

Festive Season Att 2 Actions

Festive Season Strategy 2010-2015 - Actions			as at August 2012			Attachment 2				
Goal		Action	Primary	Secondary	Currently addressed	How / Why	Future Action			
1	Respect the identity and cultural values of both our individual, local communities and our regional communities as a whole	1	work with community groups and local businesses before and throughout the festive season, to ensure council's support for festive season activities is delivered in a manner that addresses both the local and regional community values and needs; and	Civic & Community Events	Community Land Permits	Yes	Continual engagement by officers with community groups	Continue		
		2	evaluate annually community and business satisfaction with council-supported festive season activity	Civic & Community Events		Yes	funding acquittal process requests feedback on success of community events / event evaluation surveys undertaken at council-produced events	Surveys		
2	Coordinate effect and equitable placement of lighting decorations across the region	3	work with local communities to install lighting in signature trees	Civic & Community Events		Yes	Continual engagement by officers with community groups	Continue and monitor		
		4	ensure the amount of lighting is appropriate for each tree	Civic & Community Events		Yes	Worked with designer/manufacturer within budget	Continue and monitor		
		5	continue to install banners in locations employed and, in consultation with the community, determine possible new sites	Civic & Community Events		Yes	Continual engagement by officers with community groups	Ensure all new banners have council's logo printed on them		
		6	conduct a cultural development program for and with communities to determine, where appropriate, their preference of site and type of celebration	Civic & Community Events		Yes	Continual engagement by officers with community groups and supported through cultural development grant funding	continue and enhance		
		7	investigate the costs to council and community associated with providing power to signature tree sites (roundabouts, etc) along with WH&S issues in installing and maintaining the trees and lights year round	Civic & Community Events		Yes	Site inspections and quotes provided by contractor - work completed	continue and develop		
		8	identify local businesses who wish to sponsor components of the signature trees on an annual basis	Civic & Community Events		Yes	Until 'design' and installation of each tree occurred local business sponsorship was not sought. A design template now exists for each tree.	2012/13 - sponsorship discussions underway with communities requesting additional or new decorations		
		9	work with Chambers of Commerce, traders and markets to develop revenue raising opportunities to contribute to festive season activities	Civic & Community Events	Com & Cultural Programs / Grants	Yes	Continual engagement by officers with community groups to participate in council supported and produced events	continue and enhance		
		10	work with the community in allowing the Nambour Tree located on top of Fred Murray building and its associated costs to evolve into a new format to the Town Centre	Com & Cultural Programs		Yes	Signature tree located in Town Centre	complete		
		11	promote all decorated trees including community decorated trees at other locations	Civic and community Events	Com & Cultural Programs	Yes	Extensive Festive Season Communication Plan developed and implemented	continue and enhance		
		12	initiate a design competition for the creation of any new banners	Com & Cultural Programs		Yes	Design competition conducted in 2010. 2 new designs identified rolled out for 20 street locations for festive season 2010 and 2011	complete		
		13	by March 2012, complete the installation of infrastructure to support additional trees, lighting and/or decorations; and	Civic and community Events		Yes	All festive tree locations including new sites for 2011 connected to power and supported where required.	Investigate Solar Tree installations for unpowered trees		
		14	review council funded lighting of trees and other fixed locations in other activity centres each year	Civic and community Events		Yes	Monitored and assessed annually - will also be considered as part of the strategy review	Consultation with community groups and councillors in 2012 as part of review		
		3	Develop an effective asset management program for council owned festive decorations and lights	15	develop a register of council-owned Christmas lights	Civic and community Events		Yes	Complete list/ register created	Annually stocktake when all decorations are cleaned and have maintenance complete
				16	develop a register of council-owned Christmas banners	Civic and community Events		Yes	Complete list/ register created	Stocktake when all cleaned are cleaned and have maintenance complete
17	coordinate the necessary approvals for the installation, dismantling, maintenance and storage of banners			Civic and community Events		Yes	All appropriate permits obtained- DMR Road Corridor permit and Road Closure Permits	Look for ways to streamline this process		
