** of Report Number 12A0151 entitled, 2011-12 Carry Forwards and Reserve Balances.
- D. THAT Council endorse an increase of the minimum level of the Disaster Contingency reserve from \$500,000 to \$1,000,000.
- E. THAT a further report be prepared covering the update of the Surplus Policy and an analysis of available funding be presented to the Risk Management & Audit Committee at the October 2012 meeting.

DECISION NO.21\() (25/09/12)

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15 COMMITTEE REPORTS

15.2 CORPORATE & ECONOMIC DEVELOPMENT (19/09/12)

Presentation of Report by Chairman - Member R Lesley

Recommendations from the Corporate & Economic Development Committee Meeting held on Wednesday, 19 September 2012

10 **Industrial Dispute Reporting in Annual Reports**

Report No. 12A0154 (07/09/12) Common No. 2324799

- A. THAT Report Number 12A0154 entitled, Industrial Dispute Reporting in Annual Reports, be received and noted.
- B. THAT, where any dispute has been referred to Fair Work Australia, a reference to the matter will be included in the Annual Report under Industrial Relations – Referred to Fair Work Australia.
- C. THAT, the names and details of the individual cases not be identified within the Annual Report to maintain confidentiality.

DECISION NO.21\() (25/09/12)

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15 COMMITTEE REPORTS

15.3 ENVIRONMENT & INFRASTRUCTURE (18/09/12)

Presentation of Report by Chairman – Member R K Elix

Recommendations from the Environment & Infrastructure Committee Meeting held on Tuesday, 18 September 2012

1 Cavenagh Street Upgrade Searcy Street to Daly Street Project – September 2012 Progress Report

Report No. 12TS0152 DC:LM (18/09/12) Common No. 223527

THAT Report Number 12TS0152 DC:lm entitled Cavenagh Street Upgrade Searcy Street To Daly Street Project - September 2012 Progress Report, be received and noted.

DECISION NO.21\() (25/09/12)

2 Casuarina Square Development Proposal – Stormwater

Report No. 12TS0129JW:TP (18/09/12) Common No. 2260069

- A. THAT Report Number 12TS0129JW:tp entitled, Casuarina Square Development Proposal – Stormwater, be received and noted.
- B. THAT the City of Darwin pursuant to Section 3(2) of the Local Government Act 2008 hereby delegate to the Chief Executive Officer, the power to finalise stormwater management design, construction and all other associated issues in accordance with Report Number 12TS0129JW:TP relating to the Casuarina Square Shopping Complex Development, Lot 9576 Trower Road, Casuarina.

DECISION NO.21\() (25/09/12)

3 Northern Territory Government – Nightcliff Projects - September Update

Report No. 12TS0153 DC:LM (18/09/12) Common No. 2179914

THAT Report Number 12TS0153 DC:lm entitled, Northern Territory Government – Nightcliff Projects – September Update, be received and noted.

DECISION NO.21\() (25/09/12)

16 OFFICERS REPORTS

- 16.1 Nightcliff Foreshore Café/Restaurant – Update Number 2**
Report No. 12TS0157 LC:KB (25/09/12) Common No 219683
- 16.2 Review of Sponsorship Policy**
Report No. 12TC0068JS:as (25/09/12) Common No. 2143591
- 16.3 Communication and Marketing Strategy**
Report No. 12TC0069JS:as. (25/09/12) Common No. 2268256
- 16.4 Darwin CBD Study and Precinct – Based Master Plan Project – Update Number 1**
Report No. 12TS0154LC:KB (25/09/12) Common No. 1952026
- 16.5 Chief Officer Group Recommendations for LGANT Policy and ‘Action’ Motions November 2012**
Report No. 12TC0071MB:as (25/09/12) Common No. 2311151
- 16.6 Minutes – Bombing of Darwin & Military History Advisory Committee Meeting – 11 September 2012**
Report No. 12TC0070MB:as (25/09/12) Common No. 1071899
- 16.7 Place Names Application – Naming of Roads in Stage 2 of the Muirhead Subdivision – Lee Point Road Town of Nightcliff**
Report No. 12TS0155 BS:fh (25/09/12) Common No 2328537
- 16.8 Council Responses to Development Applications – September 2012**
Report No. 12TS0158 LC:KB (24/09/12) Common No. 2221190

2ND ORDINARY COUNCIL MEETING/OPEN

AGENDA ITEM: 16.1

NIGHTCLIFF FORESHORE CAFE/RESTAURANT - UPDATE NUMBER 2

REPORT No.: 12TS0157 LC:KB COMMON No.: 219683

DATE: 24/09/2012

Presenter: General Manager Infrastructure, Luccio Cercarelli

Approved: Chief Executive Officer, Brendan Dowd

PURPOSE

The purpose of this report is to progress the Nightcliff Foreshore Café/Restaurant Capital Works project contained within the 2012/2013 Council Budget.

LINK TO STRATEGIC PLAN

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

KEY ISSUES

- The City of Darwin 2012/2013 Budget contains \$150,000 to commence the Nightcliff Foreshore Café/ Restaurant project.
- Lot 8657, 259 Casuarina Drive, Nightcliff has been identified as the preferred site for the facility.
- Lot 8657 is currently zoned Organised Recreation (OR) and contains the Nightcliff Public Swimming Pool and on at grade car parking.
- The report presents a draft Request for Proposal (RFP) document for consideration and endorsement by Council.

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 REPORT NUMBER: 12TS0157 LC:KB
 SUBJECT: NIGHTCLIFF FORESHORE CAFE/ RESTAURANT - UPDATE NUMBER 2

RECOMMENDATIONS

- A. THAT Report Number 12TS0157 LC:KB entitled Nightcliff Foreshore Cafe/Restaurant - Update Number 2, be received and noted.
- B. THAT Council endorse the Invitation for Request For Proposal; Design and Construction of a Café/Restaurant on the Nightcliff Foreshore, Lot 8657, (259) Casuarina Drive, Nightcliff being **Attachment B** to Report Number 12TS0157 LC:KB.
- C. THAT Council undertake a public call for the Invitation for Request For Proposal; Design and Construction of a Café/Restaurant on the Nightcliff Foreshore, Lot 8657, (259) Casuarina Drive, Nightcliff.
- D. THAT the Request for Proposal Assessment Panel consists of the General Manager – Infrastructure, Manager Business Services and the Manager Infrastructure Maintenance.
- E. That a further report be prepared on proposals received and the assessment undertaken by the panel for Council's endorsement.

BACKGROUND

As part of the 2012/2013 Council budget process, Council considered a new initiative submitted by the Chan Ward Alderman, to develop a Café/Restaurant on the Nightcliff Foreshore adjacent to the Nightcliff Public Swimming Pool.

The proposal was that Council construct a Café/Restaurant on the Nightcliff Foreshore for \$1,500,000 (GST Exclusive) including all design and construction costs. It was identified that the building would need to have an internal area of 250 square metres and would be leased out therefore returning an income to Council.

At its Ordinary meeting on 14 August 2012, Council resolved:

Nightcliff Foreshore Café/Restaurant – Update Number 1 *Report No. 12TS0133 (14/08/12) Common No. 2191683*

- A. *THAT Report Number 12TS0133 LC:lm entitled, Nightcliff Foreshore Cafe/Restaurant - Update Number 1, be received and noted.*
- B. *THAT Council endorse Lot 8657, 259 Casuarina Drive, Nightcliff as its preferred location for the proposed Nightcliff Foreshore Café/ Restaurant.*
- C. *THAT Council endorse in principle the process for a public call of Expressions of Interest from interested parties for the design and construction of the Nightcliff Foreshore Café/ Restaurant as outlined in Report Number 12TS0133 LC:lm.*

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 SUBJECT: NIGHTCLIFF FORESHORE CAFE/ RESTAURANT - UPDATE NUMBER 2

D. THAT an Expression of Interest document be developed in accordance with Report Number 12TS0133 LC:lm for endorsement by Council.

DECISION NO.21\356 (14/08/12)

Carried

Council's preferred site is Lot 8657, 259 Casuarina Drive, Nightcliff (**Attachment A**). This site is currently zoned Organised Recreation (OR) and contains the Nightcliff Public Swimming Pool and an at grade car park.

The 2012/2013 adopted Council Budget includes an allocation of \$150,000 (GST Exclusive) towards this project.

DISCUSSION

The following report seeks endorsement by Council of the Request for Proposal (RFP) for the design and construction of a Café/Restaurant on the Nightcliff Foreshore.

Further detailed reports will be presented as the project progresses. To date estimates of cost, likely income and issues associated with design and construction process have been based on the new initiative submission.

Lot 8657, zoning of Organised Recreation (OR) identifies a restaurant use as discretionary under the Northern Territory Planning Scheme, therefore planning approval would need to be obtained.

In addition, if Council was to enter into a operating lease beyond 12 years then a subdivision would also be required.

Any development on this site would require the provision of services such as sewerage, water and power to the final location of the Café/Restaurant. These do not currently exist and would need to be included within the budget allocation.

Currently there are two potential locations within lot 8657 which could accommodate this development being the car parking areas to the east and west of the public swimming pool. Each site has merits and the RFP requests the applicants identify their preferred location on site with associated reasons.

In accordance with Council's Decision Number 21\356, Council's endorsement is sought of the draft RFP, **Attachment B**.

The document contains the following minimum requirements which reflect those identified in the previous report, Council's discussion at the meeting and additional technical consideration and refinements by staff.

- The total cost of the development including, but not limited to costs associated with planning, design, construction, certification, associated infrastructure and project management is to be no more than \$1,500,000 (GST Exclusive).

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 SUBJECT: NIGHTCLIFF FORESHORE CAFE/ RESTAURANT - UPDATE NUMBER 2

- The Café/Restaurant has an internal floor area of 250 square metres.
- The facility contains indoor and outdoor usage opportunities.
- The building be designed and constructed to be low maintenance and take into account the proximity of the sea.
- The building is designed to be sympathetic to the tropical environment and be energy efficient.
- That the building reflects the Darwin lifestyle and the character of the surrounding environment.
- The building should be single storey in height.
- The building should be a family friendly design.
- The building should be sympathetic to existing adjacent developments and public amenities and infrastructure.
- The building and all associated infrastructure needs to be provided to Council within an eighteen (18) month timeframe.
- Conform to the Northern Territory Planning Scheme, Building Code of Australia and all relevant legislative requirements.

Submissions will be assessed by a weighted point scores against the following attributions:

- Price
- Technical and Proposal Compliance
- Timeframe
- Proponents Capabilities to Deliver
- Design Concept

RFP submissions will be assessed by a panel comprising members of staff and if required assisted by external advisers.

The decision on the selection of proposals for the shortlist or a preferred applicant as part of any future stages or processes will be determined by Council.

A separate report regarding the weightings will be presented to Council prior to the closing date of the RFP.

It is recommended that the Council staff assessment team comprise of the General Manager – Infrastructure, Manager Business Services and the Manager Infrastructure Maintenance. This group will undertake an initial assessment of proposals received and prepare a report to Council on the proposals received and options on progressing the project for Council's endorsement. The final decision on any short list or preferred applicant will be made by Council.

It is proposed that given the nature of the project and submissions required that the public call for RFP be for a five (5) week period.

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 SUBJECT: NIGHTCLIFF FORESHORE CAFE/ RESTAURANT - UPDATE NUMBER 2

The proposed timeframe at present is as follows:

- Council endorses RFP – 25 September 2012
- Public call of RFP (5 week period) – October 2012
- Council shortlists or selects preferred applicant – November to December 2012

The timeframe within the RFP for the delivery of a building and associated infrastructure is eighteen months from a signed agreement. This allows time for planning, design and construction.

This would mean that planning and design work could occur in early 2013 with a construction commencement date in the 2013 dry season.

In addition to the above technical timeframe, Council will need to undertake community consultation and engagement in parallel to ensure construction by the 2013 dry season.

In addition, to the RFP for the design and construction Council will need to consider the appointment of an operator of the completed facility. Ideally a preferred operator should be identified early in the process to allow input into the design. A separate report will be presented to Council on this issue by December 2012.

CONSULTATION PROCESS

In preparing this Report the following parties were consulted:

- City of Darwin, Strategic Town Planner
- City of Darwin, Finance Manager
- RLB Consultants

At this stage of the proposal a consultation plan has not been developed for the project, this will need to occur as the project progresses. It is anticipated that consultation will occur early in the new year following Council's endorsement of the preferred concept.

It is noted that Elected Members have identified a willingness to undertake the community consultation.

POLICY IMPLICATIONS

Consideration must be given to City of Darwin Policy Number 010 – Land Acquisition, Disposal and Lease when considering the leasing of this facility.

The Policy deals with long term leases which it defines as "leases which exceed a period of 12 years or more inclusive of any renewal options".

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 SUBJECT: NIGHTCLIFF FORESHORE CAFE/ RESTAURANT - UPDATE NUMBER 2

The Policy states:

“As a general rule, Council (as custodian of public assets) would dispose of all property interests in an open market format to ensure due probity of process and optimal financial return (and minimal risk).

However, one of Council’s roles of participating in the marketplace via land ownership is to facilitate desired goals and objectives to ensure the growth and prosperity of the City, which if left to the private marketplace alone, may not be achievable.

This may encompass a range of opportunities for Council’s involvement (i.e. site amalgamations with adjoining owners, facilitation of key projects etc.) where property disposal activities based on an open market approach and due probity process alone will/may not achieve such objectives.”

The policy provides a framework and procedures regarding the leasing of Council assets. The full policy can be viewed at www.darwin.nt.gov.au.

BUDGET AND RESOURCE IMPLICATIONS

The 2012/2013 City of Darwin Budget has an allocation of \$150,000 for this project.

The total value of the project within the RFP is \$1,500,000 (GST Exclusive). This is in accordance with original budget considerations.

Preliminary discussions with cost consultants RLB, have indicated that the cost to design, construct and fit out a café/ restaurant as proposed could be in the order of \$6000 per square metre (GST exclusive). This equates to a total cost of \$1,500,000 (GST exclusive) for a 250 m2 facility. It should be noted that this estimate does not include the cost to provide car parking and external landscaping that may be required and the total is on internal areas only.

Furthermore, the cost will be influenced by the level of fit out. The RFP purposes that the fit out be specific to an operator be undertaken by any future leasee at their cost. This could include items such as kitchen, bar areas and furniture. This will provide more funding for the construction of the facility, however, this could impact on the level of income received from the lease rental.

Further refining of the costs will be required as the project progresses and the detail is developed.

Costs to develop and call the RFP have not been significant.

How the project is to be fully funded has not been resolved at the time of writing this report and should be resolved ‘in principle’ by Council prior to the awarding of the RFP.

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Council could consider funding the project via a loan, which would require Ministerial approval, or from general revenue or a combination of both.

An initial analysis of loan funding based on a loan of \$1.35 million (\$1.5 million less the \$150,000) and interest rate of 7.12% indicates the loan repayments would be:

- Over a 10 year term - \$191,008 per annum.
- Over a 15 year term - \$147,908 per annum.
- Over a 20 year term - \$127,613 per annum.

When considering the commercial return of this project, the loan repayments are an indication of likely lease income required for the project to be commercially viable and self funding.

Consideration of any lease income will need to take into account the level and value of fitout required and undertaken by any leasee and associate terms and conditions.

RISK/LEGAL/LEGISLATIVE IMPLICATIONS

As the project progresses there are various risks including but not limited to escalating costs, public objections and slippage of timeframes.

Council, will need to ensure that its RFP and procurement are in accordance with Councils Policy and legislative requirements.

Various legal matters will need to be considered in the future leasing arrangement.

ENVIRONMENTAL IMPLICATIONS

The RFP will request that the building be designed to suit the tropical and coastal environment and be energy efficient.

The final design and location will need to consider issues such as coastal erosion and residential amenity.

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COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the Author and Approving Officers declare that we do not have a Conflict of Interest in relation to this matter.

LUCCIO CERCARELLI
GENERAL MANAGER
INFRASTRUCTURE

BRENDAN DOWD
CHIEF EXECUTIVE OFFICER

For enquiries, please contact Luccio Cercarelli on 89300581 or email:
 l.cercarelli@darwin.nt.gov.au.

Attachments:

Attachment A: Aerial Photograph of Lot 8657, (259) Casuarina Drive, Nightcliff
Attachment B: Request For Proposal; Design and Construction of a
 Café/Restaurant on the Nightcliff Foreshore, Lot 8657, (259)
 Casuarina Drive, Nightcliff



Nightcliff Foreshore within Lot 8657, (259) Casuarina Drive, Nightcliff

ATTACHMENT B

INVITATION FOR REQUEST FOR PROPOSAL; Design and Construction of a Café/Restaurant on the Nightcliff Foreshore, Lot 8657, (259) Casuarina Drive, Nightcliff

1. Request For Proposal (RFP)

Submissions are invited from interested parties (Registrants) who wish to provide the City of Darwin with design and construction services to deliver a café/restaurant on the Nightcliff Foreshore.

This document outlines the City of Darwin (Council) requirement in seeking a proponent.

