



DIRECTOR SHIRE SERVICES REPORT

12th September 2006

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| DSS13 | 2007 AUSTRALIA DAY |
| | FILE: 247 MLB {Folio No. * } |

SUMMARY:

Reporting on options available to change the proceedings of the 2007 Australia Day Celebrations.

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Australia Day is an opportunity for all of Australia's residents and visitors to come together and celebrate the diversity and vibrancy of this nation.

Council has traditionally provided the official proceedings of Australia Day for the Shire with the presentation of the Citizen of the Year and other awards at the Kempsey Macleay RSL Club. Community groups at Crescent Head and South West Rocks have also held community celebrations as part of the Australia Day celebrations.

2006 Australia Day Event

The 2006 Program was as follows:

- Commenced at 10.30am, on the lawn at the Kempsey Macleay RSL Club, with a Flag Raising Ceremony.
- Attendees then proceeded inside the club for the Naturalisation Ceremony and official Australia Day Awards presentations.
- The ceremony concluded at 12.00 noon with entertainment, followed by a luncheon for all dignitaries, Councillors, invited guests, recipients and attendees.

In previous years, concerns have been expressed over the limited intergenerational reach of these official celebrations. A suggestion to hold a Family Fun Day style event to capture a larger proportion of our demographics was put forward by community members.

2007 Australia Day Event

The following proposal has been developed for the 2007 Australia Day Celebrations as a result of this community input:

- Australia Day will commence with the Mayor and Ambassador travelling to the community celebrations at Crescent Head and South West Rocks.
- At 12.30pm the Mayor and Ambassador will arrive at the Kempsey Macleay RSL Club for a luncheon with Dignitaries, Councillors, Award Recipients and their families.
- At 2.30pm a flag raising ceremony will be held followed by a Naturalisation Ceremony and presentation of awards in Riverside Park.
- At the conclusion of the official ceremony at 4.00pm, a variety of musical acts will commence until close of celebrations at 6.00pm.

During this period, children's based activities will be provided including:

- Face painting and temporary tattoos;
- Roaming clown; and
- Jumping castle amusement devices.

To ensure that this event continues as a community event, expression of Interests from community groups will be called for the provision of food and beverage.

Financial Implications

In 2006 the festivities at the Kempsey Macleay RSL Club cost \$4,305.00. In 2006/2007, the budget available for the provision of Australia Day Celebrations is \$7,000.

Preliminary costs are provided below for the proposed 2007 Australia Day Event.

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| Ambassador Expenses | \$350.00 |
| Australia Day Awards and Gifts | \$565.00 |
| Australia Day Community Celebrations Merchandise. | \$303.00 |
| Argus Feature | \$610.00 |
| Catering | \$500.00 |
| PA and Stage Hire | \$800.00 |
| Entertainment / Amusements | \$1,872.00 |
| Additional staffing | <u>\$2,000.00</u> |
| TOTAL | <u>\$7,000.00</u> |

Alternatively, Council may wish to confirm / alter the above budget as follows:

- Seeking expressions of interest for entertainment, thus providing a variety of acts and assisting to reduce costs;
- Approach the Macleay Argus to seek additional sponsorship for the Argus feature;
- Not proceeding with the Argus feature.

Irrespective of the options, Council needs to determine if the 2007 Australia Day event format will be changed from previous years.

REPORT IMPLICATIONS:

- *Environmental*

There are no environmental implications from this report.

- *Social*

There are no social implications from this report

- *Economic (Financial)*

The economic implications are detailed within the body of this report.

- *Policy or Statutory*

There are no policy or statutory implications from this report.

RECOMMENDATION:

For determination of Council.

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A P Vermeulen
DIRECTOR SHIRE SERVICES