

## **COMMUNITY AND CULTURE COMMITTEE MEETING**

### **A G E N D A**

Meeting to be held  
on Wednesday, 4 May 2016, at 6pm  
Unley Council Chambers  
181 Unley Road, Unley

### **MEMBERS**

Councillor Peter Hughes (Presiding Member)  
Mayor Lachlan Clyne (ex officio)  
Councillor Michael Hudson  
Councillor Michael Rabbitt (Deputy Mayor)  
Councillor Robert Schnell  
Rev Dr Lynn Arnold  
Mrs Elizabeth Bleby  
Mr John Hill

### **ACKNOWLEDGEMENT**

We acknowledge that the land we meet on today is the traditional land of the Aboriginal people and that we respect their spiritual relationship with their country.

We also acknowledge that the Aboriginal people are the custodians of the Adelaide region and that their cultural and heritage beliefs are still important to the living Aboriginal people today.

### **APOLOGIES**

### **CONFIRMATION OF MINUTES**

MOVED:  
SECONDED:

That the minutes of the meeting of the Community and Culture Committee held on Wednesday, 10 February 2016 as printed and circulated, be taken as read and signed as a true and correct record.

## **CONFLICT OF INTEREST**

## **DEPUTATIONS / PRESENTATIONS**

## **REPORTS OF OFFICERS**

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## **MEETING DATES 2016**

Wednesday, 10 August 2016

Wednesday, 16 November 2016

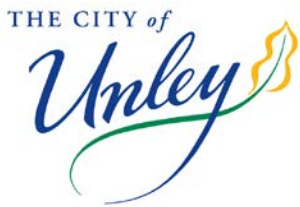
## **CONFLICT OF INTEREST**

<b>TITLE:</b>	CONFLICT OF INTEREST
<b>ITEM NUMBER:</b>	<b>15</b>
<b>DATE OF MEETING:</b>	4 MAY 2016
<b>ATTACHMENT:</b>	1. CONFLICT OF INTEREST DISCLOSURE FORM

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Members to advise if they have any material, actual or perceived conflict of interest in any Items in this Agenda.

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## CONFLICT OF INTEREST DISCLOSURE FORM

I, \_\_\_\_\_ have received a  
*[insert name]*

copy of the agenda for the (Ordinary / Special) **Council / Committee / Board**  
*[delete that which is not applicable]*

meeting to be held on \_\_\_\_\_  
*[insert date]*

I consider that I have a **\*material** conflict of interest pursuant to section 73 / **\*actual** or **\*perceived** conflict of interest pursuant to section 74 *[\*delete that which is not applicable]* of the *Local Government Act 1999* ("the LG Act") in relation to the following agenda item:

\_\_\_\_\_  
*[insert details]*

which is to be discussed by the **\*Council / \*Committee / \*Board** at that meeting.  
*[delete that which is not applicable]*

The nature of my **material** conflict of interest is as follows *[ensure sufficient detail is recorded, including the reasons why you (or a person prescribed in section 73(1) of the LG Act) stands to obtain a benefit or suffer a loss depending on the outcome of the consideration of the matter at the meeting of the Council in relation to the agenda item described above].*

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**OR**

The nature of my **actual** conflict of interest is as follows *[ensure sufficient detail is recorded, including the reasons why the conflict between your interests and the public interest might lead to a decision that is contrary to the public interest in relation to the agenda item described above].*

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I intend to deal with my **actual** conflict of interest in the follow transparent and accountable way *[ensure sufficient detail is recorded as to the manner in which you intend to deal with the actual conflict of interest in a transparent and accountable way]*

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**OR**

The nature of my **perceived** conflict of interest is as follows *[ensure sufficient detail is recorded, including the reasons why you consider that an impartial fair-minded person could reasonably consider that you have a perceived conflict of interest in the matter]*

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I intend to deal with the **perceived** conflict of interest in the following transparent and accountable way *[ensure sufficient detail is recorded as to the manner in which you intend to deal with the perceived conflict of interest in a transparent and accountable way]*

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*Signature*

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*Date*

## **INFORMATION REPORT**

<b>REPORT TITLE:</b>	ANIMAL MANAGEMENT PLAN 2012-2016 YEAR 4 ANNUAL REPORT
<b>ITEM NUMBER:</b>	16
<b>DATE OF MEETING:</b>	4 MAY 2016
<b>AUTHOR:</b>	CELINE LUYA
<b>JOB TITLE:</b>	MANAGER COMMUNITY SERVICES

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### **EXECUTIVE SUMMARY**

The purpose of this report is to provide Council with an annual report on the last year of the Animal Management Plan 2012-2016.

The City of Unley has a four year Animal Management Plan. This Animal Management Plan was developed to guide the City of Unley's management of dogs and cats from 2012-2016. It responds to Section 26A of the Dog and Cat Management Act 1995 which requires every Council in South Australia to prepare a plan relating to the management of dogs and cats within its area.

The fourth and final year of implementation has now been completed with no actions outstanding. The key performance indicators were met with the exception of dog attacks which were slightly higher due to increased awareness and reporting. Our new Animal Management Plan 2016-2020 was also developed over the last year and has been endorsed by both Council and by the SA Dog and Cat Management Board.

### **RECOMMENDATION**

MOVED:  
SECONDED:

That it be recommended to Council that:

1. The report be received.
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## **1. RELEVANT CORE STRATEGIES/POLICIES**

- 1.1 Community Plan 2033 – strategic objectives
  - A healthy and active community.
- 1.2 Dog and Cat Management Act 1995 – Section 26A.