Council is seeking the design and construction of a Café/Restaurant on the Nightcliff Foreshore within Lot 8657, (259) Casuarina Drive, Nightcliff, **Attachment 1**.

The purpose of the RFP process is to:

- Explore the opportunity for the development of a Café/Restaurant along the Nightcliff foreshore.
- Seek to formally identify parties from a public search process who have the capacity and interest in providing the design and construction services.
- Select a party or parties to further pursue the development of a Café/Restaurant on the Nightcliff Foreshore.

This initial phase of the process does not seek to establish any binding commercial or legal terms and conditions between Council and any party and is intended to provide a public process to identify the interests of various parties.

Subsequent stages will be at the discretion of Council and may include a formal Stage 2 selective tender process with parties shortlisted from the RFP or direct negotiations with one or more shortlisted parties.

This document also provides instructions on how to respond to this Request for Proposal.

2. Background and Overview

The Nightcliff Foreshore is a high public use and profile area within the Darwin Municipality.

The City of Darwin has identified an opportunity to enhance the area and users experiences and services via the development of a Café/Restaurant in the precinct.

The location takes advantage of Darwin's fantastic sea views and coastal experiences.

Lot 8657, (259) Casuarina Drive, Nightcliff has been identified as Council's preferred location for the development.

Lot 8657, is currently zoned Organised Recreation (OR) and contains the Nightcliff Public Swimming Pool and on at grade public car parking.

Council's preference is for the development to occur within the existing car parks and to be independent of the pool facility.

Any development on the site would require the provision of services such as sewerage, water, power and parking. Registrants are to fully inform themselves on what is required.

Council has identified coastal erosion issues along the Nightcliff Foreshore and is currently undertaking an investigation. This issue needs to be considered by Registrants in determining a location and their final designs.

The results of the Coastal Erosion Study are likely to be available in early 2013.

Council's intention is to call for expressions of interests from potential operators of the Café/Restaurant as a separate process. However, it is expected that this will occur prior to the appointment of a successful party to the RFP. The successful party to the RFP will be required to consult with any potential operator nominated by Council to ensure the facility is fit for purpose.

It is intended that a level of fit out would be undertaken by the future operators.

3. Primary Objective

The primary objective of this RFP is to seek submissions from suitably qualified and experienced parties who are willing and able to provide design and construction services for the delivery of a Café/Restaurant to the City of Darwin and under what terms and conditions this provision will be made.

Council is seeking the Café/Restaurant to be provided within a defined area being Lot 8657, (259) Casuarina Drive, Nightcliff only. The area is described in the attached map (**Attachment 1**).

4. Timing

The timeframe for the provision of an operational building and associated infrastructure is within eighteen months (18) from the date of a finalised signed agreement with Council.

Council expects construction to commence in the 2013 Dry Season.

Early provision of the building to the City of Darwin would be considered highly desirable.

5. Requirements of Request For Proposal (RFP)

The following are minimum requirements which are to be conformed to for a RFP to be considered by Council:

- The total cost of the development including but not limited to costs associated with planning, design, construction, certification, associated infrastructure and project management is to be no more than \$1,500,000 (GST Exclusive).
- The Café/Restaurant has an internal floor area of 250 square metres.
- The facility contains indoor and outdoor usage opportunities.
- The building be designed and constructed to be low maintenance and take into account the proximity of the sea.
- The building is designed to be sympathetic to the tropical environment and be energy efficient.
- That the building reflects the Darwin lifestyle and the character of the surrounding environment.
- The building should be single storey in height.
- The building should be a family friendly design.
- The building should be sympathetic to existing adjacent developments and public amenities and infrastructure.
- The building and all associated infrastructure needs to be provided to Council within an eighteen (18) month timeframe.
- Conform to the Northern Territory Planning Scheme, Building Code of Australia and all relevant legislative requirements.

6. Price Proposal

The Registrant is to provide a proposal with a maximum price of \$1,500,000 (GST Exclusive).

Council will only consider alternative proposals and prices where it is submitted with a conforming RFP.

7. Request For Proposal (RFP) Submissions

At minimum, RFP submissions must address the following matters:

- Total fixed cost.
- Proposed location and reasons for its selection.
- Project timeline.
- Methodology for delivery.
- A design report detailing but not limited to documenting how the proposal will conform to the requirements of the RFP, design merits of the proposal and the site selection, issues identified, provision of associated infrastructure, urban design merits, energy efficiency of the proposal of merits to be used.
- Identification of the extent of any fit out that will be required to be by any future operator to make the facility operational and estimated costs of the fit out.
- Concept plans of the development including but not limited to floor plans, site plans and elevations.

- Details of principal firm, associated firms and individuals to be involved including abbreviated resumes, qualifications and experience of each person likely to be involved.
- Details of relevant past experiences.
- Details of local content.
- Any terms and conditions being proposed by the Registrants.
- Any other information considered relevant.

The Registrant is to provide an electronic copy and five (5) hard copies of their submission.

8. Project Manager

The Project Manager for this procurement RFP is:

Luccio Cercarelli, General Manager – Infrastructure,
City of Darwin

Phone: (08) 89300581

Email: l.cercarelli@darwin.nt.gov.au

The Project Manager is the primary point of contact.

9. Selection Criteria

Submissions will be assessed by a weighted point scores against the following attributions:

- Price
- Technical and Proposal Compliance
- Timeframe
- Proponents Capabilities to Deliver
- Design Concept

RFP submissions will be assessed by a panel comprising members of staff and if required assisted by external advisers.

The decision on the selection of proposals for the shortlist as part of any future stages or processes will be determined by Council.

City of Darwin reserves the right to shortlist any or no applicants, and to vary the process outlined in this document at its discretion.

10. Council's Right to Vary the Process

Council reserves the right at any stage to amend, vary, discontinue or supplement the process set out in this RFP package.

11. Ownership of the Request For Proposal (RFP) Documents

Council may make copies of the RFP documents for any purpose related to this project, in particular for the evaluation of the RFP and any subsequent stage of this process (selective tender or direct negotiations). Council may make copies of the RFP documents for any purpose related to this project, in particular for the evaluation of the RFP and any subsequent stage of this process (selective tender or direct negotiations).

12. Nature of Request For Proposal (RFP)

The RFP is an invitation for Request for Proposal and is not:

- An offer of any kind;
- A request for tenders; or
- Intended by Council to create legal relations with any person receiving this invitation or responding to it

13. Costs Borne by Registrants

All costs and expenses incurred by Registrants in any way associated with the preparation or submission of a RFP will be borne entirely and exclusively by the Registrants.

14. Right to Extend Closing Date

Council may in its absolute discretion at any time before the closing date, extend the closing date.

15. Registrant Enquiries

All information contained in this invitation or any Attachment is for the assistance of Registrants, but no representation or warranty in respect of that material or by any other means made by or on behalf of the Council (and/or its agents) is binding on the Council (and/or its agents) or actionable by the Registrant.

Registrants are required to obtain their own legal, financial or other advice and to make their own enquiries in relation to the information contained in this invitation and the Attachments.

No responsibility is accepted by the Council (and/or its agents) as to the accuracy of any such financial or other information or for the omission of any relevant information.

16. Confidential

All information provided to the Registrant shall be treated as confidential.

All documentation provided by Council or to Council by as part of this RFP shall become the property of Council.

17. Conflicts of Interest

The Registrant is to identify any potential conflicts of interest in the submission.

18. Lodgement of RFP

An RFP lodged after the closing date will not be accepted.

Submissions should be clearly marked:

RFP (Number) Design and Construction of a Café/Restaurant on the Nightcliff Foreshore, Lot 8657, (259) Casuarina Drive, Nightcliff

And lodged at:

**City of Darwin Tender Box
Civic Centre
Harry Chan Avenue, Darwin**

Or posted to:

**GPO Box 84
DARWIN NT 0801**

The RFP is to be received no later than the closing date and time on the front cover of this RFP package.

Submissions must comply with the General Conditions of Request for Proposal which form **Attachment 2** to this RFP package.

ATTACHMENT 1



ATTACHMENT 2

GENERAL CONDITIONS OF REQUEST FOR PROPOSAL (RFP)

Registrants must submit all the information sought in the RFP Package. RFP's will not be considered unless the following mandatory requirements are complied with:

1. Request for Proposal (RFP) Lodgement

RFP's must be enclosed in a sealed envelope stating the RFP Number (NUMBER) and can be lodged in the Tender Box in the Civic Centre, Harry Chan Avenue, Darwin NT.

RFP's can also be mailed to City of Darwin, GPO Box 84 Darwin NT 0801.

RFP's sent by mail shall be admitted subject to receipt at the Civic Centre in time for lodgement in the Tender Box prior to the closing of the RFP. It is the responsibility of the Registrant to ensure the RFP reaches the Tender Box before the closing time and date. RFP's not conforming with this requirement shall be regarded as invalid.

2. No Email or Facsimile Request For Proposal (RFP's)

RFP's will not be accepted via email or facsimile.

3. No Canvassing

Canvassing of Council officers or Elected Members of Council is not permitted and could result in the registration being disqualified.

4. Request For Proposal (RFP) Package

If in any doubt as to the true meaning of any of the information or RFP documents comprised in the RFP Package, or if any provision, description or other matter is considered to be contradictory or inconsistent with any other provision, description or other matter, Registrants must immediately notify Council.

City of Darwin will consider all requests for clarification, and determine whether or not to provide any interpretation of the documentation upon which clarification has been sought. Any interpretation of the documentation comprising this RFP will be made only by formal Addendum to the RFP documents, and will be transmitted to all prospective Registrants who are registered as having been issued with the RFP Package.

5. Copyright

The RFP Package must not be copied for use by other persons. If unauthorised copies of the RFP Package are made, the City of Darwin takes no responsibility for failure to provide any Addenda to persons in receipt of unauthorised copies of the RFP Package.

6. Confidentiality

City of Darwin will endeavour to respect the confidentiality of submissions and will not disclose them to the public except for the purposes of any further request for tender or proposals for the purposes of this project or where the disclosure is permitted or required by law.

In deciding whether or not to disclose RFP submissions requested under FOI legislation, Council will ensure that the FOI officer receives advice from a legal practitioner.

All Registrants will be required to maintain confidentiality with respect to their own competing submissions, and will not be permitted to advance their own bids via the media without the prior written approval of Council.

7. Request for Proposal (RFP) Evaluation Process

City of Darwin will evaluate the RFP's according to the information sought in the RFP Package and as provided by the Registrant.

Registrants may be shortlisted for further consideration. Further information to substantiate Registration submissions may be requested. This process is not to be construed as an opportunity to amend a Registration submission.

A Registrant shall not take a request for information as an indication that their RFP will be successful.

8. Tailor Request For Proposal (RFP) Submissions

Registrants are encouraged to tailor their submissions according to the RFP evaluation criteria. To assist with evaluation, the RFP submission should be based on the same topics and set out in the same order as the topics in this Package.

9. Declare Conflict of Interest

Registrants must declare any conflict of interest that may detrimentally affect or be perceived to detrimentally affect the Registrant's (or agent's) relationship with the Council (or Council members) at the time of submitting the RFP.

10. Request For Proposal (RFP) Closing

The RFP closes at the time and date on the front cover of this RFP Package. RFP's must be lodged by the closing date and before the closing time.

11. Amendments to Request For Proposal (RFP) Package

If for any reason the Council requires any amendment to the RFP Package, this will be undertaken by way of Addendum which will be displayed on to the City of Darwin website.

12. Non-mandatory Administrative Requirements

RFP's should be submitted in duplicate printed in black (or colour) on single sided pages.

Oversized RFP's should be sent to the City of Darwin postal address, GPO Box 84, Darwin NT 0801.

13. No Collusion

Proponents, including all consortium members forming the proponent entity, where applicable, and other persons participating in providing a proposal, must not engage in any improper commercial arrangements, collusive tendering of conduct, anti-competitive conduct or any other conduct which denies legitimate business opportunities to any other proponent or any other person involved in providing another proposal in relation to this RFP.

If City of Darwin determines that a proponent has, or the proponent is otherwise found to have, engaged in such conduct, the proponent's proposal will be excluded from further consideration in this RFP, the RFP evaluation process, and any subsequent stages or processes at the absolute discretion of City of Darwin

2ND ORDINARY COUNCIL/OPEN

AGENDA ITEM: 16.2

REVIEW OF SPONSORSHIP POLICY

REPORT No.: 12TC0068JS:as COMMON No.: 2143591

DATE: 25/09/2012

Presenter: Research and Project Coordinator, Judith Scott**Approved:** Executive Manager, Mark Blackburn**PURPOSE**

The purpose of this report is to present a Sponsorship Policy for endorsement by Council.

LINK TO STRATEGIC PLAN

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

6 Promote Brand Darwin

Outcome

6.1 Increase Council's profile

Key Strategies

6.1.1 Provide strategic sponsorship for major events

KEY ISSUES

The City of Darwin requested a review of the Council Sponsorship Policy, which was previously a part of the Community Services, Cultural and Social General Policy 008 (**Attachment A**).

The Sponsorship Policy (**Attachment B**) has been prepared as a stand alone policy.

In line with the previous policy, the attached draft sets out the principles and procedures for the City of Darwin's sponsorship of an organisation's program, service, event or project. It also covers procedures for the sponsorship of City of Darwin activities.

For all sponsorships in excess of a total value (including cash and in-kind contributions) of \$10,000 a report will be prepared for review by Council.

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 SUBJECT: REVIEW OF SPONSORSHIP POLICY

Where the sponsorship requested has a total value less than \$10,000 (including cash and in-kind contributions), the Chief Executive Officer in liaison with the Lord Mayor may approve the arrangement.

Once Council has endorsed a Sponsorship Policy, Council Officers will review each of its current sponsorship arrangements and their acquittal processes and present a further report to Council

RECOMMENDATIONS

- A. THAT Report No 12TC0068JS:as entitled, Review of Sponsorship Policy is received and noted.
- B. THAT Council amend the Community Services, Cultural and Social General Policy 008 (**Attachment A**) by removing the sponsorship section in this Policy.
- C. THAT Council endorse the Sponsorship Policy (**Attachment B**) in Report No 12TC0068 entitled, Sponsorship Policy.

BACKGROUND

Council has requested a review of its sponsorship policy.

This report has been prepared in response to this request.

DISCUSSION

In the preparation of this policy a review of a number of other local government sponsorship policies was undertaken.

The creation of a stand alone Council policy for sponsorship will enable a smoother implementation of the communications components of the sponsorships, and allow for a more integrated overall communications plan.

Included in the *Assessment of Sponsorship Proposals* section of the policy, is a list of the requirements for parties to address should they approach the City of Darwin for sponsorship.

There are also sections covering return on investment considerations, procedures, recommendations and approvals, risk assessment guidelines, written agreement requirements and records.

A table of assessment criteria is included with a list of criteria to be considered on a scale of 1-5 in the evaluation of sponsorship proposals.

CONSULTATION PROCESS

Chief Officers Group

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POLICY IMPLICATIONS

Community Services, Cultural and Social General Policy 008

BUDGET AND RESOURCE IMPLICATIONS

Nil

RISK/LEGAL/LEGISLATIVE IMPLICATIONS

Nil

ENVIRONMENTAL IMPLICATIONS

Nil

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the Author and Approving Officers declare that we do not have a Conflict of Interest in relation to this matter.

JUDITH SCOTT
PROJECT AND RESEARCH
COORDINATOR

MARK BLACKBURN
EXECUTIVE MANAGER

Any queries on this report may be directed to Judith Scott on 8930 0522 or jm.scott@darwin.nt.gov.au.

Attachments:

Attachment A: Community Services, Cultural and Social General Policy 008

Attachment B: Sponsorship Policy

Title: **Community Services, Cultural and Social - General**

Policy No: 008

Adopted By: Council

Next Review Date: 01/09/2015

Responsibility: General Manager Community & Cultural Services

Document Number: 2117979

Version	Decision Number	Adoption Date	History
1	20\2501	23/02/2010	Adopted
2	Administrative Amendment by CEO	01/09/2011	Adopted by Chief Officers Group
3			
4			

1 Policy Summary

This policy aggregates a number of social and cultural policy positions adopted by City of Darwin in recent years:

- Aboriginal and Torres Strait Islander
- Appeals - Natural Disasters
- Child care Centres
- Community Grants Program
- Darwin Performing Arts Centre (DPAC)
- Disability
- Fun Bus
- Housing
- Itinerants
- Role
- Schools
- Sponsorship
- Youth

2 Policy Objectives

City of Darwin seeks to provide services, facilities and programs that are appropriate to the needs of its area and to ensure equitable access to its services, facilities and programs;

A key goal of the 'Evolving Darwin – Strategic Directions: Towards 2020 and Beyond' Plan is to facilitate and maintain a cohesive community by:

- Promoting Darwin's culture;
- Supporting harmony within the community; and
- Improving community access and inclusion.

3 Background

City of Darwin has a strong and active role to play in community and cultural development.