18	commission the production of new banners each year to replace irreparable banners			Civic and community Events		Yes	20 new banners- featuring new design in place Festive Season 2011	New banners to be ordered if required to replace damaged banners and also for new locations if requested		
19	source external contractors to deliver Light Emitting Diode (LED) lighting to install, dismantle and maintain the lighting			Civic and community Events		Yes	Tender contract for installation awarded - exclusively using LED lighting	Tender contract for 3 years in place		
20	decommission and appropriately dispose of all non LED lighting			Civic and community Events		Yes	Not applicable - there is no LED lighting			
21	where community purchased or made decorations contribute to placemaking, council will provide storage through the year but will not be responsible for the cost of their replacement or major repair; and			Civic and community Events		Yes	Hastings Street tree decorations currently stored with council	monitor		
22	develop a register of community owned decorations and banners			Civic and community Events		Yes	Where requested, community trees registered with and promoted by council	continue and enhance		

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4	Within the limits of council resources, facilitate a range of accessible festive season programming across the region	23	establish a separate category for festive season event applications within the first round of council's community grants program	Community Grants	Civic and Community Events	Yes	Endorsed schedule of community events directly supported for the life of the strategy / Festive Season grant category	Administer, continue and monitor
		24	support festive season events that reflect communities' needs and council's corporate priorities. Council recognises that some festive season events may be large and multi-faceted	Community Grants	Civic and Community Events	Yes	Endorsed schedule of community events directly supported for the life of the strategy / Festive Season grant category	Continue and monitor
		25	commencing with the 2011/12 financial year, call annually for expressions of interest to transfer the production of council managed community events to external organisers	Civic and community Events		No	No formal EOIs called for to date due to program implementation priorities	establish EOI action plan and timelines (two year plan)
		26	where festive season events are duplicated or are not judged to be delivering a core service, with the exception of the Mooloolaba New Year's Eve, Cotton Tree and Caloundra Carols celebration, council may produce only one of each of the following events:					
		- Australia Day celebration (including citizenship ceremony)	Civic and community Events		Yes	Aust Day Celebration held at Kings Beach and Citizenship Ceremony rotated across the region	program delivery will be considered as part of the strategy review	
		- Australia Day Awards (locations for these awards will continue to be scheduled on a rotational basis across major areas to ensure equity of access)	Civic and community Events		Yes		program delivery will be considered as part of the strategy review	
		27	allocate a maximum of \$10,000 towards each of the community New Year's Eve celebrations held in Caloundra and Noosaville	Civic and community Events	Com & Cultural Programs	Yes	Addressed through Festive Season Strategy Funding	program delivery will be considered as part of the strategy review
		28	explore opportunities to enable community celebrations to occur in proximity to large events with the same theme hence maximising the use of public open space - eg Happy Valley celebrations working in conjunction with Kings Beach amphitheatre; and	Community Land Permits	Civic and Community Events	Yes	Continual engagement by officers with community groups	Continue
		29	encourage communities to celebrate Australia Day in their local area	Civic and community Events	Com & Cultural Programs / Grants	Yes	Continual engagement by officers with community groups	Continue
5	Encourage events that recognise diversity are inclusive and accessible, and make the region a fulfilling and fun place to live and visit	30	plan for and support festive events that build social connections and encourage community participation and ownership	Community Grants	Civic and Community Events	Yes	Continual engagement by officers with community groups	Continue
		31	facilitate a balanced festive season events program that demonstrates an appreciation of and respect for the community's values, history and environment of the local area or region in which the event is being held	Com & Cultural Programs / Civic and Community Events	Community Grants	Yes	Continual engagement by officers with community groups	Continue
		32	recognise the need for a safe, inclusive and accessible places for the community to come together and celebrate. Council will continue to support the Mooloolaba New Year's Eve event as its largest free community event in the region	Civic and community Events		Yes	The event provides a significant opportunity for the local community and visitors to celebrate the beginning of the New Year in a relaxed and safe space, whilst being provided high quality entertainment and activities	program delivery will be considered as part of the strategy review