## **2. DISCUSSION**

### Year 4 Progress of the Animal Management Plan

The Animal Management Plan was developed to guide the City of Unley's management of dogs and cats from 2012-2016. It aligns to Section 26A of the Dog and Cat Management Act 1995 which requires every Council in South Australia to prepare a plan relating to the management of dogs and cats within its area.

The City of Unley Animal Management Plan outlines Council's goals for animal management as being:

- To improve Council's management of its responsibilities under the Dog and Cat Management Act 1995, and
- To achieve an improvement in responsible pet ownership.

The Plan is structured according to 11 Key Issue Areas. Each Key Issue Area has one or more objectives and an action plan which outlines the new actions Council will undertake over 4 years to achieve the animal management objectives.

The Plan also highlights a set of Key Performance Indicators that are used to monitor Council's progress in achieving its animal management goals and objectives.

There are total of seven actions across the key issue areas for year four of the Animal Management Plan. There were no outstanding actions from year three. All seven year four actions were completed resulting in the continued efficient and responsive operation of the animal management program. The team also worked hard on the development of the 2016-2020 Animal Management Plan which was endorsed by Council and approved by the SA Dog and Cat Management Board earlier this year.

Four of the five Key Performance indicators have been met for the fourth year as shown below:

		<b>Year 3 Statistics:</b>	<b>Year 4 Statistics:</b>	<b>KPI:</b>
1.	<i>Number of Micro-chipped dogs (as percentage of registered dogs)</i>	(3349 micro chipped/4318 registered x100) <b>78%</b>	(3494 micro chipped/4289 registered x100) <b>81%</b>	60% (min)
2.	<i>Dog Complaints (number per 1000 population)</i>	(330 complaints 39,014 populationx100) <b>0.85%</b>	(329 complaints 39,014 populationx100) <b>0.84%</b>	1% (max)
3.	<i>Enforcement success rate (% of successful prosecutions)</i>	One Prosecution - 100%	One Prosecution - 100%	90% (min)
4.	<i>Dog attacks (number per 1000 population)</i>	(25 attacks/39,014 populationx100) <b>0.06%</b>	(28 attacks/39,014 populationx100) <b>0.07%</b>	0.05% (max)
5.	<i>Dog reclaim and rehome rate (as percentage of dogs impounded)</i>	(42 reclaimed & rehomed/50 impoundedx100) <b>84%</b>	(44 reclaimed & rehomed/47 impoundedx100) <b>94%</b>	70% (min)

Dog attacks were slightly over the key performance indicator. This was also the case in Year 3 of the plan. This is due to increased promotion and education which has led to increased reporting of attacks by the community. Every attack was investigated in accordance with the legislation and there was only one prosecution, which was successful.

Operationally, over the last twelve months, the General Inspectors have focussed on patrolling parks, reserves and streets specifically targeting dogs off/on leash and dog faeces. In general, compliance has been very high and the General Inspectors have provided the community with education in these areas. No expiations were required to be issued. There have been a few complaints about dog faeces on footpaths and reserves, when this has occurred the General inspectors have patrolled the specific areas more frequently.

In conclusion, the Animal Management Plan for the 2012-2016 period is now completed and has been successfully implemented. We have seen a continual improvement in the areas of micro-chipping, dog complaints and rehome rates. The extra focus on education has had a positive impact on responsible pet ownership in the City of Unley over the past four years. The Key Performance Indicators again indicate that Council is achieving the key goals of improving Council's management of its responsibilities under the Dog and Cat Management Act 1995 and improving responsible pet ownership in the community.

Council's new Animal Management Plan 2016-2020 was approved by the Dog and Cat Management Board on 29 January 2016. The Board commended the City of Unley on the exceptional standard of the plan. The Board also acknowledged the content and the comprehensive yet user-friendly publication. The new plan is being implemented from March 2016.

### **3. ATTACHMENTS**

Attachment 1 – Year four actions with progress report notes.



**Animal Management Plan 2012-2016  
YEAR 4 – 2015**

Action	Progress
Continue to hold 1 micro-chipping day each year – each one evaluated and reviewed	<b>Completed</b> – Micro chipping days have become ineffective and have had very low attendance. In 2013, 16 dogs from Unley were micro chipped and only 14 dogs in 2014. In place of a micro chipping day, in 2015/16 we will be trialing a voucher system which will better use our resources and ensure more dogs are micro chipped. This has been added to our new Animal Management Plan.
Monitor the progress of the bark counting collar and research into barking nuisance.	<b>Completed</b> – No longer supported and software and production has ceased on bark count collars. However we are still utilizing our collar to assist in our investigations when the opportunity arises as we have found it to be a useful tool. There is a new more humane one that we have identified in the USA. Investigation of this has been included in our new Animal Management Plan.
Continue the school visits program whereby each primary school in the City of Unley receives a visit by a Council ranger once every 3 years to provide instruction to 5-8 year olds in bite avoidance. Consider use of Delta Dog Safe program.	<b>Completed</b> – The Dog and Cat Management Board is continuing to run the Living Safely with Pets Program which we are involved in. We distributed another round of letters to the 13 schools in our area encouraging them to get involved in the program.
Ensure the related brochures available on Council's website are available at Council reception.	<b>Completed</b> - Ongoing Review.
Provide a donation to CATS Inc for the services they provide to the local community.	<b>Completed</b> – Payment of \$1,500 made.
Increase dog registration fees to the maximum fee as set by the Dog and Cat Management Board.	<b>Completed</b> – Council endorsed report. Fees to rise incrementally over the next 5 years until fees reach maximum of \$85.
Produce an annual report on the progress in implementing the Plan with recommendations for amendments to Council and for inclusion into Councils Annual Report	<b>Completed</b> – Report compiled for Community and Culture Committee and Council.