The role of a Council is, amongst other things:

- to develop a strong and cohesive social life for its residents and allocate resources in a fair, socially inclusive, and sustainable way; and
- to provide and coordinate public facilities and services; and
- to encourage and develop initiatives for improving quality of life.

Its functions include:

- to plan for the future requirements of its area for local government services;
- to provide services and facilities for the benefit of its area, its residents and visitors;
- to provide for the interests and well-being of individuals and groups within the council area;
- to establish or support organisations or programs that benefit the council area.

4 Policy Statement

Aboriginal and Torres Strait Islander

Council formally endorses the Australian Local Government Association National Agenda policy acknowledging Aboriginal peoples and Torres Strait Islanders as original occupants of Australia by incorporating the following wording into statements on significant occasions:-

"In the spirit of reconciliation we acknowledge that we are meeting on the country for which the Larrakia people and their forebears have been custodians for many centuries and on which Indigenous Australians have performed age old ceremonies"

Council will address issues associated with local Aboriginal and Torres Strait Islander people on a case by case basis in consultation with relevant Aboriginal and Torres Strait Islander representative groups and individuals.

Appeals - Natural Disasters

Contributions to appeals for natural disasters will be as follows:

- the method of contribution be through a Lord Mayor's appeal, the Red Cross or similar organisation or a government instrumentality.
- contributions be to natural disaster relief appeals within Australia only, unless there is a strong sister city relationship or strong historical, cultural or community links with the area of the natural disaster or if the disaster is of international significance.

Child Care Centres

As part of City of Darwin's sponsorship of Government funded social programs the Council will maintain its buildings operated as child care centres to a standard which meets licensing regulations and maintains Council's assets.

Every Child Care Centre is responsible for its own minor maintenance.

Community Grants Program

Council offers a Community Grants Program in support of community events and projects which support Council's objectives in directly benefiting and promoting the city of Darwin. Applications for such assistance are called annually.

The eligibility criteria for grants by Council to non profit community groups will be as follows:

- That the applicant is a non-profit or unfunded organisation or group.
- application should demonstrate that the proposal is developmental in focus.
- The application must demonstrate community benefit and must show community support for the proposal.
- The proposal may have the ability to assist the organisation generate additional funds.
- The project must acknowledge City of Darwin support.
- The application must demonstrate how the funds will be used in the City of Darwin.
- Arts projects should conform to recognised CEAD principles.

Community Grants applications will be considered by the Community and Cultural Services Committee, no later than one month from the close of applications, for recommendation to Council as soon as possible thereafter.

Darwin Performing Arts Centre (DPAC)

The Darwin Performing Arts Centre is leased by the DPAC Company which will manage the Centre in accordance with the objectives and articles contained in the Memorandum of Association of the Darwin Performing Arts Centre Company.

Of the five Council appointed directors one will be a City of Darwin elected member.

Council's contribution to the annual operating costs of DPAC will not exceed the amount contributed by the NT Government.

Council will only fund an agreed portion of any deficit arising from rental operations of DPAC and not entrepreneurial programs backed by DPAC.

DPAC entrepreneurial activity should be self funding or supported by subsidies from other sources.

The Darwin Performing Arts Centre Board is to report on a monthly basis to Council, and is to include in the report the activities of the Centre, financial statements, minutes of Board meetings and any other relevant matters.

Council will allocate funds annually to the Council's long term maintenance reserve to ensure the building is maintained according to an adopted 5 year schedule.

Disability

Action Plan

Council will continually strive for efficient and non-discriminatory work practices and equity in the provision of goods and services.

Council will maintain and implement a Disability Action Plan and comply with the Disability Parking requirements of the Australian Road Rules.

Fun Bus

The Fun Bus provides high quality mobile play group services for children 0 to 5 years, their parents and carers across the Darwin municipality.

The Fun Bus operates a 2 hour play session each weekday in parks and reserves for a total of 40 weeks each year.

The Fun Bus program aims to provide equitable access to community programs and activities whilst building community connectedness for program participants.

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Schools

City of Darwin not provide support to schools in the form of office or permanently allocated space at Council's Community Centres.

Sponsorship

Council will from time to time enter into sponsorship arrangements with outside organisations or individuals to support particular Council projects/services or undertake new projects/services which contribute to the quality of life of the Darwin community.

Sponsorship is an agreement between the City of Darwin and another organisation or individual to provide financial or other support in return for some benefit. Sponsors usually expect some form of recognition for their sponsorship.

Sponsorship may include:

- the donation of money, goods or services to enable a specific project or activity to be carried out; or
- corporate sponsorship of a particular program.

Sponsorship is not:

- A donation or grant
- A discount for normal services
- An endorsement of any product, service or factional cause by Council
- Part of normal assistance programs of Council
- Applicable to those programs or events eligible for consideration under the Community Grants Program.

Sponsorship provides the opportunity for individuals, businesses, service clubs or Government Departments to support projects which enhance the community's quality of life.

Sponsorship may be either sought by or offered to Council.

It is important that any sponsorship arrangement involving City of Darwin projects/services should:

- be unambiguous and clearly understood by all parties;
- avoid any real or perceived conflict of interest;
- avoid real or implied preferential endorsement of a commercial product;
- avoid partnerships with inappropriate individuals and organisations;
- receive appropriate approval;
- provide suitable acknowledgment of the sponsor;
- There must be no conflict of interest arising as a result of sponsorship;
- Individual employees are not permitted to receive any substantial benefit from association with sponsors;
- City of Darwin must retain control over any sponsored program;

- The sponsoring individual or organisation's policies and procedures should not be in conflict with the corporate philosophy of the City of Darwin or likely to cause embarrassment to the organisation; and,
- Sponsorship should not be used to provide or increase the availability of routine Council services.

Whilst it is permissible for Council to promote an organisation's or individual's sponsorship this is not to imply that the Council in any way endorses a commercial product.

Sponsorship Records

To provide coordination, a file of all sponsorship arrangements will be maintained by the Manager Corporate Information.

Use of City of Darwin Logo

Permission to use the City of Darwin logo and relevant artwork is to be obtained from Council's Manager Communications and Marketing.

Council's logo will be used in association with any Council displays/promotions

*Sponsorship of Council **By External Organisations***

Before any approach is made to potential sponsors, approval must be sought from the relevant General Manager. Any application for sponsorship should indicate the details of the proposed agreement. When sponsorship/donations are approved, a letter should be sent to the sponsoring individual or organisation confirming the arrangements.

If equipment is donated, the costs associated with maintenance, running and insurance must form part of the sponsorship arrangements.

Any donations of equipment, materials and labour will be treated in accordance with Council's asset management policies.

All monies will be handled in accordance with Council's established accounting practices.

*Sponsorship **of External organisations***

Council will from time to time enter into sponsorship arrangements to provide support to outside organisations. This form of support is separate to that provided under Council's Community Grants Program.

Sponsorship enables local, national or international programs, events and activities to be held within Darwin. Such events contribute to the identity of the City, economic growth and promote community participation by residents and visitors.

A sponsorship program will be developed each year as part of Council's operational planning process and City of Darwin will consider sponsorships that are strategically focussed and reflect the values and objectives of Council.

Sponsorship is a contribution of money or 'in kind' that Council elects to make to an organisation for the purpose of staging an event, providing a program or undertaking an activity that contributes to business, industry, economic, social, sporting, environmental or cultural development.

Council has an expectation that it receive a return on this investment through demonstrated benefits including:

- Appropriate branding and profile raising opportunities
- Ability to leverage sponsorship through media or advertising
- Ability to leverage support through attendance or staging of display/complementary event where appropriate
- Specific sponsorship category benefits
- Ability to reach traditional and non traditional audiences
- Sponsorship opportunity is consistent with Council's core business and or Action Plan objectives.

City of Darwin does not generally sponsor:

- Conferences
- Individuals
- Record attempts
- Fundraisers

Council will consider sponsorship proposals that meet the stated guidelines and are recommended to Council through the process described below.

All sponsorship proposals will be submitted via the Communications and Marketing Unit

Sponsorship of external organisations may be proposed or reviewed in the following ways:

- Pro-active investigation and recommendation of events/programs that Council may want to be associated with:
 - On an ongoing basis (subject to annual review)
 - As seeding sponsorship over say 3 years
 - A 'one-off' sponsorship
 - that support Council's marketing objectives of key service areas of Council.

- Review and recommendation (in consultation with relevant officers) of submissions as they are received to the Community and Cultural Services Committee and then to Council.
- Where appropriate, (in consultation with relevant officers) referral of submissions to the Community Grants Program.

Applications will be assessed using the following criteria:

- Relevance to Council's stakeholders.
- Alignment with Council's values and strategic objectives as detailed in the Evolving Darwin Towards 2020 and beyond.
- Achievable timeframes and budget.
- Capacity to deliver long term benefits.
- Business, industry, economic, social, sporting, environmental or cultural benefit and involvement.
- The organisation's capacity for administering the project.
- The project's viability in terms of support from any other relevant organisations.
- Support of the activity by appropriate marketing and communications activity that will ensure Council's support is appropriately acknowledged and publicised.

Following consideration by Council, all applicants will be informed of the outcome of their applications.

Successful applicants will be required to

- Submit a tax invoice to Council and enter a formal agreement with City of Darwin that details the commitment of both parties
- Submit a project and financial acquittal within 3 months of the project's completion. Council will complete an evaluation of all sponsorships funded against performance measures.

Sponsorship funding must only be used for the purpose stated in the letter of approval. The purpose, amount or time for expenditure of a sponsorship may not be changed without prior written approval.

Sponsorship of Charities/Promotions/Fundraising

Occasionally City of Darwin staff will become involved in fund raising efforts or support of specific charities and causes.

Any such involvement will be subject to the relevant General Manager's approval.

5 Legislation, terminology and references

Part 2.3 of the Local Government Act establishes the role, functions and objectives of Councils which provide the basis for City of Darwin's active role in community, cultural and social development.

Title: Sponsorship Policy

Policy No:

Adopted By:

Next Review Date:

Responsibility:

Document Number:

Version	Decision Number	Adoption Date	History
1			
2			
3			
4			

1 Policy Summary

The City of Darwin may enter into sponsorship arrangements with organisations or individuals to support new or existing programs, services, facilities or events which contribute to the quality of life for the Darwin community.

This Policy sets out the principles and procedures for the City of Darwin's sponsorship of a program, service, event or project. It also covers procedures for sponsorship of City of Darwin activities.

2 Policy Objectives

This Policy aims to provide clear definitions, guidelines and procedures for sponsorships, to ensure an accessible, open and transparent process in assessing sponsorship proposals for the City of Darwin.

3 Background

All existing sponsorship arrangements will be assessed (as contracts expire) in a consistent manner against the criteria stated in this Policy.

In addition to sponsorship, the City of Darwin has an Environmental Grants Program and a Community Grants Program which are aimed at assisting community organisations with the development of activities and services to benefit a broad cross-section of the community. Community Grants and Environmental Grants are not covered by this Policy and further information on the programs may be accessed via the City of Darwin website.

policy

4 Policy Statement

Definition of sponsorship:

For the purposes of this Policy, sponsorship is defined as a commercial arrangement in which a sponsor provides a contribution in money or in kind, to support a service, event or facility or program in return for specified benefits. Sponsorship differs from Grants Programs or donations.

Sponsorship arrangements will only be considered when there is alignment with objectives outlined in the City of Darwin Strategic Plan and benefits to the City of Darwin are demonstrable.

Sponsorship is not:

- A donation or grant
- An endorsement of any product, service or factional cause by the City of Darwin
- Part of normal assistance programs of the City of Darwin
- Applicable to those programs or events eligible for consideration under the Grants Program
- Advertising, or any part of an advertising package
- Philanthropic as a sponsor expects to receive a reciprocal benefit beyond a modest acknowledgement

Key criteria for sponsorship:

- The organisation whose public image, products and services are consistent with the goals and values of the City of Darwin, and a commitment to enhance community life in Darwin
- Sponsorship may assist in enabling local, national or international programs, events and activities to be held within Darwin. Such events may contribute to the identity of the City, economic growth and promote community participation by residents and visitors. Such sponsorships which are strategically focussed and reflect the values and objectives of the City of Darwin will be considered
- The organisation should be able to commit to the ongoing sponsorship for a minimum period of three years, unless the sponsorship is for a one-off program, event or facility
- Additionally, organisations involved in political fields (e.g. political parties or unions) or are seen to be in potential conflict with Council's policies and responsibilities to the community, will not be eligible for sponsorship

All sponsorship arrangements will be undertaken in a professional and co-ordinated manner, and in accordance with relevant City of Darwin policies.

policy

City of Darwin sponsorship of an organisation's activity

Council may enter into sponsorship arrangements to provide support to outside organisations. This form of support is separate to that provided under the Community Grants and Environmental Grants Programs.

All sponsorship proposals should be able to demonstrate a valid contribution to outcomes for the City of Darwin community, and should fall into one of the following categories:

- Business, industry or economic
- Cultural, social or the arts
- Sporting, or healthy lifestyle orientated

Sponsorship of organisations may be proposed or sought in the following ways:

- Pro-active investigation and recommendation of activities which the City of Darwin may want to be associated with:
 - On an ongoing basis (subject to annual review)
 - As seeding sponsorship over a defined period of time
 - A 'one-off' sponsorship
- Review and recommendation of submissions as they are received

Where appropriate, (in consultation with relevant officers) proposals may be referred to the Community Grants and Environmental Grants Programs.

Assessment of Sponsorship Proposals

Any sponsorship proposal made requesting that the City of Darwin sponsor an activity should address the following:

- A statement of the objectives and detail of the sponsorship activity
- Capacity to deliver long term benefits to the City of Darwin
- Demonstrated ability to achieve timeframes and budgets outlined in the proposal
- The organisation's capacity for administering the project
- The activity's viability in terms of support from any other relevant organisations
- Support of the activity by appropriate marketing and communications which will ensure Council's support is appropriately acknowledged and publicised
- Any proposal must include the names of other sponsors, proposed or confirmed, involved with the event or activity

City of Darwin does not generally sponsor conferences, seminars, functions, individuals, record attempts or fundraisers unless they are directly related to the corporate objectives or local government.

Return on investment:

The City of Darwin has an expectation that it receives a return on this investment through demonstrated benefits including but not limited to:

- Appropriate branding and profile raising opportunities
- Ability to leverage sponsorship through media or advertising
- Ability to leverage support through attendance or staging of display or complementary event where appropriate
- Specific sponsorship category benefits
- Ability to reach traditional and non traditional audiences

policy

Sponsorship procedure – recommendations and approvals

For all sponsorships in excess of a total value of \$10,000 (including cash and in-kind contributions), a report will be prepared for review by Council.

Where the City of Darwin is approached by a party for sponsorship of less than \$10,000 of value (including cash and in-kind contributions), the CEO in liaison with the Lord Mayor may approve the arrangement.

When granting sponsorship, the City of Darwin is obliged to consider the provisions relating to granting financial assistance in the Local Government Act.

Recipients of City of Darwin sponsorship will be required to:

- Submit a tax invoice to Council and enter a formal agreement with City of Darwin that details the commitment of both parties
- Submit a completed sponsorship acquittal which includes a project report and a financial acquittal within three months of the project's completion.

Council will complete an evaluation of all sponsorships funded against performance measures as described in the written agreement.

Sponsorship funding must only be used for the purpose stated in the letter of approval. The purpose, amount or time for expenditure of a sponsorship may not be changed without prior written approval.

Sponsorship of a City of Darwin activity

Sponsorship agreements must not compromise or question the integrity or expected service delivery levels of the City of Darwin activity.

The City of Darwin will not allow a sponsor to determine the content or interpretation of any program or service.

If equipment is donated, the costs associated with maintenance, running and insurance must form part of the sponsorship arrangement.

Any donations of equipment, materials and labour will be treated in accordance with Council's asset management policies.

It is important that any sponsorship arrangement involving City of Darwin activities should:

- Be unambiguous and clearly understood by all parties
- Avoid any real or perceived conflict of interest
- Avoid real or implied preferential endorsement of a commercial product
- Provide suitable acknowledgment of the sponsor
- Ensure there is no conflict of interest arising as a result of the sponsorship
- Ensure that individual employees are not permitted to receive any substantial benefit from association with sponsors
- Not be used to provide routine Council services

policy

Whilst it is permissible for Council to promote an organisation's or individual's sponsorship this is not to imply that the Council in any way endorses a product or service.

The City of Darwin will recognise sponsors in a number of ways. The extent of such recognition will be determined in relation to the level and nature of the sponsorship and subject to a written agreement specifying benefits and costs.

Such forms of recognition may include, but not be limited to:

- appropriate signage
- media release acknowledging the role and contribution of the sponsor
- inclusion of sponsor's name and logo in Council's Report to the Community and other external publications
- award or trophy in the sponsor's name and publicly presented by the Lord Mayor
- merchandising of goods at selected points of sale
- display in the foyer of Council's Community Centre or Library, to use the asset or facility, subject to approval in each individual case, in static displays or for an activity of the sponsor when not required for the City of Darwin's use
- opportunity for sponsor's name and/or logo to be promoted through appropriate general advertising by Council

Sponsorship procedure – recommendations and approvals

For all sponsorships in excess of a value of \$10,000 (including cash and in-kind contributions), a report will be prepared for review by Council.