		33	actively encourage and support community events that celebrate the diversity of our population and our local communities	Community Grants	Civic and Community Events	Yes	Continual engagement by officers with community groups	Continue
		34	support unique events that activate public open space and contribute to festive season celebrations (strategy funded community events)	Civic and community Events	Community Grants	Yes	community events endorsed to be funded for the life of the strategy	Continue
		35	allocate a maximum of \$5,000 to each event with CPI adjustments per annum; and	Civic and community Events		Yes	Addressed through Festive Season Strategy Funding / one off sponsorship in 2011/12 of extra \$5000	program delivery will be considered as part of the strategy review
		36	create a map with the sites of council and community organisation produced festive season signature trees and decorations. The map will be available on council's website and in print form	Civic and community Events	Com & Cultural Programs	Yes	online map and events and activities guide created and promoted	Enhance
6	Support community organisations and groups to plan and deliver events through council grant programs	37	conduct regular festive season grants workshops delivered by Community Partnerships; and	Community Grants		Yes	Group workshops and individual clinics offered to support potential applicants with project development and application writing. Referrals to Com & Cultural Programs and Civic and Communities Events Officers for specific event planning assistance.	Continue
		38	facilitate the development of links between festive events organisers and local businesses and sponsors	Civic and community Events	ALL		Continual engagement by officers with community groups	Continue

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7	Build capacity within communities by strengthening planning and organisational abilities	39	provide event guidelines and access to information and support	Community Land Permits	Civic and Community Events	Yes	online toolkits, guidelines produced and supplied through continual engagement	continue and enhance
		40	simplify council approval procedures for festive season events; and	Community Land Permits	Civic and Community Events	Yes	Continual engagement by officers with community groups	continue and enhance
		41	develop a user friendly toolkit for planning and staging a festive season event	Civic and community Events		Yes	online toolkits, guidelines produced and supplied through continual engagement	continue and enhance
8	Ensure monitoring and evaluation processes are undertaken each year to determine the success of this strategy and inform any revisions required	42	review and realign council's financial investment in the festive season to build support for community produced festive season events including new events as they emerge	Civic and community Events	Com & Cultural Programs	Yes	Continual engagement by officers with community groups	program delivery will be considered as part of the strategy review
		43	annually assess risk levels associated with council managed festive season activity and adjust procedures accordingly; and	Civic and community Events	Com & Cultural Programs	Yes	continual improvement through event delivery, stakeholder debriefs and post event reports	continue and enhance
		44	annually review and evaluate council produced and supported festive season events and decorations to assess community engagement and value	Civic and community Events	Com & Cultural Programs	Yes	continual improvement through event delivery, stakeholder debriefs and post event reports	Investigate and analyse through strategy review
9	Support and celebrate community events that respect the values we hold dear in order to protect the environment	45	use only Light Emitting Diode (LED) lighting for council managed festive season activity	Civic and community Events		Yes	custom made decorations on signature trees / only LED supplies permitted at council events	continue and enhance
		46	promote the use of recycled, natural materials and other ephemeral media when planning and delivering festive season events;	Com & Cultural Programs / Civic and Community Events		Yes	green arts element of council funded community activities and during planning and implementation of council produced events	continue and enhance
		47	not support environmentally damaging products such as glow sticks; and	Civic and community Events	Com & Cultural Programs	Yes	addressed through engagement policies of suppliers at council produced events	continue and enhance
		48	investigate the environmental and cost effectiveness of replacing council-funded firework shows with laser design Son et Lumiere	Civic and community Events		Yes	strong community support of fireworks / ongoing investigation into use of appropriate and natural infrastructure for SeL	Continue and monitor