## **INFORMATION REPORT**

**REPORT TITLE:** LIVING WELL PLAN  
YEAR 1 ANNUAL REPORT

**ITEM NUMBER:** 17

**DATE OF MEETING:** 4 MAY 2016

**AUTHOR:** CELINE LUYA

**JOB TITLE:** MANAGER COMMUNITY SERVICES

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### **EXECUTIVE SUMMARY**

The purpose of this report is to provide a progress report on the implementation of *Living Well* (the Regional Plan for Health and Wellbeing for the Cities of Unley and Mitcham).

The Cities of Unley and Mitcham are committed to regional planning for the public health and wellbeing of their communities, in accordance with the requirements of the *Public Health Act 2011* (Section 51). *Living Well* sets directions for promoting community health in the region and identifies opportunities for supporting community wellbeing through Council functions. The final Plan was adopted by the Cities of Unley and Mitcham in 2014, (Item 1220/14 - City of Unley Council meeting held on 11 August 2014).

In accordance with the reporting and implementation structure adopted in *Living Well*, this Information Report provides an annual update to the Committee and Elected Members on the progress made against plan strategies and actions during 2015. The report also proposes priority next steps for the Plan's implementation.

### **RECOMMENDATION**

MOVED:  
SECONDED:

That it be recommended to Council that:

1. The report be received.
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## **1. RELEVANT CORE STRATEGIES/POLICIES**

- 1.1 Community Plan 2033 – strategic objectives
  - A healthy and active community
- 1.2 Public Health Act 2011 – Section 51
- 1.3 The *Living Well* Public Health Plan is a lead strategy for Council and, as such, informs and links to a number of other key Council strategies and plans including (but not limited to):
  - Active Ageing
  - Living Active Sport and Recreation Plan
  - Living Young Plan for Young People
  - Access for All Action Plan
  - Greening Unley – *Environment Sustainability Plan (in draft)*
  - Open Space

## **2. DISCUSSION**

### **Background**

The Cities of Unley and Mitcham are committed to a regional approach to planning for public health and wellbeing in the region, in response to the planning requirements for local councils under the South Australian *Public Health Act 2011*. *Living Well* is aimed at ensuring that both Councils provide every opportunity to realise a "Healthy Community" - where each community and the region overall is active, connected, safe and equitable and embraces healthy living.

The *Living Well* Plan identifies regional public health issues and sets priorities for the next five years having regard to the themes of the State Public Health Plan ('SA: A better place to live') as follows:

- Stronger and Healthier Communities and Neighbourhoods for All Generations.
- Increasing Opportunities for Healthy Living, Healthy Eating and Being Active.
- Preparing for Climate Change.
- Sustaining and Improving Public and Environmental Health Protection.

The Plan provides a foundation for on-going regional collaboration and partnerships with other relevant Government agencies and the community.

### **Living Well – Implementation Progress During 2015**

The Living Well Project Team (consisting of staff representatives from both Councils), have tracked progress against the Plan action areas. This has involved collating input from across relevant council sections. The following

information details the key achievements and priorities for the *Living Well* action areas in 2015 for the City of Unley.

***Priority Area 1 - Stronger and Healthier Communities and Neighbourhoods for All Generations:***

The strategy outlines commitment to a range of policy areas to promote built and natural environments, which are supportive to good health. Health in planning principles, such as promoting physical activity through the built environment and supporting access for all are being supported through:

- Community involvement in important Council planning projects and policy development including: master planning (Goodwood PLEC, Unley Central and the King William Road precinct), and policy and project initiatives (the Council Open Space Strategy development) and projects (Living Streets).
- Establishment of policy commitments and actions for accessible and 'age friendly' environments through the City of Unley 'Active Ageing Strategy', with the incorporation of 'Outdoor Spaces and Buildings', 'transportation' and 'housing'.
- Support for the Eastern Region Community Passenger Network and active involvement in establishing the South Australian Community Transport Association. This network has implemented the scooter recharge program in the Unley Council area for residents. SACTA recently held a community transport association in SA.
- The formation of a City of Unley Bicycle User Group to promote and encourage safe cycling.

There has also been proactive community engagement and events that contribute to the vibrancy of the council area. Community programs and services offered through Council's community centres and libraries, contribute significantly to social interaction, volunteerism and life-long learning opportunities in the region. Focus areas which have supported vibrant and engaged communities, include:

- The extension of the annual place activation events program.
- Grants and sponsorship to support community events and festivals.
- The implementation of Council's Public Arts Strategy.
- The development of a Community Engagement Toolkit.
- Extensive engagement in Council projects including (but not limited to) the Open Space Strategy, Living Active (endorsed June 2015), Living Young (endorsed July 2015) and the Active Ageing Strategy (endorsed December 2015).

***Area 1 - 2016 Priorities***

Initiatives and priorities to commence in 2016 include the:

- The review of the Council's Access for All Disability Discrimination Act Action Plan.

- Ongoing Development Plan amendments, which will incorporate Age friendly and 'Access for all' requirements.
- Establishing the Active Ageing Alliance to act as an active advisory group for Council to inform the implementation of the Active Ageing Strategy.
- The implementation of the Living Young Plan for Younger People .
- Review of the Council's Community Bus Service.