Where the sponsorship value is in excess of \$10,000 (including cash and in-kind contributions) an open tendering process will be adopted where possible. There may be specific circumstances where this would be impractical and request for sponsorship may be by invitation.

Approaches made to organisations for sponsorship of City of Darwin activities for less than \$10,000 (including cash and in-kind contributions) may be approved by the CEO in liaison with the Lord Mayor.

Risk Assessment

Where a report is prepared for review by Council, a risk assessment must be included. This should include:

- An analysis of each component of an offered sponsorship showing the relevance of the offering and perceived benefit to the City of Darwin
- Detail of the any expected degree of endorsement of the sponsor or sponsor's products
- Potential conflicts of interest
- The ability of the City of Darwin to provide adequate resources and facilities to meet the terms of the proposed agreement

If the assessment concludes that the risks are unacceptably high or the City of Darwin is receiving minimal value from the proposal, the City of Darwin will discontinue consideration of the proposal at this stage, or renegotiate the terms.

Every sponsorship proposal will be assessed against the possibility of a real or perceived conflict of interest and may be refused or terminated where, during the life of the

policy

sponsorship, any conflict of interest is likely to arise. Additionally, should the sponsorship limit the City of Darwin's ability to carry out its functions fully and impartially, sponsorship will not be considered. Determination may be made by the CEO.

The sponsorship agreement should clearly provide means to dealing with issues, which may include termination or suspension of sponsorship agreement until any identified matter is resolved.

Written Agreement

Every sponsorship agreement is a contract and conditions will be fully described in a written agreement which clearly sets out:

- the benefits including economic benefits, available to the City of Darwin and the sponsor, including documentation of nature of benefits
- the form or forms of sponsorship acknowledgment which will be available
- the scope of uses which the sponsor can make of the sponsorship arrangement
- the term of the sponsorship and any conditions regarding renewal
- the consequences of change which may occur over time e.g. new policies, a shift in the relationship, new corporate missions or objectives
- financial accountability requirements
- provision for termination or suspension of the agreement
- agreement to complete the sponsorship acquittal form following the activity
- agreed performance measures for assessment post the sponsored activity

Written agreements must include a statement that Council's functions will continue to be carried out fully and impartially, notwithstanding the existence of a sponsorship arrangement.

The agreement will include a statement to the effect that any attempted influence of the City of Darwin's regulatory functions will result in an automatic review and/or termination of the sponsorship arrangement.

All monies will be handled in accordance with Council's established accounting practices.

Sponsorship Record

To provide coordination, a file of all sponsorship arrangements will be maintained by the Communications department.

Use of City of Darwin Logo

Permission to use the City of Darwin logo and relevant artwork is to be obtained from Council's Communications department.

The City of Darwin's logo will be used in association with any displays/promotions associated with the sponsorship.

policy

5 Legislation, terminology and references

Part 2.3 of the Local Government Act establishes the role, functions and objectives of Councils which provide the basis for City of Darwin's active role in community, cultural and social development.

6 Implementation and delegation

Sponsorships will be approved and implemented in line with the processes outlined in this policy.

7 Evaluation and review

This policy will be reviewed once during the term of each Council.

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2ND ORDINARY COUNCIL/OPEN

AGENDA ITEM: 16.3

COMMUNICATION AND MARKETING STRATEGY

REPORT No.: 12TC0069JS:as.

COMMON No.: 2268256

DATE: 25/09/2012

Presenter: Research and Project Coordinator, Judith Scott**Approved:** Executive Manager, Mark Blackburn**PURPOSE**

The purpose of this report is to present a Communication and Marketing Strategy 2012 – 2016 for endorsement by Council.

LINK TO STRATEGIC PLAN

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

6 Promote Brand Darwin

Outcome

6.1 Increase Council's profile

Key Strategies

6.1.2 Implement a communications strategy that promotes Council and informs the community

KEY ISSUES

The communication and Marketing Strategy has been guided by research findings from:

- Brand strategy review in 2011
- Annual Customer Satisfaction Survey 2010 – 2012
- Workshop with the Elected Members on 27 June 2012-09-18

The Communication and Marketing Strategy outlines the communication objectives, the target audiences, key messages and available media channels.

Key messages will be communicated to all target audience groups through ongoing media presence in a range of media channels as outlined in the strategy.

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Specific targeted messages will be communicated through planned campaigns throughout the year (in addition to the ongoing media activity) as shown in the Communications Plan for 2012 – 2013.

An annual Communication Plan will be developed each year with targeted campaigns in line with budget allocations.

RECOMMENDATIONS

- A. THAT Report Number 12TC0069JS:as entitled, Communication and Marketing Strategy, be received and noted.
- B. THAT Council endorse the Communication and Marketing Strategy and Communication Plan 2012-2013 (**Attachment A**) to Report Number 12TC0069JS:as entitled, Communication and Marketing Strategy.

BACKGROUND

This report has been prepared in response to a Notice of Motion by Alderman Gary Haslett on 19 April 2012.

THAT a report be prepared setting out a recommended Communications and Marketing Strategy for Council.

DECSION NO. 21\0036

DISCUSSION

The Communication and Marketing Strategy aims to promote the City of Darwin as a forward thinking, progressive and community focussed organisation through consistent messages in a wide range of communication channels.

The Communication and Marketing Strategy has three principal objectives:

1. **To better inform the community** of the services and activities carried out by the City of Darwin in line with the goals outlined in the Evolving Darwin – Strategic Directions plan. Advertising, editorial and other printed and electronic media are to be used, all providing links to the City of Darwin website. Community events also allow a good platform for this ‘educate and inform’ component of the strategy.
2. **To enhance and encourage two way communication** with all members of the community. Digital and social media are to be the main channels used, all linked with the City of Darwin website. In person at Council Forums, Elected Member

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public meetings (for example, at shopping centres and markets) and community events also assist in encouraging two-way communication.

3. **To drive community participation and engagement** with the Council, programs, activities and events provided by or supported by the City of Darwin. A combination of advertising, editorial, digital and social media supported by other channels are to be used, along with targeted community engagement activities. Additionally, communications are to be created specific to each event, program or activity to achieve this objective.

Available research has been used to derive the key messages.

Ongoing Media Activity

Key messages will be communicated through ongoing media activity throughout the year to all target audience groups via social media, the City of Darwin website, monthly advertising large format ad in newspapers, media releases, EM presence at events and LM media segments. This ongoing media activity will help deliver the overall communications objectives for the strategy.

Planned Campaigns

In addition to the ongoing media activity, planned campaigns will deliver tailored messages to specific target audience groups. Paid advertising, supported by the ongoing media activity will be used to achieve each campaign's objectives. Detailed plans for campaigns will be developed each year in line with available budgets.

Primary Media Channels

The City of Darwin website is the primary gateway for the community to find out detailed information and provides links for two way communication.

The Communication and Marketing Strategy outlines the public relations strategy and the communication approach for primary media channels including TV, radio, print media as well as social media and other digital communication.

Communication Plan for 2012-2013

An outline of the communication plan for 2012-2013 (showing ongoing media activity and specific campaign plans) is included in the Communications and Marketing Strategy.

The launch of a City of Darwin Facebook page and a monthly large format advertisement in the NT News are initiatives within this strategy which were implemented in July 2012.

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CONSULTATION PROCESS

In preparing this Report the following parties were consulted:

Chief Officers Group

POLICY IMPLICATIONS

Media Policy 031
 Community Consultation Policy 025

BUDGET AND RESOURCE IMPLICATIONS

All actions identified within the Communication and Marketing Strategy can be met within the existing 2012 – 2013 budget.

RISK/LEGAL/LEGISLATIVE IMPLICATIONS

Nil

ENVIRONMENTAL IMPLICATIONS

The Communication Strategy promotes increased use of online and digital communication, consistent with an overall drive towards environmental sustainability.

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the Author and Approving Officers declare that we do not have a Conflict of Interest in relation to this matter.

JUDITH SCOTT
RESEARCH AND PROJECT
COORDINATOR

MARK BLACKBURN
EXECUTIVE MANAGER

For enquiries, please contact Officer on 89300685 or email:
m.blackburn@darwin.nt.gov.au

Attachments:

Attachment A: Communications & Marketing Strategy - 2012 – 2016 – (September 2012)



ATTACHMENT A

Communication and Marketing Strategy

2012-2016

September 2012



Contents:

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Communication and Marketing Strategy

1. Aim of the Strategy

To create a framework which promotes the City of Darwin as a forward thinking, progressive and community focussed organisation through consistent messages in a wide range of communication channels.

2. Introduction

The Communication and Marketing Strategy provides a framework for delivering the City of Darwin's Strategic Plan goals, strategies and outcomes and is guided by findings drawn from the Customer Satisfaction Survey and research carried out during the development of the new Brand Strategy in 2011.

The Communication and Marketing Strategy sets out a two tiered approach to communication planning:

- **Planned campaigns** will run at various times of the year to promote and market specific services, programs, activities and events
- **Ongoing media activity** underpins the campaigns with ongoing delivery of key messages to all target audiences

Through communicating ongoing key messages in a positive way, the City of Darwin will build stronger links, trust and value perceptions with the community.

The City of Darwin website is the gateway for the community to find out detailed information and to provide links to opportunities for two-way communication.

More two-way communication between the City of Darwin and its target audiences will provide a platform for better community engagement.

Within the Communication and Marketing Strategy, there is scope for ongoing support of major community events and activities through sponsorship arrangements, with tailored messages as appropriate.

3. Scope of Communication and Marketing Strategy

This Communication and Marketing Strategy:

- Sets out three overall communication objectives
- Is guided by findings from available research
- Defines the City of Darwin key target audiences
- Identifies key messages for each target audience
- Outlines existing communication channels and identifies new channels
- Provides detail of ongoing media activity including the public relations approach
- Details the primary communication channels for planned campaigns
- Will be evaluated and refined on an ongoing basis using results of each annual Community Satisfaction Survey

4. Reference Documents

- Evolving Darwin – Strategic Directions: Towards 2020 and beyond
- Policy Documents – Media Policy, Community Engagement Policy
- Brand Strategy and City of Darwin Brand Guidelines
- Annual Customer Satisfaction Survey

5. Communication Objectives

The Communication and Marketing Strategy has three principal objectives:

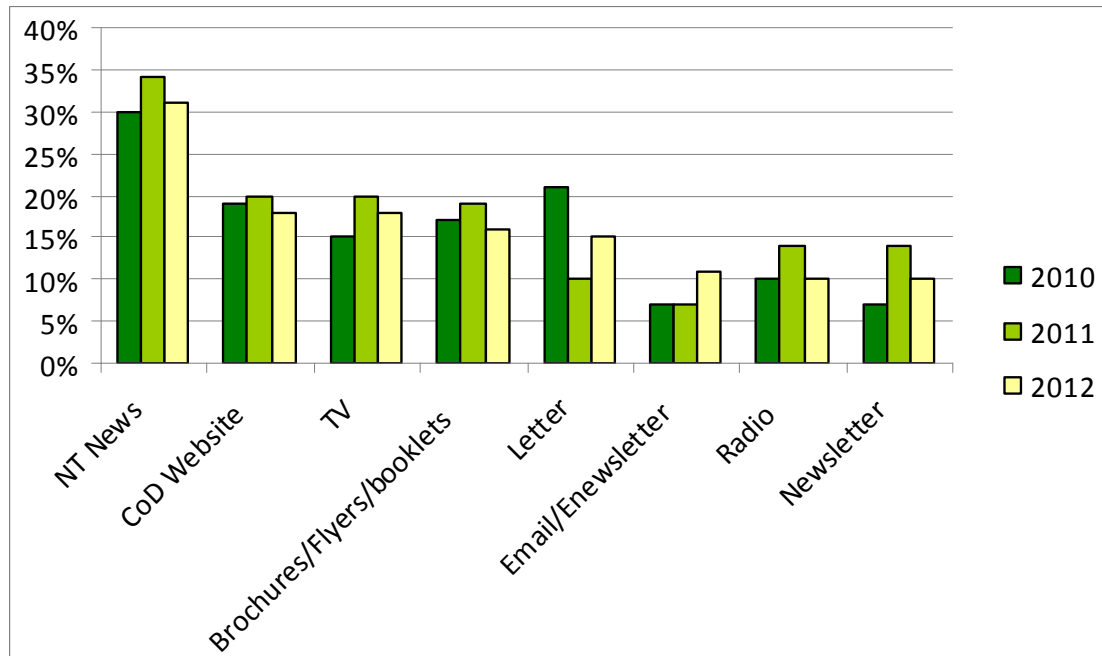
1. **To better inform the community** of the services and activities carried out by the City of Darwin in line with the goals outlined in Council's Strategic Plan. Advertising, editorial and other printed and electronic media are to be used, all providing links to the City of Darwin website. Community events also allow a good platform for this 'educate and inform' component of the strategy.
2. **To enhance and encourage two way communication** with all members of the community. Digital and social media are to be the main channels used, all linked with the City of Darwin website. In person at Council Forums, Elected Member public meetings (for example, at shopping centres and markets) and community events also assist in encouraging two-way communication.
3. **To drive community participation and engagement** with the Council, programs, activities and events provided by or supported by the City of Darwin. A combination of advertising, editorial, digital and social media supported by other channels are to be used, along with targeted community engagement activities. Additionally, communications are to be created specific to each event, program or activity to achieve this objective.

6. Research

6.1 Customer Satisfaction Survey

This table shows the results of the Customer Satisfaction survey completed between 2010 and 2012. The following chart shows responses to the question:

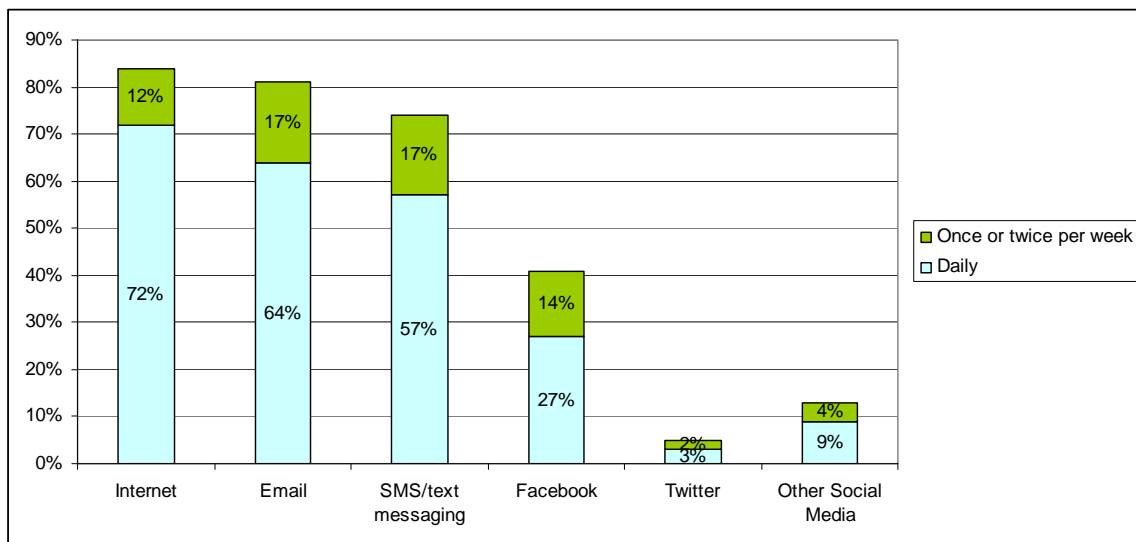
“How do you want to be informed about Council matters?”



- ❖ There is an overall preference for the community to be informed about Council matters in the NT News, via a combination of both editorial coverage and advertising space
- ❖ The website and TV are the next preference, followed by printed materials and letters
- ❖ An increase for being informed via email, letter or e-newsletter is noted for 2012 versus 2011, which may suggest a preference for more personally targeted communication

Respondents to the 2012 Customer Satisfaction Survey were asked about their use of new media for the first time.