### ***Priority Area 2 - Increasing Opportunities for Healthy Living, Healthy Eating and Being Active***

There have been a range of initiatives that encourage healthy living. These have been through partnership, support or awareness raising roles to improve the community's access to information and programs to support their wellbeing.

The community centres: Clarence Park, Fullarton, Goodwood and Unley, offer a range of community activities which promote physical health and social interaction. A 'Healthy Communities Program' is proposed for 2016 to further embed a *Living Well* theme into those programs on offer through the community centres and via Council's grants program.

There has been continued emphasis on supporting community wellbeing through community service delivery, including: community transport; Community Home Support Program (CHSP) services; youth development; library services; active ageing programs and immunisation services.

During 2015, the Active Ageing Strategy (incorporating health and wellbeing as a key focus area) was developed and the review of the Open Space Strategy and Sport and Recreation Plan was completed. There was also participation in:

- Park Lands Consultative Group (which is tasked with the rejuvenation of the South Adelaide Parklands)
- the Eastern Region Alliance Sport and Recreation Group
- the Eastern Region Alliance Health and Ageing Group.

Community participation in planning for healthy environments has been encouraged through the Open Space Strategy and the Living Active Sport and Recreation Plan community engagement extra space. A Bicycle User Group has also been established to guide discussions on improvements to cycle access and safety.

Cycle and pedestrian friendly environments continue to be promoted through Council's Local Area Traffic Planning, precinct planning and asset upgrades, and the inclusion of bicycle repair stations on Charles Walk and King William Road.

Workplace health for Council staff continues to be promoted through the 'Healthy Lifestyle 10 week program' and annual skin screening and health checks.

Achievements for 2015 include the:

- Promotion of smoke free events and the incorporation of the 'Smoke Free Statement' into Council's Event Planning Toolkit
- The review of the Open Space and Living Active Strategies
- Integration of a 'Living Well' theme into Council's community grants program guidelines
- Various asset implementation such as Bicycle repair stations on Charles Walk and King William Road
- The Library Festival 2015 which focussed on health and wellbeing
- Implementation of the Healthy Communities program as part of the Living Active strategy
- The establishment of a small community garden in the entry to the Unley Civic Centre.

### ***Area 2 - 2016 Priorities***

Initiatives and priorities to commence in 2016 include the:

- Active promotion and exploration of a program to promote a 'Smoke Free Unley' and raise awareness of the new outdoor dining smoking legislation.
- Exploration of kitchen garden initiatives in local schools in partnership with Flinders University.

### ***Priority Area 3 - Preparing for Climate Change***

There has been support of various measures to reduce greenhouse emissions and promote sustainability measures associated with Council operations. Climate change vulnerability assessment and adaptation planning has been undertaken through the 'Resilient East' Climate Change Adaptation Project, a collaborative project with the Eastern Region Alliance councils. Climate mitigation opportunities will be explored through the current development of Council's Environmental Sustainability Plan.

Recent progress areas towards climate change mitigation and adaptation include the:

- Completion of the first phase of the Resilient East project involving the completion of a climate change vulnerability assessment for the region
- Incorporation of the Natural Resources (water sensitive design) and energy efficiency SAPPL modules within Council's Development Plan
- Participation in the CRC on water sensitivity
- The development of a call register that can be activated in extreme weather events
- Development of Council's new Tree Strategy.

### **Area 3 - 2016 Priorities**

Initiatives and priorities to commence in 2016 include the:

- Implementation of the Red Cross RediPlan (a disaster preparedness guide), including a training program for volunteers and community groups
- The development of a Heat Wave Information Sheet for residents
- Completion of Council's Environmental Sustainability Plan – *Greening Unley*.

### **Priority Area 4 – Sustaining and Improving Public and Environmental Health Protection**

A quarterly environmental health reporting framework has been developed to capture service levels across a range of environmental health functions. In addition to Council's regulatory functions, public health is supported through a range of initiatives such as: community immunisation clinics, the development of best practice guidelines for dealing with hoarding and squalor and the provision of kerbside waste and recycling collection services.

Recent progress areas include:

- Research project undertaken into best practice guidelines for dealing with hoarding and squalor, in partnership with Flinders University. This has resulted in the development of a best practice resource on Hoarding and Squalor.
- Participation in the Eastern Alliance Zone Emergency Management Committee and the incorporation of public health risk assessment within the Zone Emergency Management Plan.
- Continual achievement of waste diversion rates through Council's recycling services.

### **Area 4 - 2016 Priorities**

Initiatives and priorities to commence in 2016 include the:

- The development of a new Animal Management Plan.
- Roll-out of SA Health's Voluntary Food Safety Rating Scheme (commonly known as 'Scores on Doors') across food businesses in the Unley Council area.
- Introduction of a new food audit service.

### **Conclusion**

Many *Living Well* Plan actions have been achieved over 2015 and priorities have been set to guide further action to deliver on the *Living Well* objectives in 2016. The Living Well Staff Project Team will support ongoing liaison with SA Health, the LGA and other councils to support the implementation of the *Living Well* action areas.

Furthermore, in collaboration with the Local Government Association, SA Health is finalising a Regional Public Health Planning Resource Directory that identifies programs, grant funding and policies of relevance against the four priorities of the State Public Health Plan. The Resource Directory will soon be made available on the LGA website. SA Health has also released the 'State of Our Health' online report in April 2016, to provide updated information on health status, outcomes and determinants in South Australia

The Project Team also intend to meet with representatives of the Adelaide Primary Health Network (previously operating as the Medicare Locals) to ascertain their role in supporting Regional Public Health Plans.

Under the *SA Public Health Act 2011*, Councils are required to report biannually to the Chief Public Health Officer in the SA Department of Health and Ageing. The next report will be due on or before the 30th September 2016 and the Office of the Chief Public Health Officer (OCPHO) has recently issued a Guideline for these reports. The next annual update report to Council will be submitted in early 2017.



## **INFORMATION REPORT**

<b>REPORT TITLE:</b>	LIBRARY STRATEGY 2012-2016
<b>ITEM NUMBER:</b>	18
<b>DATE OF MEETING:</b>	4 MAY 2016
<b>AUTHOR:</b>	HANLIE ERASMUS
<b>JOB TITLE:</b>	MANAGER LIBRARIES AND MUSEUM

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### **EXECUTIVE SUMMARY**

The purpose of this report is to provide a status update on the City of Unley 'Reading the Future' Library Strategy.

This Strategy was developed to guide Council's library services from 2012-2016. It challenged the traditional picture of a library service and provided a framework to position the library as the centre of knowledge available to all in our community. It also set out an ambitious agenda for the library service to deliver significant change in support of the City of Unley Community Plan 2033.

The Strategy concludes in 2016, with forty two actions completed, six actions in progress, three actions deferred and one action deleted. In general, the Strategy achieved positive outcomes for the community and has effectively positioned the Libraries as a central community hub.

The Strategy has also enabled the City of Unley Libraries to adjust and adapt to change. Not only did it provide a blueprint for developing more collaborative working environments, it created increased opportunities for community participation. It also concentrated on enhancing the longevity of the library service through the commitment to sustainable practices, access to quality data and information and clear wide-ranging measurements of success.

There is now opportunity to reflect on our achievements and consider a new plan for the library services to ensure continuous improvement, innovation and that we meet the community's on-going and changing expectations in relation to library service provision. The Administration is also seeking input and feedback with regards to the next level of strategic planning for the City of Unley Libraries.

### **RECOMMENDATION**

MOVED:  
SECONDED:

That it be recommended to Council that:

1. The report be received.
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## **RELEVANT CORE STRATEGIES/POLICIES**

- Local Government Act 1999, Section 130A
- Libraries Act 1982, Part 2, Section 7
- City of Unley Community Plan 2033.

Emerging	Emerging technology is embraced - Technology is utilised across the City to meet the needs of our business and residential communities
Living	Cultural and artistic diversity - Arts and culture are a highly recognised and visible aspect of our City
Collaborative and engaged community	Thriving community spirit and a strong sense of belonging and connection

- City of Unley 4 Year Plan.

Goal 1 - Emerging	Technology is utilised across the City to meet the needs of our business and residential communities
	Implement Radio Frequency Identification in Library Centres to improve service delivery and access (Y2-3)
	Continue to undertake service reviews and implement identified improvements (Y1-4)
Goal 2 - Living	Implement the Library Strategy (Y1-4)

## **DISCUSSION**

### **Background**

Council endorsed the City of Unley's *Reading the Future – the next 5 years for Unley Libraries Strategy* in April 2012 (Attachment 1 to Item 18/16).

*Attachment 1*

The Library Strategy was developed to guide the City of Unley's management of library services over a period of five years and aimed to:

- Provide clear direction for staff and the community on the library's strategic priorities
- Identify actions required to achieve the agreed goals
- Deliver a basis for resource planning and funding applications
- Align with Council's integrated planning and reporting framework and relevant strategies.

The Library Strategy set out an ambitious agenda for the Library Service to deliver significant change in support of the City of Unley Community Plan 2033.

In a climate of reduced funding and staffing, the Strategy required an approach of innovation and flexibility. Economic pressures, social change and the technological explosion has presented both solutions as well as challenges.

As such, the Library Strategy embraced new technology as a catalyst to enhanced service delivery. This was further complimented by the up skilling of library staff to not only provide information and lending services, but to actively assist and support customers through the teaching of new skills and curation of new information and user platforms.

The plan was structured around five key goals:

- Make information accessible
- Provide reading, learning and entertainment opportunities
- Add value to community life
- Respond to changing expectations
- Build and develop partnerships.

It contained nineteen strategies and fifty two actions to achieve the Library Vision:

*Unley Libraries is known for its vital resources, services and spaces that support and nurture the hearts and minds of our community.*

The Library Strategy is concluding in 2016, and there is now opportunity to reflect on the achievements, as well as determine the next steps to be taken. Attached is a status summary of all strategies and actions (Attachment 2 to Item 18/16).

*Attachment 2*

### **Action Completed**

Of the fifty two actions, forty two were completed. This is considered to be a significant achievement, as it not only resulted in positive outcomes for the community, it also effectively positioned the libraries to become community hubs, whilst delivering best value for money well into the future. It provided a sound framework for action to guarantee the library's significance to current and future generations.

There are notable shifts as the library service is moving away from being a mere information resource to a service that taps into the spirit of the community, identifying priorities and providing resources and services to support the expectations most important to our Unley community.

Most notable are:

- The City of Unley Libraries are considered to be 'people places' more than ever before. Visits are consistently increasing (8.20 visits per capita, compared to the average of 5.32 of SA Metro Libraries), and attendance is at an all-time high with 56% of the Unley population participating in the Library's public programs, compared to SA Metro Libraries (25%).