The following chart shows the percentage of respondents who used each new media technology outside of the workplace ‘daily’ and ‘once or twice per week’:



- ❖ Daily use of all new media technologies is most prevalent amongst 18-40 year olds
- ❖ Respondents who used new media technologies 'infrequently' or 'never' had an older profile and were more likely to be 65+ with a low income and no children at home

6.2 Additional Research

- The top three priorities for the City of Darwin as reported in the 2012 Customer Satisfaction Survey were:
 - ✓ an environmentally sustainable city
 - ✓ effective, open and responsible governance
 - ✓ enhancing Darwin's active, positive and flexible lifestyle
- Research undertaken as part of the new Brand Strategy suggested that the Darwin community would like to see the City of Darwin as:
 - ✓ Forward thinking
 - ✓ Progressive
 - ✓ Community focussed

7. Key Messages

1. City of Darwin strives to create a city which is environmentally sustainable
2. City of Darwin is a forward thinking, progressive and inclusive organisation, delivering a range of services and programs for all members of the community
3. Darwin is a great place to live, work and play
4. City of Darwin collaborates with a wide range of partners and supports initiatives which help deliver a positive, healthy lifestyle and a cohesive community
5. City of Darwin listens and engages with issues identified by the wider community
6. The Lord Mayor and Aldermen provide a two-way link with members of the community
7. City of Darwin is an organisation committed to responsible governance
8. City of Darwin is open to two-way communication between all members of the Darwin community, the City of Darwin's employees and Elected Members
9. City of Darwin collaborates with all levels of government, creating partnerships to ensure the best outcomes for the city

8. Target Audiences

The City of Darwin target audiences each have specific information and communication requirements. Different target audiences consume media in different ways with digital and social media usage increasing across most target audience groups.

A target audience centred approach to communication will allow communication planning to be broken down into strategies that can be customised for each target audience group.

Target audience 1: The Darwin community - those who live, work and take part in Darwin life.

This group consists of a number of sub-groups, including:

- ✓ Young people aged 12-20
- ✓ Students
- ✓ Families with young children
- ✓ Men and women aged 20-45
- ✓ Men and women 45+
- ✓ Defence community
- ✓ Seniors
- ✓ Persons with a disability
- ✓ Culturally and linguistically diverse groups
- ✓ Ratepayers
- ✓ New arrivals in Darwin
- ✓ Community Groups
- ✓ Schools

Target audience 2: Lord Mayor and Elected Members

Target audience 3: Businesses, retailers, business organisations and peak bodies

Target audience 4: Non-Darwin residents – Territory wide and interstate visitors, potential investors, Sister City communities

Target audience 5: Media

Target audience 6: Northern Territory Government and Local Government including other city and regional councils and shires in the NT

Target audience 7: Federal Government

9. Ongoing Media Presence

Key messages will be communicated through ongoing media activity throughout the year to all target audience groups via the City of Darwin website, social media, monthly advertising presence in newspapers, media releases, EM presence at events and LM media segments. This ongoing media activity will help deliver the overall communication objectives for the strategy.

Public Relations Approach

Regular media releases will be issued to generate editorial coverage across all major media types. Media releases to include information related to:

- ✓ Council meeting announcements, news and key decisions
- ✓ Promotion of community events and programs
- ✓ Lord Mayor comment on current issues
- ✓ City of Darwin 'good news' stories
- ✓ Updates in emergency situations

The Lord Mayor to use regular spots on key radio channels to underpin current key community messages in line with issued media releases.

The weekly Lord Mayor's briefing provides an excellent opportunity for more in depth coverage of key topics.

Note: The current Media Policy sets out the spokespeople for the City of Darwin:

- The Lord Mayor of Darwin is the principal spokesperson for the City of Darwin, with the Media Officer being the first contact for all enquiries
- The Deputy Lord Mayor, Chairs of the Environment and Infrastructure Committee, Community and Cultural Committee and the Corporate and Economic Committee, and the City of Darwin Chief Officers Group may also be spokespeople as appropriate

In general, the Lord Mayor and Elected Members are the spokespersons on policy matters, and members of the Chief Officers Group are the spokespersons on operational matters.

Issues Management

From time to time the City of Darwin will need to put together plans to respond to an emergency situation, crisis or other major issue.

Key stakeholders will be involved in creating an overall plan to managing the issue through all of its phases, using all available media channels to reach audiences as required.

Community Engagement

Community engagement communications will take place on a project by project basis throughout the year. Community engagement activities such as public forums and workshops, world cafes, word-storming, face to face and web based communication will be considered for each project. Activities adopted will be in line with the level of community engagement for each project, in line with the IAP2 spectrum of engagement.

City of Darwin website

The website is the gateway for the community to find out detailed information and to provide links to opportunities for two-way communication. The website address is to be used in all communications, and where appropriate a QR code should be used in print media to allow the smart phone using audience to quickly access the website for more information.

Content on the website is updated on an ongoing basis, and kept up to date with timely news stories, media releases and events listings.

Social media

All digital and social media presence will link back to the City of Darwin's website for further detailed information.

Twitter will continue to be used for City of Darwin news updates, promotion of City of Darwin programs and events and emergency communications (e.g. updates in the event of a cyclone).

A City of Darwin Facebook page has been launched as a communication tool for the community to stay informed about significant news, events, programs and activities. The Facebook page will also permit active two way communication with the Darwin community.

In addition, Facebook is used to support specific programs (for example, Bombing of Darwin, Healthy Darwin, libraries and youth services).

City of Darwin to support and engage with third party Facebook pages, for example, Darwin Entertainment Centre (The Centre), Bureau of Meteorology, government departments, Darwin Festival.

E-newsletters

It is recommended the City of Darwin develop a plan for the rollout of e-newsletters to support key messages across different target audience groups. This approach is in line with an overall trend leaning towards digital communication for delivering timely information to target audience groups. It also supports the City of Darwin's goals moving towards a more environmentally sustainable city, and will, over time, reduce the City of Darwin's reliance on paid for advertising to share news, promote events, programs and activities.

E-newsletters also provide a platform for two way communication with the community (ability to click through to social media locations and provide easy feedback via emails or posts).

Acquisition of email addresses for distribution of e-newsletter could take place via:

- ✓ Cards to fill out information (with drop boxes) at the City of Darwin Libraries, the Customer Service desk and at community events
- ✓ Investigation of the existing email registers for use
- ✓ Social media activities
- ✓ Response card in rates notices

Sponsorship

City of Darwin supports a number of key events and programs in Darwin via sponsorship, either cash, in-kind or a combination of both.

All existing sponsorships are reviewed as contracts expire on an ongoing basis. All approaches made to City of Darwin for sponsorship are assessed against a number of criteria, including:

- ✓ Alignment of goals and values, evidence of long term benefit to the City of Darwin
- ✓ Enables activity to take place in Darwin; promotes economic growth, community participation and broad access for the community
- ✓ Promotes or supports specific business, industry or economic goals, cultural, arts or social goals or supports healthy lifestyle or sporting goals
- ✓ Opportunity for promoting City of Darwin and leveraging media presence
- ✓ Risk assessment analysis is acceptable
- ✓ Demonstrable return on investment

Smartphone apps

The See – Click – Fix app is currently in use for internal City of Darwin employees for graffiti management. Plans are under discussion for extending the usage of this type of app to the community to report community and infrastructure issues.

A phased approach to City of Darwin app presence is recommended, starting with supporting app development via third parties (e.g. Darwin Festival, Royal Darwin Show etc). The second phase may include the development of City of Darwin apps for specific programs and events (e.g. Library services, Bombing of Darwin Day etc).

10. Primary Communication Channels for Campaigns

In addition to the ongoing media activity, planned campaigns will deliver tailored messages to specific target audience groups. Paid for advertising and other marketing tools and activities, supported by the ongoing media presence will be used to achieve each campaign's objectives. Detailed plans for campaigns will be developed each year in line with available budgets.

Newspapers

The NT News and The Darwin Sun are the two major newspapers available for coverage of all key target audiences. The Customer Satisfaction Survey indicates that a significant percentage of the Darwin community currently find out about Council matters through newspapers. It is recommended that newspapers are used as follows:

- ✓ **Monthly advertising presence:** To communicate Council news stories and general information. Life@TheTop section to be used to promote 'meet your Alderman' dates and places as well as highlights of community events and activities
- ✓ **Primary channel for editorial** in line with media releases issued by the City of Darwin
- ✓ **Public Notices:** Advertising to be placed as required by Local Government Act and for selected community information purposes
- ✓ **Early General News (EGN) section advertising:** To be used for advertising key messages to the community as required. Also to be used as a support medium for planned major advertising campaigns

TV

Advertising airtime in Darwin is relatively cost-efficient compared with the use of this medium in other capital cities. This provides an opportunity for TV to be used to promote messages aimed at broad target audience groups, for example, campaigns to support recycling, animal management and to promote the use of services such as the libraries.

TV is also a key medium to target via media releases and the weekly Lord Mayor's briefing to drive editorial coverage within news and current affairs programs.

Radio

Due to there being relatively few commercial/community radio stations available in Darwin, the City of Darwin can reach a significant Darwin audience through advertising and regular Lord Mayor segments. This medium should be used to support major campaigns through the year.

Magazines

Darwin Life, Kidslife and Off the Leash magazines are distributed free of charge each month in Darwin. These magazines offer opportunities to generate editorial coverage of significant

events as well as allowing more detailed information to be imparted to support major campaigns through the year.

Online Advertising

Online advertising offers the opportunity to target the Darwin community on selected sites. Messages can be tailored by each campaign and the user can easily click through to the website for further information.

Other Media Channels

Other media channels such as community noticeboards, posters and flyers will be used throughout the year to support campaigns and overall key messages.

11. Communication Plan Development

Key messages will be communicated through ongoing media activity throughout the year to all target audience groups.

In addition to the ongoing media activity, planned campaigns will deliver tailored messages to specific target audience groups.

Communication plans will be developed for campaigns for each year based on available budgets. Specific messages tailored for individual campaign goals and objectives will be developed and media channels will be selected to best achieve the campaign goals. In 2012-2013, a budget has been approved for a Waste and Recycling education campaign.

Appendix 1: Communication Channels

As communications plans for campaigns for the year are developed, the following list of available communication channels will be considered for use.

<p>Offline</p> <p>Advertising :</p> <ul style="list-style-type: none"> - Newspapers - Magazines - TV - Radio - Cinema - Community noticeboards - Posters and street pole banners <p>Community Events and sponsorships:</p> <ul style="list-style-type: none"> - Banners - Programs - Signage - Elected Member presence <p>Community engagement activities</p> <ul style="list-style-type: none"> - Forums and workshops - World Cafes - Word Storming <p>Elected Member presence at shopping centres</p> <p>Leaflets and booklets</p> <p>Branded place-name signage</p> <p>Sponsorships</p> <p>Messages-on-hold</p> <p>Newsletters</p> <p>Media releases and LM speeches</p> <p>Posters and flyers (Libraries and Customer Service Area)</p> <p>Customer Services area</p> <p>Annual Report</p> <p>Rates notices</p> <p>Public forum (preceding Council meetings)</p> <p>Local Government Focus magazine</p>	<p>Online</p> <p><u>Existing channels:</u></p> <p>www.darwin.nt.gov.au</p> <p>Twitter</p> <p>Facebook</p> <p>Email signatures</p> <p>LM facebook and twitter</p> <p>Civic Centre screens and Mall screens</p> <p><u>New channels:</u></p> <p>Online advertising (Facebook, media sites)</p> <p>Youtube</p> <p>enewsletters and ezines</p> <p>Annual report online</p> <p>Community Engagement activities through new and existing channels</p> <p>Live streaming and video conferencing facilities</p> <p>Life@TheTop and www.thetop.com.au</p>
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Appendix 2: Communications Plan 2012-2013

	July	August	September	October	November	December	January	February	March	April	May	June	July
Planned Major Campaigns	Darwin Show	Libraries - Nat Year of Reading	Recycling	Recycling	Recycling	Christmas		Bombing of Darwin Day	Recycling	Animal M'ment	Municipal Plan	Recycling	Darwin Show
Advertising Media	Print Media Flyers/ posters Mall screens	Electronic Media Flyers/posters Additional tactics	Electronic Media Facebook	Electronic Media Flyers/ posters Facebook	Electronic Media Print Media Flyers/ posters Mall screens Facebook	Print Media Mall screens Flyers/ posters		Electronic Media Print Media Flyers/ posters Mall screens Facebook	Electronic Media Print Media Flyers/ posters Mall screens Facebook	Electronic Media Print Media Flyers/ posters	Print Media	Electronic Media Print Media Flyers/ posters Mall screens Facebook	Print Media Flyers/ posters Mall screens
Community Consultation	Strategic Plan Wanguri Tce Lee Point Road Contribution Municipal Plan												
Ongoing media presence	Twitter Facebook LM Radio segments Events listings in magazines and newspapers Monthly advertisement in newspaper												
Major Annual Events	Darwin Show	Darwin Festival	Community Consultation (Strategic Plan)		National Recycling wk	Christmas	School Holiday programs	Bombing of Darwin Day	Easter	Activate NT	Seabreeze Festival	Tropical Gardens Spectacular	Darwin Show
	School Holiday Programs	Seniors Month	Young Authors Award				Australia Day		Homeless Connect (tbc)	Youth Week			School Holiday Programs
		Libraries - Nat Year of Reading	Disability Awareness wk							Big Gig			

2ND ORDINARY COUNCIL MEETING/OPEN

AGENDA ITEM: 16.4

**DARWIN CBD STUDY AND PRECINCT - BASED MASTER PLAN PROJECT - UPDATE
NUMBER 1**

REPORT No.: 12TS0154LC:KB COMMON No.: 1952026

DATE: 25/09/2012

Presenter: General Manager Infrastructure, Luccio Cercarelli

Approved: Chief Executive Officer, Brendan Dowd

PURPOSE

The purpose of this report is to update Council on the Darwin CBD Study and Precinct-based Master Plan Project.

LINK TO STRATEGIC PLAN

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

1 Achieve Effective Partnerships and Engage in Collaborative Relationships

Outcome

1.1 Improve relations with all levels of Government

Key Strategies

1.1.4 Play a strategic role in the planning and developmental processes that impact Darwin

KEY ISSUES

- Council has been successful in obtaining an Australian Government grant to develop a Darwin CBD Study and Precinct –Based Master Plan, under the Liveable Cities Program.
- The project is being funded by the Australian Government (\$250,000), Northern Territory Government (\$125,000) and City of Darwin (\$125,000). Total project value is \$500,000.
- The project has received written support from the Property Council of Australia (NT) and Northern Territory Chamber of Commerce.
- The project is to be completed by September 2013.
- Mr Steven Thorne of Urban Design Pty Ltd has been appointed by Council to assist in the delivery of this significant body of work.
- The Precinct has commenced with initial workshops held with representatives of Council, Property Council of Australia (NT), Chambers of Commerce (NT) and the Northern Territory Government.

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 REPORT NUMBER: 12TS0154LC:KB
 SUBJECT: DARWIN CBD STUDY AND PRECINCT - BASED MASTERPLAN
 PROJECT - UPDATE NUMBER 1

RECOMMENDATIONS

- A. THAT Report Number 12TS0154LC:KB entitled Darwin CBD Study And Precinct - Based Master Plan Project - Update Number 1, be received and noted.
- B. THAT Council endorse the core study area and zone of influence for the Darwin CBD Study and Precinct – Based Master Plan Project as shown in **Attachment A** to Report Number 12TS0154LC:KB.

BACKGROUND

At it's Ordinary Meeting on 29 November 2011 Council resolved:

Liveable Cities Program – Grant Funding

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

- 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 “in principle” Council funding of \$125,000 should the application be successful.*
- D. *THAT the funding for this Precinct Based Master Plan be referred to the Third Quarter Budget Review.*

DECISION NO.20\4668 (29/11/11)

Carried

In accordance with the Council decision, Council officers finalised the successful application for Australian Government funding to prepare a Darwin CBD Study and Precinct-based Master Plan.

This funding is from the Australian Government Department of Infrastructure and Transport and falls under the Liveable Cities Program. The program aims to improve planning and design in capital cities and major regional cities that are experiencing population growth pressures and housing and transport affordability cost pressures.

It aims to achieve this by improving the capacity of major regional cities to undertake strategic planning in line with Council of Australian Government's (COAG) agreed planning criteria and by supporting the development of demonstration projects that drive urban renewal and strategic urban development.

The Liveable Cities Program also seeks to foster innovative solutions to address issues of poor urban design and the need for improved quality open space and

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 SUBJECT: DARWIN CBD STUDY AND PRECINCT - BASED MASTERPLAN
 PROJECT - UPDATE NUMBER 1

public places, high levels of car dependency and traffic congestion; and rising carbon emissions.

The Australian Government released its National Urban Policy – Our Cities, Our Future – in May 2011. The Policy represents an important contribution by the Australian Government to COAG’s cities reform agenda. The Liveable Cities Program is part of the Government’s commitment to make the largest of our cities and regional centres even more productive, sustainable and liveable.

Program Objectives

The Program seeks to improve the capacity of major regional cities to undertake strategic planning in line with the COAG agreed criteria and will support the development of demonstration projects that facilitate urban renewal and strategic urban development.

The Department sought projects that achieve:

- improved alignment of urban planning and design with the National Urban Design Protocol and COAG principles;
- partnerships for action or planning where these have not previously existed;
- governance arrangements resulting in lasting partnerships between levels of government, parts of government, and government and private interests;
- lessons or successful outcomes that can be transferred or applied to other partnership projects;
- planning approaches that break down specialist silos;
- Enhanced collaboration resulting in improved outcomes in urban planning and delivery.

The Council submission was for a Precinct-based Master Plan for the Darwin CBD.