- Knowledge, information and literacy are essential platforms for a strong functioning society. In response, our libraries have adapted and are providing customised, on-demand library experiences through enhanced service offerings such as new collections genres (digital and hard copy), library programming and events.
- The City of Unley Libraries are at the centre of assisting communities to learn and grow. Greater community access to new and mobile technologies resulted in an increase in digital literacy skills, especially through the implementation of REBOOT (a digital literacy training program) that aims to bridge the gap between those that can access and use technology successfully, and those that cannot.
- By embracing contemporary shifts in society, the libraries are fast becoming multifunctional and continue to provide a trusted platform for community building, entrepreneurship, community education, social networking and essential life-long learning activities.

The completed actions were implemented with financial investment from Council (operating and capital budgets) and additional income through external funding and support of the Friends of Unley Libraries, at a cost of \$485,000 for the period 2012 - 2016.

Below is a summary of Council's additional financial investment to implement the Library Strategy actions:

Action	Timeframe	Budget	Budget
1.2.1 Join the State-wide Library Management System to give access to millions of books, DVDs and CDs held in libraries across SA along with digital content from a range of sources.	2012-13	Capital Replacement	\$110,000 for software and hardware
4.1.1 Replace and increase the number of patron self-checkouts to address issues such as waiting time and privacy (RFID Project)	2015-16	Capital Replacement	\$80,000 - software and hardware
1.4.1 Implement Radio Frequency Identification (RFID) technology to replace barcode technology and the ageing infrastructure.	2015-16	Capital - new	\$160,000 - hardware and software
3.2.3 Improve the combination of self-service and customer service at the Unley Library (RFID Project)	2013-14	Capital - new	\$50,000 - minor building works

2.1.1 Introduce a high quality, easily accessible e-book and e-audio book collection.	2012-2016	Library operating budget (2012-2016); increase in SA Library grant funding for digital literacies	\$35,000 - subscription and content fees per annum
<p>1.1.1 Provide access to resources and devices in the library, such as computers, online catalogues, tablets and mobile technologies such as SMS.</p> <p>1.1.4 Provide dedicated tablets such as iPads in the library for reading online newspapers and magazines.</p> <p>1.3.2 Continue to invest in devices and technology for people living with a disability.</p>	2012-2016	Grant funding; Friends of the Unley Libraries; Library operating budget (2012 – 2016)	\$50,000 - new technology over five year period

### **Actions in Progress**

Of the remaining ten incomplete actions, six are in progress. Most of these actions form part of other network and / or strategic plans, with dependency on external collaboration and partnership development. These include:

- *Increase payment options for customers to pay fees and charges online.* The SA Library Network is currently implementing a PayPal enabled platform that allows customers to pay online charges at any library across the State. Anticipated implementation date is June 2016. No additional cost to the City of Unley.
- *Improve collection management processes and procedures.* The SA Library Network is implementing a new central purchasing software system (BLUECloud Acquisitions) in September 2016 as Stage 2 of the One Card Network. A series of efficiency gains and improvements in collection management is anticipated. Implementation is scheduled for September 2016 at no additional cost to Council.
- *A comprehensive community engagement program* with the City of Unley community and Library members to occur between June – August 2016 with regards to the redistribution of the library opening hours, within approved library services operating budget 2016-17.

- The City of Unley Libraries provides a valuable and highly regarded early literacy program. *Setting up of a Baby Book Club, which teaches parents and carers how to play and read to their child* is scheduled for the last quarter of 2016. This will be online driven through the libraries' electronic newsletter and Facebook page, and will be absorbed in the endorsed library operating budget for 2016-17.
- *Investigate and increase partnership opportunities:*
  - Investigation to occur in the second half of 2016 to improve Home Library Service delivery to private residential care facilities, nursing homes and retirement villages. This also forms part of the City of Unley's Active Ageing strategy.
  - Investigate partnership opportunities with City of Unley businesses. A draft proposal is under development, and is to be refined and discussed with the Manager Economic Development. This action is currently on hold due to position vacancy.

### **Actions Deferred / Deleted**

Three actions have been deferred or have ceased as follows:

- Create an outside seating area to cater for customers to make use of our free internet access after-hours. This was considered as part of the RFID project; however budget constraints prevented further action.
- Develop a separate page on the City of Unley's website focusing on information for seniors that will include links to local health, financial and support networks. The City of Unley has upgraded its website, and any other developments are included in a Stage Two upgrade. There is currently no timeline for this, and this item is deferred until further notice.
- Investigate introducing a café type service in the Unley Civic Library in partnership with local businesses. 2015-2016 Deferred until after RFID implementation in May 2016. This will provide opportunity to review the newly created user spaces and identify partnership opportunities with local cafés in close proximity of the library.

One action '*Form a Library Advisory group that will support the implementation of the strategic plan*' was deleted due to the formation of the Community and Culture Committee in 2013.

### **NEXT STEPS**

Now that the Library Strategy is concluding, it is worthwhile considering the next steps for the City of Unley Libraries' strategic management of services and programs.

In August 2013, the Chief Executive Officer directed a review of the Library Services with the objective to examine the current service model and operations (*Library Strategy 4.3: Conduct a service review of Unley Libraries to ensure we can meet the emerging needs of the community*).

The Service Review concluded in December 2014, and proposed sixteen recommendations, which have the potential to change the level of service and the way in which the service will be delivered. In March 2015, Council endorsed the review recommendations with amendments. Council was subsequently presented with a report, summarising the current status of the service review recommendations in April 2016.