The submission stated:

“A Precinct Based Master Plan for the Darwin CBD will identify how we will accommodate a growing and changing population and how we can build our economy. The Plan will highlight key strategic planning areas within the CBD to enable further development of precinct areas. Darwin City Council (DCC) and the Northern Territory Government (NTG) want future development to follow strategic plans which address challenges and opportunities such as; an ageing population, global warming and climate change, and a global economy.

Without a current Master Plan for the Darwin CBD in place it creates a risk of future development failing to address important principles for building a productive, sustainable and liveable city. DCC and NTG are working to develop a hierarchy of strategic planning to shape the future of Darwin and the Greater Darwin Region. The strategic plans will align with the objectives of the National Urban Policy and the COAG National Criteria for Cities. The planning hierarchy will contribute to the

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 PROJECT - UPDATE NUMBER 1

Northern Territory building a planning structure consistent with the National Planning 'Line of Sight' (this is further described in Q6.2). A key component to achieving this hierarchy is the development of a CBD Master Plan.

Darwin is known for its unique, relaxed tropical lifestyle and diverse culture. The aim is to maintain this tropical lifestyle and deliver a city that is also productive and sustainable. Darwin has major projects planned for the near future, including the increased US Marine Base, the INPEX oil and gas project and new mines. Darwin is also known as a popular tourism destination and was recently named as one of the top 10 destinations to visit in 2012 by the internationally renowned travel guide Lonely Planet. The future is bright for Darwin but the growing economic industries and population requires long term strategic planning to ensure the sustainability and liveability of the area."

The application demonstrated that this project would meet the COAG National Criteria for Cities requirements. Importantly it is a joint project between all levels of government and has received the support of the Property Council of Australia (NT) and Northern Territory Chamber of Commerce. The Commonwealth Government has set a number of milestones for the project which is to be completed by September 2013.

DISCUSSION

This project will require a joint approach with the Northern Territory Government as the Master Plan will ultimately need to be incorporated into the Northern Territory Planning Scheme. It was intended that the project would therefore fall under the terms of reference of the Capital City Committee, and as such will be a joint project with the Northern Territory Government (NTG). This will need to be reviewed following the recent Northern Territory Government elections at the end of August.

A Project Control Group (PCG) consisting of Northern Territory Government and Council Staff to manage the project will be established. Council's representative on the PCG will be the General Manager Infrastructure. The PCG will report to their respective bodies and to the Capital City Committee should it continue. Council is the lead authority in the project and is responsible for its management and delivery.

Given the significance of this project, the time lines for delivery and expertise required. Mr Steven Thorne of Urban Design Pty Ltd has been engaged to assist Council with the delivery of the project.

Mr Thorne is an architect and urban designer and has 28 years practical experience working in Australia, New Zealand, the United Kingdom, South Africa, the Middle East and the Czech Republic. He has worked in both the private and public sectors and held senior government positions including Director of Urban Design in the Victorian State Government, and Principal Urban Designer of the City of Melbourne. He has experience conducting similar projects and has completed these for Melbourne, Sydney, Alice Springs and the Palmerston CBD. Mr Thorne is also Chairman of the Northern Territory Urban Design Advisory Panel (UDAP).

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 PROJECT - UPDATE NUMBER 1

The project was initiated in August with two workshops being held. The first workshop was with Council and the other was with the Property Council of Australia (NT) and the Chamber of Commerce (NT). Government representatives were also present at this workshop. The objectives of the workshops was to introduce the project and discussed views of participates on the Precinct-Based Master Plan for the CBD.

Issues considered and discussed at the workshops included but were not limited to:

- Project outline
- Issues and objectives
- Identification of the physical limit of the core study area and the surrounding zone of influence
- Timelines
- Project Methodology
- Consultation with stakeholders

At the workshops the extent of the core study area and then the surrounding zone of influence was discussed. It is important that these areas be defined so that the project can proceed.

It is recommended that Council endorse the core study area and the zone of influence as outlined in **Attachment A**.

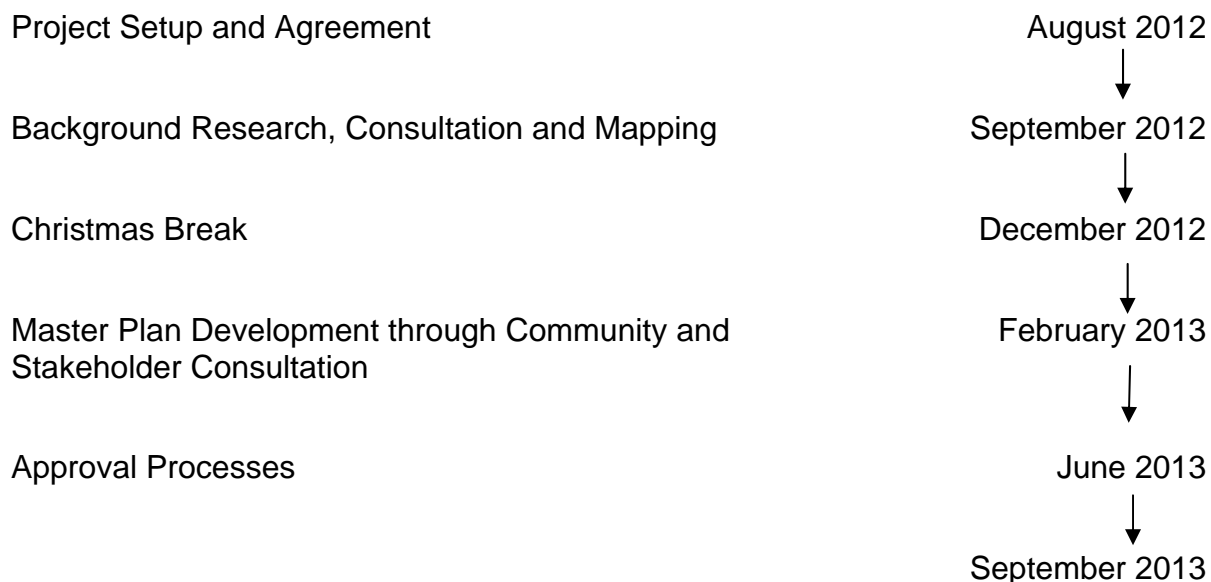
Work is progressing on the development of several briefs and it is anticipated work will commence on these within the next 4 – 6 weeks. These include:

- Movement Study
- Landscape Study
- Retail Study

Independent to this project Council and Northern Territory Government are currently undertaking parking and transport studies which will inform this project.

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 SUBJECT: DARWIN CBD STUDY AND PRECINCT - BASED MASTERPLAN
 PROJECT - UPDATE NUMBER 1

The proposed timelines are to meet the funding agreement with the Australian Government.



The components of any resulting Master Plan are likely to include but not be limited to:

- Movement Plan
- Public Realm Plan
- Landscaping Plan (Blue/Green)
- Precinct Plans
- Infrastructure Plan
- Retail Plan
- Plan of Key Interventions
- Place – Making Opportunities (Short, Median and Long Term)

CONSULTATION PROCESS

In preparing this Report the following parties were consulted:

- City of Darwin – Manager Strategy & Outcomes
- Steven Thorne – Urban Design Pty Ltd

Given the significance of this project a detailed consultation plan is being developed. Consultation with the stakeholders and the broader community is an important component in ensuring the success of the project.

Regular update reports will be provided to Council.

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 SUBJECT: DARWIN CBD STUDY AND PRECINCT - BASED MASTERPLAN
 PROJECT - UPDATE NUMBER 1

POLICY IMPLICATIONS

No Policy implications at this stage of the project but these will be identified as the project progresses.

BUDGET AND RESOURCE IMPLICATIONS

The total value of the project is \$500,000.

The funding for the project is as follows:

- Australian Government \$250,000
- Northern Territory Government \$125,000
- City of Darwin City Council \$125,000

RISK/LEGAL/LEGISLATIVE IMPLICATIONS

To be identified as the project progresses.

The intent is that the final Master Plan delivery will be incorporated into the Northern Territory Planning Scheme.

ENVIRONMENTAL IMPLICATIONS

To be identified as the project progress.

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the Author and Approving Officers declare that we do not have a Conflict of Interest in relation to this matter.

LUCCIO CERCARELLI
GENERAL MANAGER
INFRASTRUCTURE

BRENDAN DOWD
CHIEF EXECUTIVE OFFICER

For enquiries, please contact Luccio Cercarelli on 89300581 or email:
 l.cercarelli@darwin.nt.gov.au.

Attachments:

Attachment A: Map of the Core Study Area and the Zone of Influence

Study Area and “Zone of Influence”



2ND ORDINARY COUNCIL/OPEN

AGENDA ITEM: 16.5

**CHIEF OFFICER GROUP RECOMMENDATIONS FOR LGANT POLICY AND 'ACTION'
MOTIONS NOVEMBER 2012**

REPORT No.: 12TC0071MB:as COMMON No.: 2311151

DATE: 25/09/12

Presenter: Executive Manager, Mark Blackburn

Approved: Chief Executive Officer, Brendan Dowd

PURPOSE

The purpose of this report is to seek Council's endorsement of two additional Action Motions proposed by the Chief Officers Group for the November 2012 LGANT meeting.

LINK TO STRATEGIC PLAN

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

- 1 Achieve Effective Partnerships and Engage in Collaborative Relationships

Outcome

- 1.1 Improve relations with all levels of Government

Key Strategies

- 1.1.2 Develop ways in which the Council can enhance relationships and develop opportunities with other Councils to build better cooperation and enhanced efficiencies in local government

KEY ISSUES

There is an opportunity to submit motions for the next Annual General Meeting of LGANT to be held in Alice Springs on 8 November 2012.

Council has prepared and submitted two actions regarding Nuclear Waste to LGANT, following decisions taken at the meeting on September 11 (as shown in the Background section of this report).

In addition, the Chief Officers Group has developed two further actions to be presented as formal motions at the LGANT Annual General Meeting for consideration by Council.

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 REPORT NUMBER: 12TC0071MB:as
 SUBJECT: Chief Officer Group Recommendations For LGANT Policy And 'Action' Motions November 2012

Financial Recognition of Local Government

Prior to the recent NT Government elections, the City of Darwin wrote to the leaders of the political parties to request their support for the financial recognition of local government in the Australian Constitution, so the Federal Government has the power to directly fund local government.

The Chief Officers Group recommend that this matter be presented as a formal motion at the Annual General meeting of LGANT.

National Disaster Relief and Recovery Arrangement (NDRRA) Funding

In June 2012 Council received NDRRA funding for expenses incurred in relation to Cyclone Carlos (February 2011).

In the event of a natural disaster there is generally some uncertainty in respect to the amount of compensation to be provided to NT local governments by the NT Government from this fund.

The Chief Officers Group recommends that the City of Darwin present a motion at the next Annual General Meeting of LGANT seeking clarification of the future funding arrangements from this fund.

RECOMMENDATIONS

- A. THAT Report Number 12TC0071MB:as entitled, Chief Officer Group Recommendations City Of Darwin LGANT Policy And 'Action' Motions November 2012 be received and noted.
- B. THAT Council write to Local Government Association NT (LGANT) seeking support for the financial recognition of local government in the Australian Constitution, so the Federal Government has the power to directly fund local government.
- C. THAT Council write to Local Government Association NT (LGANT) and request the NT Government provide full detail of their NDRAA funding arrangements to local government in the event of a natural disaster.

BACKGROUND

The City of Darwin has the opportunity each year to submit policy and action motions to the Annual General Meeting of the Local Government Association of the Northern Territory.

At the 11 September 2012 Council resolved the following:

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 REPORT NUMBER: 12TC0071MB:as
 SUBJECT: Chief Officer Group Recommendations For LGANT Policy And 'Action'
 Motions November 2012

18.3 Risk Management Systems – Nuclear Waste Transport

(Lesley/Knox)

THAT Council write to Local Government Association NT (LGANT) seeking support for a common approach from the Commonwealth and NT Government seeking advice on risk management systems that are to be put in place for the transport of nuclear waste material into and out of Muckaty Station.

DECISION NO.21\ (435) (11/09/12) Carried

18.4 Storage of Nuclear Waste with Full Inventory

(Knox/Niblock)

THAT Council write to the Local Government Association NT (LGANT) seeking support to ask the Federal Government to do a full inquiry into the most appropriate location to store nuclear waste and to provide a full inventory on the amount of nuclear waste to be stored.

DECISION NO.21\ (436) (20/08/12) Carried

These motions have been prepared and forwarded to LGANT.

CONSULTATION PROCESS

In preparing this Report the following parties were consulted:

Chief Officers Group

POLICY IMPLICATIONS

Nil

BUDGET AND RESOURCE IMPLICATIONS

Nil

RISK/LEGAL/LEGISLATIVE IMPLICATIONS

Nil

ENVIRONMENTAL IMPLICATIONS

Nil

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REPORT NUMBER: 12TC0071MB:as
SUBJECT: Chief Officer Group Recommendations For LGANT Policy And 'Action'
Motions November 2012

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the Author and Approving Officers declare that we do not have a Conflict of Interest in relation to this matter.

MARK BLACKBURN
EXECUTIVE MANAGER

BRENDAN DOWD
CHIEF EXECUTIVE OFFICER

For enquiries, please contact Mark Blackburn on 89300 516 or email:
m.blackburn@darwin.nt.gov.au

2ND ORDINARY COUNCIL OPEN**AGENDA ITEM: 16.6****MINUTES BOMBING OF DARWIN & MILITARY HISTORY ADVISORY COMMITTEE
MEETING – 11 SEPTEMBER 2012****REPORT No.: 12TC0070MB:as COMMON No.: 1071899****DATE: 25/09/12****Presenter: Community Events Coordinator, Dean Dempsey****Approved: Executive Manager, Mark Blackburn****PURPOSE**

The purpose of this report is to present the minutes of the Bombing of Darwin & Military History Advisory Committee meeting 11 September 2012 (**Attachment A**) and details of recommendations for Council's consideration.

LINK TO STRATEGIC PLAN

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

6 Promote Brand Darwin

Outcome

6.1 Increase Council's profile

Key Strategies

6.1.1 Provide strategic sponsorship for major events

KEY ISSUES

The Committee are planning for 3,000 – 5,000 attendees at the 2013 Commemorative Service for the Bombing of Darwin Day.

The Committee has endorsed a series of events that support the occasion:

- Sunday 17 February – Tour of Defence of Darwin Museum
- Monday 18 February – Tour of Robertson Barracks – AM
- Monday 18 February – Lord Mayor's Dinner for Veterans – PM
- Tuesday 19 February – Commemorative Service, Darwin Cenotaph
- Wednesday 20 February – Veterans day trip to Adelaide River

PAGE: 2
 REPORT NUMBER: 12TC0070MB:as
 SUBJECT: Minutes Bombing Of Darwin & Military History Advisory Committee Meeting
 – 11 September 2012

The Committee reviewed the Terms of Reference and recommended the inclusion of Australian Defence Personnel as Committee Members and the removal of objectives concerning the redevelopment of the East Point museum and exploring a formal link between Honolulu via a Sister City of Friendship Agreement.

RECOMMENDATIONS

- A. THAT Report Number 12TC0070MB:as entitled, Minutes Bombing of Darwin & Military History Advisory Committee Meeting – 11 September 2012, be received and noted.
- B. THAT the formal re-enactment at the Commemoration Ceremony be modified to reflect more on the dignity of the occasion: i.e. an air raid siren, fly over and gun salute.
- C. THAT Council endorse the amendments to the Terms of Reference of the Committee (**Attachment B**) of Report Number 12TC0070MB:as.
- D. THAT Council note the ANZAC Centenary Program package of commemorative events will take place between 2014 – 2018. The 75th Anniversary of the Bombing of Darwin, 2017, will be within the overall time frame of the ANZAC Centenary Program.

BACKGROUND

The 19 February each year has been declared 'Bombing of Darwin Day', a national day of observance. Given the media coverage dedicated to activities supporting the 70th Anniversary in 2012, there is an opportunity for this event to continue and to be a significant annual event for the Darwin community and visitors to Darwin, with national context.

In the Bombing of Darwin and Military History Advisory Committee meeting held on 6 December 2011, the following point was listed in General Business of the Open Section of the Agenda:

7.2.3 The Northern Territory Government and Council are to liaise in respect to activities involving Japanese Government and the surrounding sensitivities.

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 REPORT NUMBER: 12TC0070MB:as
 SUBJECT: Minutes Bombing Of Darwin & Military History Advisory Committee Meeting
 – 11 September 2012

DISCUSSION

The Committee supported the proposed dates for Bombing of Darwin Day 2013 and associated events are:

- Sunday 17 February – Tour of Defence of Darwin Museum
- Monday 18 February – Tour of Robertson Barracks – AM
- Monday 18 February – Lord Mayor's Dinner for Veterans – PM
- Tuesday 19 February – Commemorative Service, Darwin Cenotaph
- Wednesday 20 February – Veterans day trip to Adelaide River

The Terms of Reference for the Bombing of Darwin and Military History Advisory Committee were reviewed by the Committee. The Committee and proposed a series of amendments for Council's endorsement.