There are a number of options to consider with regards to the next steps to be taken now that the Library Strategy has concluded:

- Implement the Library Service Review recommendations
- Internally develop a five year action plan that references not only the Library Service Review recommendations, but also significant Council policies such as the Active Ageing plan, and the wider Library Network strategy (Tomorrow's Libraries).

The Administration is now seeking Community and Culture Committee input and feedback with regards to the next level of strategic planning for the City of Unley Libraries.

## **CONCLUSION**

The City of Unley 'Reading the Future 2012-2016' Library Strategy sets out a challenge to the traditional picture of a library service. It provided a framework to position the library services as the centre of knowledge available to all in our community.

Over the last five years, Council's library services have experienced an increase in demand to:

- Access learning opportunities, information and library services on a 24/7 basis as more residents have access to the internet through their own devices
- Access new/emerging technologies in the library, e.g. eBook and 3D printing technology
- Actively assist the community in developing essential digital literacy skills for success in work and life
- Promotion of healthy lifestyles through our collections, programs and events
- Extend staff skills (with a focus on technology, teaching and curating information)
- Continue to be a central community hub, e.g. early responders to environmental conditions and or emergencies.

Our democratic society depends on all citizens having access to information, and this Strategy strengthened and focussed our commitment to provide a broad range of information and ideas in a variety of traditional and electronic formats.

The Strategy was our blueprint to shift the paradigm from the 'current' to the 'future' state. Our service delivery mechanisms changed to become more intentional and purposeful, and we moved from physical bases to electronic mediums, from browsing to knowledge, from independence to interdependence and from keeper of knowledge to teachers of skills.

## **ATTACHMENTS**

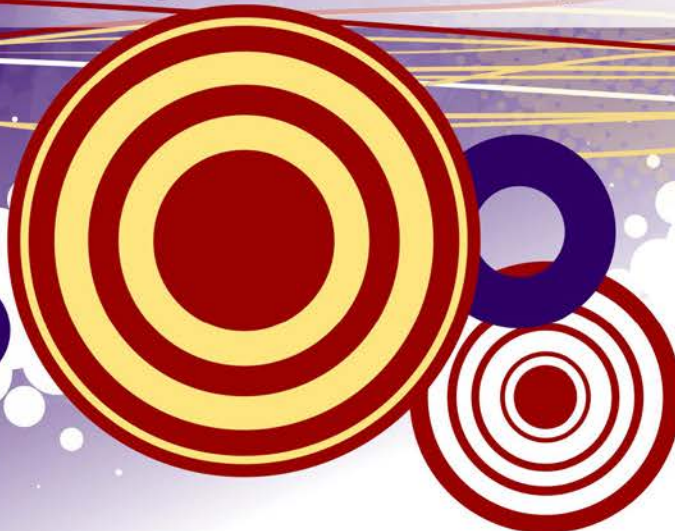
1. Reading the Future – the next five years for Unley Libraries.
2. Status summary of all strategies and actions.





# Reading the Future

The next 5 years for Unley Libraries



## A MESSAGE FROM THE MAYOR

*Reading the Future – the next 5 years for Unley Libraries* has emerged from work that colleagues, officers and the community undertook during the last 15 months.

This strategy will be delivered through our network of accessible sites across the City of Unley, further enhanced with improved online access. Our service will feature more self-service terminals, continued free WiFi, and internet computers with up to date software programs.

*We acknowledge libraries should be open when people want them, so we will undertake a review of our opening hours as one of our key actions in this plan.*

Libraries have always been about accessing information. We will boost resources to link people to the information they need. We will expand our literacy and learning programs to help people keep up with new technology and support them with self directed learning.

Our library service will provide an alternative environment to formal reading and learning, with easy accessible, welcoming programs catering for all ages. *We are planning for well resourced spaces to study, meet or relax. Spaces where laptops are catered for, and informal group discussions will be welcomed.*

In direct response to consultation, we will provide a wide range of events and activities to support the community's excitement for reading, personal growth and entertainment.

I would like to thank the community for their active participation in the development of this plan. We are committed to continue providing a best value service through Unley Libraries.

Lachlan Clyne  
Mayor – City of Unley

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# OUR STRATEGY

*Reading the Future* is *Unley Libraries'* Strategic Plan for 2012-2016.

In today's changing environment the library must strive to be modern, relevant and exceed community expectations for accessible information and learning.

It plays a fundamental role as a centre of knowledge available to all in our community. Our democratic society depends on all citizens having access to information and therefore our libraries contribute to the wellbeing of our community. This strengthens our commitment to provide the broadest range of information and ideas in a variety of traditional and electronic formats.



Our free facilities and wireless access will continue to influence the quest for seamless access to information and knowledge. It is anticipated that over the next five years *Unley Libraries* will become a powerful place for enabling an informed society driven by lifelong learning, reading and fun.

However, this plan does not foresee all the changes and opportunities that may occur in future. It is a flexible document that will continue to respond to the changing expectations of our community and opportunities to improve our services.

Critical to the success of this plan is the continuing support of users, support groups, business and community leaders and staff.



## VISION 2016

*Unley Libraries* is known for its vital resources, services and spaces that support and nurture the hearts and minds of our community. We will:

Make information accessible

Add value to community life

Provide reading, learning and entertainment opportunities

Respond to changing expectations

## PRINCIPLES UNDERPINNING THE SERVICE

**Equal opportunity** - We provide a place where anyone can access information and participate in community life. **Life skills** - We actively create opportunities for individuals to learn, grow, discover and enjoy. **Responsive** - We are steadfast in our commitment to improve user experiences. We invest in our staff, technology and infrastructure to achieve the best outcomes for our community. **Quality service** - We take responsibility for delivering timely, accurate and relevant library services.