CONSULTATION PROCESS

Nil

POLICY IMPLICATIONS

Nil

BUDGET AND RESOURCE IMPLICATIONS

For Bombing of Darwin Day 2013, the City of Darwin endorsed a budget of \$150,000 to support:

- the Commemorative Service at the Darwin Cenotaph,
- marketing and advertising support,
- a day trip for veterans to Adelaide River including the Ecumenical Service
- a day trip to Robertson Barracks and the Defence of Darwin Experience, and
- the Lord Mayor's Dinner for veterans

RISK/LEGAL/LEGISLATIVE IMPLICATIONS

Nil

ENVIRONMENTAL IMPLICATIONS

Nil

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 REPORT NUMBER: 12TC0070MB:as
 SUBJECT: Minutes Bombing Of Darwin & Military History Advisory Committee Meeting
 – 11 September 2012

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the Author and Approving Officers declare that we do not have a Conflict of Interest in relation to this matter.

DEAN DEMPSEY
COMMUNITY EVENTS
COORDINATOR

MARK BLACKBURN
EXECUTIVE MANAGER

For enquiries, please contact Dean Dempsey on 89300 684 or email:
d.dempsey@darwin.nt.gov.au

Attachments:

- Attachment A:** Bombing of Darwin & Military History Advisory Committee Meeting Minutes – 11 September 2012.
Attachment B: Terms of Reference of the Committee

OPEN SECTION

ATTACHMENT A
PAGE BOD9\1

CITY OF DARWIN

OPEN MINUTES OF THE BOMBING OF DARWIN & MILITARY HISTORY ADVISORY COMMITTEE HELD IN INTERVIEW ROOM 2, GROUND FLOOR, CIVIC CENTRE, DARWIN ON WEDNESDAY, 12 SEPTEMBER 2012, COMMENCING AT 2.00 P.M.

PRESENT: The Right Worshipful, The Lord Mayor, Ms K M Fong Lim (Chairman); Member G J Haslett; Acting Chief Executive Officer, Arts & Museums, Mr H Leschen; Defence, Major B Ardley; Defence, Warrant Officer, Mr R Gardiner; RSL, Mr S Gloster; Tourism NT, Ms M Reichlmeier; Defence, Chaplain, Mr J Marshall; Executive Manager, Mr M Blackburn.

OFFICERS: Community Events Coordinator, Mr D Dempsey; Executive Officer, Miss A Smit.

APOLOGY: Veterans Affairs, Mr M Uhe.

ATTENDING: Defence, WCO, Mr G Ilton.

*** INDEX ***

- 1 **MEETING DECLARED OPEN**
- 2 **APOLOGIES AND LEAVE OF ABSENCE**
- 3 **CONFIRMATION OF MINUTES PERTAINING TO THE PREVIOUS BOMBING OF DARWIN & MILITARY HISTORY ADVISORY COMMITTEE MEETING**
 - Tuesday, 3 July 2012
- 4 **BUSINESS ARISING FROM THE MINUTES PERTAINING TO THE PREVIOUS BOMBING OF DARWIN & MILITARY HISTORY ADVISORY COMMITTEE MEETING**
 - 4.1 Business Arising
- 5 **INFORMATION ITEMS**
- 6 **OFFICERS REPORTS**
 - 6.1 Bombing of Darwin Day 2013

OPEN SECTION

PAGE

BOD9\2

7 GENERAL BUSINESS

7.1 ANZAC Centenary Program

7.2 Date, Time and Place for next Bombing of Darwin and Military History Advisory Committee Meeting

OPEN SECTION

PAGE

BOD9\3

Bombing of Darwin & Military History Advisory Committee – Wednesday, 12 September 2012

1 MEETING DECLARED OPEN

The Chairman declared the meeting open at 2.00 p.m.

2 APOLOGIES AND LEAVE OF ABSENCE

2.1 Apologies

(Gardiner/Leschen)

THAT the apology from Mr Malcolm Uhe, be received and noted.

Carried

2.2 Leave of Absence Granted

Nil

3 CONFIRMATION OF MINUTES PERTAINING TO THE PREVIOUS BOMBING OF DARWIN & MILITARY HISTORY ADVISORY COMMITTEE MEETING

(Gloster/Ilton)

COMMITTEE'S DECISION

THAT the Committee resolve that the minutes of the previous Bombing of Darwin & Military History Advisory Committee Meeting held on Tuesday, 3 July 2012, tabled by the Chairman, be received and confirmed as a true and correct record of the proceedings of that meeting.

Carried

4 BUSINESS ARISING FROM THE MINUTES PERTAINING TO THE PREVIOUS BOMBING OF DARWIN & MILITARY HISTORY ADVISORY COMMITTEE MEETING

4.1 Business Arising

Nil

5 INFORMATION ITEMS

Nil

OPEN SECTION

PAGE

BOD9\4

Bombing of Darwin & Military History Advisory Committee – Wednesday, 12 September 2012

6 OFFICERS REPORTS

6.1 Bombing of Darwin Day 2013

Report No. 12TC0065DD:as (12/09/12) Common No.1071899

(Ardley/Haslett)

COMMITTEE'S RECOMMENDATION

THAT it be a recommendation to Council:-

- A. THAT Report Number 12TC0065 DD:AS entitled, Bombing of Darwin Day 2013, be received and noted.
- B. THAT the formal re-enactment at the Commemoration Ceremony be modified to reflect more on the dignitaries of the occasion: ie an air raid siren and a gun salute.
- C. THAT the amendments to the Terms of Reference of the Committee **Attachment A** of Report Number 12TC0065DD:as be endorsed.

Carried

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BOD9\5

Bombing of Darwin & Military History Advisory Committee – Wednesday, 12 September 2012

7 GENERAL BUSINESS

7.1 ANZAC Centenary Program Common No. 1999799

The Committee noted that Alderman Mitchell was the LGANT representative on the ANZAC Centenary NT Advisory Committee and that Mr Hugo Leschen and Mr Blackburn were representatives of the Government Officers Committee.

(Haslett/Leschen)

COMMITTEE'S RECOMMENDATION

THAT it be a recommendation to Council:-

THAT Council note The ANZAC Centenary Program package of commemorative events will take place between 2014 – 2018. The 75th Anniversary of the Bombing of Darwin, in 2017, will be within the overall time frame of the ANZAC Centenary Program.

Carried

7.2 Date, Time and Place for next Bombing of Darwin & Military History Advisory Committee Meeting

(Gloster/Reichlmeier)

THAT the next Bombing of Darwin & Military History Advisory Committee meeting be held on Wednesday, 10 October 2012 at 2.00pm.

Carried

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BOD9\6

Bombing of Darwin & Military History Advisory Committee – Wednesday, 12 September 2012

The meeting closed at 3.10 p.m.

THE RIGHT WORSHIPFUL, THE
LORD MAYOR, MS KATRINA
MARY FONG LIM (CHAIRMAN) -
BOMBING OF DARWIN AND
MILITARY HISTORY ADVISORY
COMMITTEE MEETING -
WEDNESDAY, 12 SEPTEMBER
2012

Confirmed on: **Wednesday, 10 October 2012**

Chairman: _____

Bombing of Darwin and Military History Advisory Committee

Terms of Reference

The following Terms of Reference could inform the undertakings of the Committee:

1. NAME OF COMMITTEE:

Bombing of Darwin and Military History Advisory Committee

2. AIM:

For the Bombing of Darwin and Military History Advisory Committee to strengthen the tourism, historical, cultural and educational prospects of the range of events and activities relating to Darwin's military heritage.

3. OBJECTIVES:

The objectives of this Committee will be to:

Develop the tourism, historical, cultural and educational prospects and aspects of both the Bombing of Darwin event and Darwin's broader military history.

Provide a strong vision for the infrastructure, activities and events that promote the Bombing of Darwin and Darwin's broader military history.

Establish effective partnerships with key stakeholders engaged in participating in and promoting the Bombing of Darwin event and Darwin's broader military history.

Participate in other military history projects currently proposed by the NT Government.

4. TARGET GROUP:

WWII veterans and their families

Resident of the Darwin Community

Broader Australian Population

5. ADVISORY COMMITTEE MEMBERS:

City of Darwin .

- Lord Mayor, Katrina Fong Lim
- Alderman G J Haslett
- Executive Manager, Mr M Blackburn

NT Government

- Major Events
- Tourism NT
- Dept of Arts and Museums

Department of Veterans' Affairs

Returned Services League

Tourism Top End

Australian Defence Force Representatives

6. MEETING FREQUENCY:

Minimum four meetings per year.

Term of Appointment and appointed by:

Elected Members – 16 April 2012 – 30 June 2013

**PLACE NAMES APPLICATION – NAMING OF ROADS IN STAGE 2 OF THE
MUIRHEAD SUBDIVISION – LEE POINT ROAD, TOWN OF NIGHTCLIFF**

REPORT No.: 12TS0155 BS:fh COMMON No.: 2328537 DATE: 25/09/2012

Presenter: Acting Manager Design, Planning & Projects, Dave Cash

Approved: General Manager Infrastructure, Luccio Cercarelli

PURPOSE

The purpose of this report is to respond to the Place Names Committee for the Northern Territory, which is seeking Council's support for the naming of 10 roads for "*Members of the legal profession whose contribution to the Northern Territory is worthy of note*" theme, for stage two of the Muirhead subdivision, included as **Attachment A**.

LINK TO STRATEGIC PLAN

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

Goal

1 Achieve Effective Partnerships and Engage in Collaborative Relationships

Outcome

1.1 Improve relations with all levels of Government

Key Strategies:

1.1.4 Play a strategic role in the planning and developmental processes that impact Darwin.

KEY ISSUES

- The Place Names Committee for the Northern Territory seeks written support from Council for the proposed naming of Proposed Name.
- Proposed Names are located within stage 2 of the Muirhead Subdivision.
- Council officers recommend that Council supports this proposal.

RECOMMENDATIONS

THAT the Committee resolve under delegated authority:-

- A. THAT Report Number 12TS0155 BS:fh entitled Place Names Application, Naming of Roads in Stage 2 of the Muirhead Subdivision, Lee Point Road, Town of Nightcliff, be received and noted.
- B. THAT the response to the Place Names Committee for the Northern Territory's request for support on the proposed naming of roads in Stage 2 of the

PAGE: 2
 REPORT NUMBER: 12TS0155 BS:fh
 SUBJECT: PLACE NAMES APPLICATION
 NAMING OF ROADS IN STAGE 2 OF THE MUIRHEAD SUBDIVISION
 LEE POINT ROAD, TOWN OF NIGHTCLIFF.

Muirhead Subdivision, Lee Point Road, Town of Nightcliff, included as **Attachment B** to Report Number 12TS0155 BS:fh be endorsed.

BACKGROUND

Council supported an application from the Place Names Committee in October 2011, for the naming of 14 roads with the “*Notable Territorians With Links to Military Service*” theme for stage one of the Muirhead subdivision.

DISCUSSION

Muirhead will be developed in four stages and the suburb is named in commemoration of James Muirhead, AC (1925-1999) Royal Commissioner into Aboriginal Deaths in Custody, Barrister, Supreme Court Judge and Administrator. He is especially known for his work as the Commissioner into Aboriginal Deaths in Custody in the early 1990s.

The Place Names Committee is seeking Council’s written support for road names for Stage 2 of the Muirhead subdivision, Town of Nightcliff, in the Municipality of Darwin.

The Place Names Committee is nominating the names of deceased members of the legal profession whose contribution to the Northern Territory is worthy of note and has recommended the following names:

- | | |
|-----------------------|--------------------|
| ▪ Asche Street, | ▪ Dunphy Street, |
| ▪ Bailey Crescent, | ▪ Hogan Street, |
| ▪ Barratt Street, | ▪ Joske Street, |
| ▪ Blackburn Crescent, | ▪ Raby Street, and |
| ▪ Dreier Street, | ▪ Rice Street. |

Attachment A contains detailed information relating to how each of the above names complies with the proposed naming theme, as well as their proposed locations within stage two of Muirhead.

CONSULTATION PROCESS

The Place Names Committee for the Northern Territory is responsible for public consultation of proposed place names.

In preparing this report, the following officer was consulted:

Planning Officer

POLICY IMPLICATIONS

Council’s Land Use Planning – General Policy No: 041 can be viewed at www.darwin.nt.gov.au.

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 REPORT NUMBER: 12TS0155 BS:fh
 SUBJECT: PLACE NAMES APPLICATION
 NAMING OF ROADS IN STAGE 2 OF THE MUIRHEAD SUBDIVISION
 LEE POINT ROAD, TOWN OF NIGHTCLIFF.

BUDGET AND RESOURCE IMPLICATIONS

No budget or resource implications is expected from this application.

RISK/LEGAL/LEGISLATIVE IMPLICATIONS

No risk, legal, legislative implications is expected from this application.

ENVIRONMENTAL IMPLICATIONS

No environmental implications is expected from this application.

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the Author and Approving Officers declare that we do not have a Conflict of Interest in relation to this matter.

DAVE CASH

**ACTING MANAGER DESIGN,
PLANNING & PROJECTS**

LUCCIO CERCARELLI

**GENERAL MANAGER
INFRASTRUCTURE**

For enquiries, please contact Brian Sellers on 89300683 or email:
 b.sellers@darwin.nt.gov.au.

Attachments:

Attachment A: Letter of Proposal from Place Names for the Northern Territory
Attachment B: City of Darwin, Letter of Response to Place Names for the Northern Territory, dated 3 October 2012.

Place Names Committee for the Northern Territory

Telephone (08) 8995 5333
Facsimile: (08) 8995 5365
E-mail: placenames.dpi@nt.gov.au
Web: www.placenames.nt.gov.au

3rd Floor NAB House
71 Smith Street
GPO Box 1680
Darwin NT 0801

2012-0006

Brendan Dowd
Chief Executive Officer
Darwin City Council
PO Box 84
Darwin NT 0810

Dear Mr Dowd

NAMING OF ROADS - STAGE 2 OF THE SUBDIVISION OF MUIRHEAD - TOWN OF NIGHTCLIFF

The Place Names Committee (the Committee) has been requested to name roads in Stage 2 of the subdivision of Muirhead, Town of Nightcliff in the municipality of Darwin.

The Committee received nominations of deceased members of the legal profession whose contribution to the Northern Territory is worthy of note and has recommended the following names:

Asche Street	named after Eric Thomas Asche, a soldier and lawyer who moved from Melbourne when he was appointed as the Crown Law Officer of North Australia in 1928. He was Crown Prosecutor in the first sittings of the Supreme Court in Alice Springs in 1935. He is the father of Austin Asche, former Chief Justice and Administrator of the Northern Territory.
Bailey Circuit	named after Steven Ronald Bailey who commenced work with the Northern Territory Government six months before self-government, and was involved in drafting legislation for the new body politic and formulating legal policy. In 1981, he was appointed as the Director of Policy within the Department of Law. He also served as a member of the Northern Territory Law Reform Committee, a member for the Council of the Law Society, as Chairman of the Territory's Classification of Publications Board, Chairman of the Parole, Board and as a member of the Juvenile Justice Review Committee. In 1997, he was appointed as Judge of the Supreme Court of the Northern Territory.
Barratt Street	named after Norman Barratt who practised in Darwin from 1916 until the early 1930s. He eventually took over as the town's leading lawyer after Mallam was appointed to the bench.
Blackburn Street	named after Richard Arthur Blackburn, a resident Judge of the Supreme Court of the Northern Territory from 1966 to 1985. He wrote a new set of rules for the court. During this time he delivered his most famous judgment, <i>Milirrpum and others v. Nabalco Pty Ltd and the Commonwealth of Australia</i> (1971), the first major Australian superior court decision on Aboriginal Land Rights. During his time in Darwin Blackburn was also President of the Arts Council of Australia (Northern Territory Division) and of the Aboriginal Theatre Foundation. He was the first chancellor of the Anglican diocese of the Northern Territory and patron of the number of community clubs and organisations. He was a keen pilot who often flew his plane to remote places in the Northern Territory.

Dreier Street	named after Donna Maira Isabella Dreier, a Solicitor for the Northern Territory in 1989. She went on to become the Director of Litigation in 1991. During her time in government practice she introduced time costing for public lawyers, set up the first organised system of continuing legal education, and was an outstanding mentor to a generation of junior practitioners. She went into private practice and became a partner with the firm of Cridlands between 1998 and 2003. In 2003, she returned to be Department of Justice as Executive Director of Legal Services and held that position until her death in 2008. She also held various offices within the Law Society of the Northern Territory.
Dunphy Street	named after Edward Arthur Dunphy, a judge of the Supreme Court of the Northern Territory in 1961 and held that position until his retirement in 1979. He was the last judge in the Territory to pronounce the death sentence.
Hogan Street	named after Gerald George Hogan a lawyer and soldier. He was part of the 2 nd Field Artillery Brigade during the First World War. Hogan was discharged in 1919 and practised as a solicitor in Darwin. In 1920, the Office of Judge fell vacant and Hogan was appointed as Deputy Judge. He also held appointment as a Stipendiary Magistrate and Registrar until 1922. He was appointed as the Crown Law Officer in Papua New Guinea, where he remained until his evacuation in 1942.
Joske Street	named after Sir Percy Joske, who was the Supreme Judge of the Northern Territory in 1961 and held that position until 1966. He was knighted in 1977, and died in 1981. He enjoyed a reputation as an unfailingly courteous judicial officer.
Raby Street	named after Walter (Bill) Raby, who came to the Northern Territory in 1969 and was appointed as a Crown Prosecutor. Walter was the Assistant Police Commissioner in Sabah, Malaysia during the unstable period of the Confrontation. For his contribution during that time he was awarded an Order of British Empire award in 1967. He was appointed as Crown Law Officer and director of the Attorney-General's Office in Darwin. He retired from those positions in 1977, but continued to work as a consultant with the firm Loftus & Cameron. Together with a small group of people he formed the Diabetics Association of the NT Inc (DANT) in 1980. Walter wrote the Association's first Constitution – a constitution which, some 25 years on, is substantially unchanged.

Rice Street

named after Phillip Rice, a solicitor and barrister who commenced practice on his own account in Alice Springs in 1951. He had previously attended school in Alice Springs before completing his education as a boarder in South Australia. He moved to Adelaide as a lawyer in 1958, and was subsequently appointed as Queen's Counsel in 1970. In 1980, John became the Vice President of the Australian Bar Association, a position he held until 1983. He also served for many years as a legal officer in the RAN reserve (1971 – 1987), rising to the rank of Commodore, and became Judge Marshall in 1985. He appeared as counsel for Michael and Lindy Chamberlain during the first inquest into the disappearance of their daughter Azaria, a case which earned him the nickname 'Rumpole of the Rock'. He was appointed as a Judge of the Supreme Court of the Northern Territory in March 1985, and retired due to ill-health in January 1991.

The Committee now seeks written support from Council for the proposed naming of Asche Street, Bailey Crescent, Barratt Street, Blackburn Crescent, Dreier Street, Dunphy Street, Hogan Street, Joske Street, Raby Street and Rice Street in Muirhead, Town of Nightcliff.

A map showing the location of the proposed roads is attached.

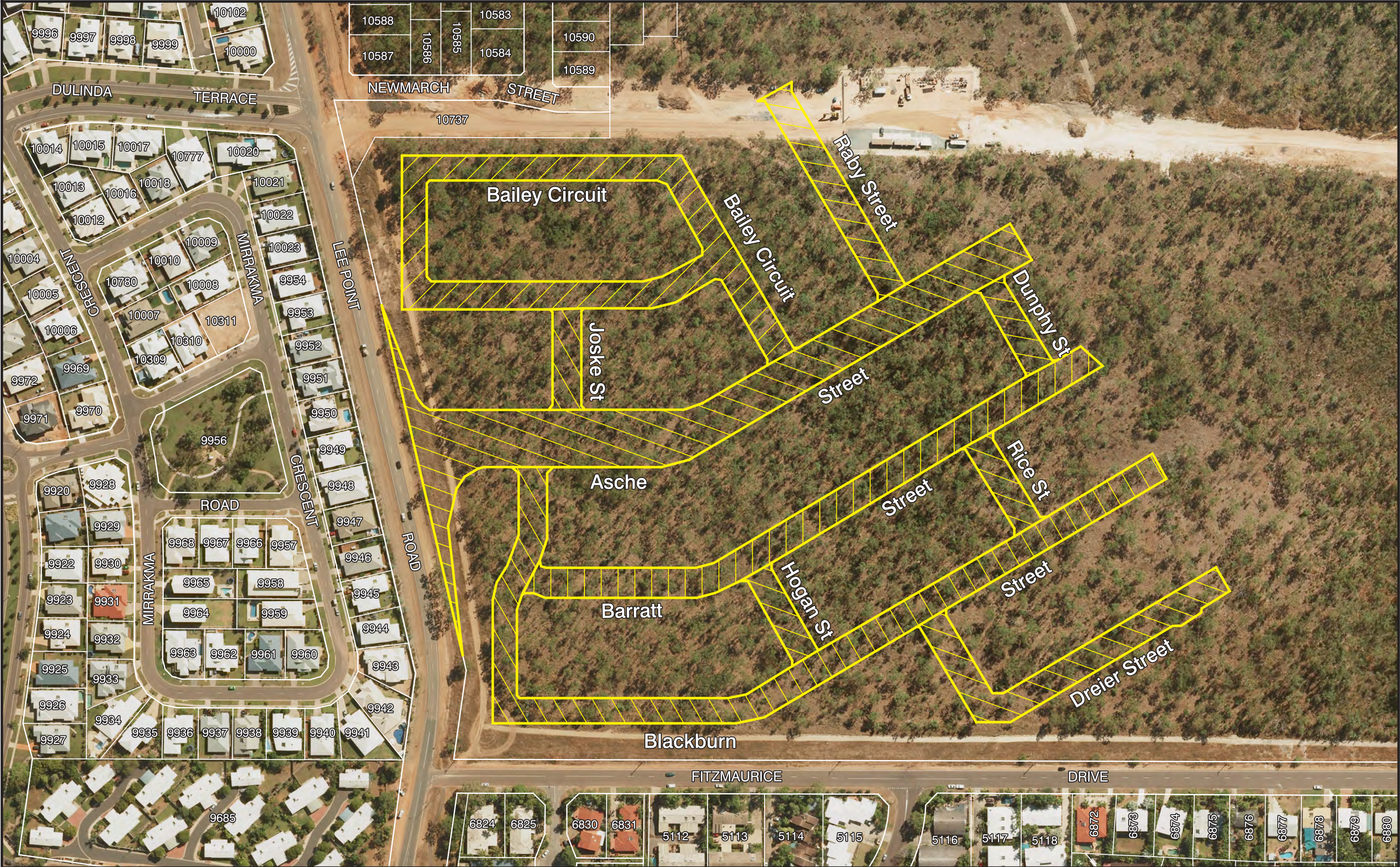
It would be appreciated if comment could be provided by 14 August 2012.



Please note that place names are not finalised until an Instrument has been signed by the Minister and the name added to the Place Names Register at <http://www.ntlis.nt.gov.au/placenames>.

Yours sincerely

Christine West
Secretary

September 2012






MUIRHEAD, TOWN OF NIGHTCLIFF

CERTIFIED CORRECT :

..... SURVEYOR GENERAL

..... DATE



CP 5426

Please quote: 2328537 BS:fh
Your reference: 2012-0006

Ms Christine West
Secretary
Place Names Committee for the Northern Territory
GPO Box 1680
DARWIN NT 0801

Dear Ms West,

**Proposal: Naming of Roads - Stage 2 Muirhead Subdivision
Lee Point Road, Town of Nightcliff**

Thank you for your correspondence dated 14 September 2012, concerning the above and requesting comment from the City of Darwin on the above mentioned Naming of Roads, Stage 2 Muirhead proposal.

Council considered the Place Names Application at its Council Meeting on 25 September 2012. Council supports the submitted names and locations as described in **Attachment A**, to report number 12TS0155 BS:fh. These are:

- | | |
|--------------------------|---------------------|
| 1. Asche Street | 6. Dunphy Street |
| 2. Bailey Crescent | 7. Hogan Street |
| 3. Barratt Street | 8. Joske Street |
| 4. Blackburn Crescent | 9. Raby Street |
| 5. Dreier Street | 10. Rice Street |

Should you have any further queries, please contact Brian Sellers, Planning Officer, City of Darwin on 8930 0683.

Yours faithfully

CINDY ROBSON
STRATEGIC TOWN PLANNER

2ND ORDINARY COUNCIL MEETING/OPEN**AGENDA ITEM: 16.8****COUNCIL RESPONSES TO DEVELOPMENT APPLICATIONS -
SEPTEMBER 2012****REPORT No.: 12TS0158 LC:KB****COMMON No.: 2221190****DATE: 24/09/2012****Presenter: Acting Manager Design, Planning & Projects, Dave Cash****Approved: General Manager Infrastructure, Luccio Cercarelli****PURPOSE**

The purpose of this report is to present to Council responses to Development Applications received and assessed during September 2012.

LINK TO STRATEGIC PLAN

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

Goal

1 Achieve Effective Partnerships and Engage in Collaborative Relationships

Outcome

1.1 Improve relations with all levels of Government

Key Strategies

1.1.4 Play a strategic role in the planning and developmental processes that impact Darwin

KEY ISSUES

- Council staff have continued to assess applications received and provide responses to the Northern Territory Government Development Assessment Services within the prescribed time periods.
- This report contains Council staff responses for Council's endorsement.

RECOMMENDATIONS

- A. THAT Report Number 12TS0158 LC:kb entitled Council Responses To Development Applications - September 2012, be received and noted.
- B. THAT Council endorse the responses to the Development Consent Authority within **Attachment A** to Report Number 12TS0158 LC:kb.

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 REPORT NUMBER: 12TS0158 LC:KB
 SUBJECT: COUNCIL RESPONSES TO DEVELOPMENT APPLICATIONS - SEPTEMBER 2012

BACKGROUND

Typically, at each Council Town Planning Committee meeting, Council will be provided with copies of responses sent to the Northern Territory Government Development Assessment Services, for consideration and endorsement.

A Town Planning committee meeting is scheduled for 2 October 2012. A review of applications received from the Northern Territory Development Assessment Services indicates that the only item on the agenda would be the letters contained within this report.

It was considered timely and efficient to place these matters before Council at the 2nd Ordinary meeting. This results in not requiring a specific Town Planning meeting in October.

DISCUSSION

Applications Already Considered by the Development Consent Authority

The following development applications and related Council responses are presented for Council's consideration and endorsement. They are placed into 3 categories being:

- Letters which have been submitted to the Development Assessment Services, but not considered by the Development Consent Authority.
- Letters submitted to the Development Consent Authority considered on 21 September 2012.
- Letters yet to be submitted and considered by the Development Consent Authority.

Total Letters	Description	Page No.
<i>Letters which have been submitted to Development Assessment Services upon closing date of their exhibition periods.</i>		
1.	Portion 1603 (20) Tannadice Street - Hundred of Bagot - Unit titles scheme subdivision to create 5 units and common property- PA2012/0613	1
2.	Lot 1760 (14) McLachlan Street, Town of Darwin - Vehicle Sales and Hire- PA2012/0591	4
3.	Lot 1812 (4) Mackillop Street Town of Darwin - 5x2 bedroom multiple dwellings in a 2 single storey buildings - PA2012/0626	14
4.	Lot 2238 (7) Philip Street Town of Darwin - Unit plan subdivision to create 4 units and common property - PA2012/0642	25

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 SUBJECT: COUNCIL RESPONSES TO DEVELOPMENT APPLICATIONS - SEPTEMBER 2012

Total Letters	Description	Page No.
5.	Lot 2470 (2) Houston Street town of Darwin - 8 x 3 bedroom multiple dwellings in an 8 storey building plus 2 levels of basement/ undercroft car parking (as previously approved by Development Permit DP10/0167) PA2012/0624	28
6.	Lot 4601 (54) Rosewood Crescent Town of Sanderson - medical consulting room (Physiotherapy) in an existing single dwelling-PA2012/0622	46
7.	Lot 4991 (36) Gardens Hill Crescent Town of Darwin - Use of an existing building for office (Escort Agency) - PA2012/0611	49
8.	Lot 4762 (170) Casuarina Drive Town of Nightcliff - Carport addition to an existing single dwelling with a reduced side setback - PA2012/0646	52
9.	Section 5306 (6) Catterthun Street, Hundred of Bagot - Internal alterations and additions to existing light industry (Unit 6) - PA2012/0597	55
10.	Lot 5349 (13) Nonda Court Karama - Shed addition to an existing single dwelling - PA2012/0639	63
11.	Lot 6595 (15) Donaldson Court Town of Sanderson - verandah addition to an existing multiple dwelling (Unit 2) PA2012/0618	66
12.	Lots 6640 & 6634 (5) Raphael Road & (22) Benison Road Winnellie - Consolidation to create 1 lot - PA2012/0637	70
13.	Lot 7352 (32) Wangalara Street Town of Nightcliff - Verandah addition to an existing single dwelling with a reduced side setback PA2012/0594	74
14.	Lots 7466 & 7468 (129) Stuart Highway & (10) Salonika Street, (Proposed Lot 8138) Town of Darwin - Application for Direct Sale of Land - PA2010/0575	78
15.	Revised - Lot 9716 (5) Rothdale Road Town of Nightcliff- 24 x 2 bedroom multiple dwellings and ground level commercial in a 3 storey building - PA2012/0453	87
<i>Applications have been submitted to the Development Consent Authority for consideration at the meeting to be held on 21/09/2012 – Meeting No. 197</i>		
16.	Lot 2781 (14) Dashwood Crescent, Town of Darwin - Comment on variation re the installation of bi-fold doors in lieu of window. PA2010/0161	97

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 SUBJECT: COUNCIL RESPONSES TO DEVELOPMENT APPLICATIONS - SEPTEMBER 2012

17.	Lot 8025 (2) Stokes Hill Road, Town of Darwin Changes to the development approved by DP12/0456 for reconfiguring the 5 storey building (Building 4) to 12 x 1 and 6 x 2 bedroom multiple dwellings and the 9 storey building (Building 6) to 43 x 1, 27 x 2 & 1 x 3 bedroom multiple dwellings, decreasing the commercial floor area and overall building footprint, and minor changes to the design of the buildings - PA2012/0590	99
<i>Letters to be submitted to Development Assessment Services upon closure of their exhibition date.</i>		
18.	Lot 4291 (41) Carpentier Crescent Town of Nightcliff - Dependant unit addition to an existing single dwelling with reduced side setbacks - PA2012/0650 Closing exhibition date 24/09/2012	130
19.	Lot 6121 (5) Easter Crescent Town of Nightcliff - Shed addition to an existing single dwelling with reduced side and rear setbacks - PA2012/0651 Closing exhibition date 24/09/2012	137
20.	Lot 7066 (54) Rocklands Drive Town of Nightcliff - Demountable structure for extension to an existing dwelling with a reduced side setback - PA2012/0665 Closing exhibition date 28/09/2012	141
21.	Lot 9327 (125) Dick Ward Drive Town of Nightcliff - Unit title scheme subdivision to create 16 units and common property - PA2012/0645 Closing exhibition date 24/09/2012	144
22.	Lot 10056 (30) Matla Crescent Town of Nightcliff - Unit title scheme subdivision to create 8 units and common property - PA2012/0661 Closing exhibition date 27/09/2012	146
23.	Lot 10622 (4) Bowditch Street, Town of Nightcliff - 3 x 4 bedroom multiple dwellings in a two storey building - PA2012/0632 Closing exhibition date 21/09/2012	148

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 REPORT NUMBER: 12TS0158 LC:KB
 SUBJECT: COUNCIL RESPONSES TO DEVELOPMENT APPLICATIONS -
 SEPTEMBER 2012

CONSULTATION PROCESS

In preparing this Report the following parties were consulted:

Team Coordinator Development & Waste Management
 Strategic Town Planner

POLICY IMPLICATIONS

Comments are made in accordance with Council's Policies.

BUDGET AND RESOURCE IMPLICATIONS

There are no budget and resource implications for Council for this application.

RISK/LEGAL/LEGISLATIVE IMPLICATIONS

Not assessed.

ENVIRONMENTAL IMPLICATIONS

Any issues specific to an application are addressed within the individual responses.

COUNCIL OFFICER CONFLICT OF INTEREST DECLARATION

We the Author and Approving Officers declare that we do not have a Conflict of Interest in relation to this matter.

DAVE CASH
ACTING MANAGER DESIGN,
PLANNING & PROJECTS

LUCCIO CERCARELLI
GENERAL MANAGER
INFRASTRUCTURE

For enquiries, please contact Cindy Robson on 89300528 or email:
 c.robson@darwin.nt.gov.au.

Attachments:

Attachment A: Letters which have been submitted to the Development Assessment Services, but not considered by the Development Consent Authority.
 Letters submitted to the Development Consent Authority considered on 21 September 2012.
 Letters yet to be submitted and considered by the Development Consent Authority

ORDINARY COUNCIL MEETING - OPEN SECTION
TUESDAY, 25 SEPTEMBER 2012

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17 INFORMATION ITEMS AND CORRESPONDENCE RECEIVED

Nil

18 REPORTS OF REPRESENTATIVES

19 QUESTIONS BY MEMBERS

20 GENERAL BUSINESS

21 DATE, TIME AND PLACE OF NEXT ORDINARY COUNCIL MEETING

THAT the next Ordinary Meeting of Council be held on Tuesday, 16 October 2012, at 5.00 p.m. (Open Section followed by the Confidential Section), Council Chambers, 1st Floor, Civic Centre, Harry Chan Avenue, Darwin.

DECISION NO.21\() (25/09/12)

22 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.21\() (25/09/12)

23 ADJOURNMENT OF THE MEETING (MEDIA LIAISON)