## CURRENT OFFERING

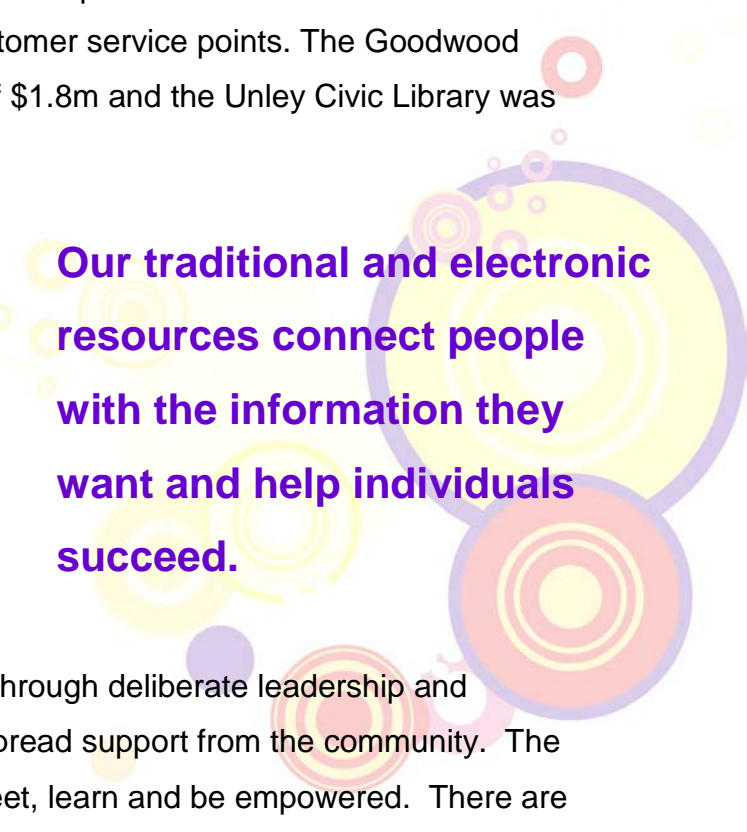
The *Unley Libraries* consists of the Unley Civic Library, Goodwood Library, Fullarton Park Library and the Unley Toy Library. We also provide a homebound service and an online presence to complete our six customer service points. The Goodwood Library was refurbished in 2000 at a cost of \$1.8m and the Unley Civic Library was refurbished in 2003/04 at a cost of \$3.5m.

These refurbishments and the integration of new technology, growing collections and innovative programs have made the service more popular than ever. In 2011, more than 330 000 people visited our libraries with over half a million loans recorded.

The *Unley Libraries* has transformed itself through deliberate leadership and planning. Our services have gained widespread support from the community. The library is now a place where people can meet, learn and be empowered. There are special areas to meet individual needs, such as quiet study areas, spaces for young people, and meeting rooms to encourage social gatherings.

**With free WiFi and computer access and low cost computer courses, we have become a community hub where everyone can bridge the digital divide.**

We offer a diverse range of educational and social programs each year. In 2011, more than 13 000 people participated in programs. **Programs for families** are growing in popularity with over 600 babies and their caregivers participating monthly in BabyTime (an early literacy program).



**Our traditional and electronic resources connect people with the information they want and help individuals succeed.**

# STRENGTHS AND WEAKNESSES

The *Unley Libraries*' strengths and weaknesses are based on the research undertaken and the feedback received from the community. This provides an important context for determining goals which will help fully realise the vision for the service.

## Easily accessible and convenient community places

**Weakness:** There is duplication of cost and effort in maintaining 3 branches located less than 2 km from each other.

**Strength:** The close proximity of the 3 branches makes the library a valuable community and social hub for people of all ages. The Unley and Goodwood buildings are reasonably new and attractive and are well supported and appreciated by the community.

## Staff expertise and knowledge

**Weakness:** It is a challenge for library staff to keep up with fast changing technological advancements.

**Strength:** We have a reputation for excellent customer service. The community places a high value on the human touch, and they want the City of Unley to retain well-qualified, experienced, knowledgeable and welcoming staff to assist them with their information and learning needs.

## Strong volunteer support

**Weakness:** There is great reliance on volunteers to assist within specific sectors of the library service.

**Strength:** Over 100 people volunteer more than 5,000 hours per year at the libraries. Volunteering at the library connects people with the world of literacy, cultural diversity, and learning.

## Well positioned to play a key role in life-long learning

**Weakness:** There is not enough flexible spaces/zones/resources in our libraries to encourage learning opportunities.

**Strength:** We play a vital role in lifelong learning with resources skillfully developed to be multi-format, multi-lingual and multi-interest. Low cost community computing courses, free literacy and business enterprise programs help to establish the library as "a street-corner university" and provide access to a variety of resources.

## Library technologies

**Weakness:** Technology changes constantly, but the library is slow to take up new technologies.

**Strength:** We support our community with a wide range of technologies. Our Unley and Goodwood library branches offer free access to over 22 computers. In addition to this, free Wi-Fi access is available to anyone with a portable device.

# OPPORTUNITIES AND THREATS

Our research and interviews with stakeholders identified a range of opportunities and threats. Changing conditions and feedback from our community indicate the following are important opportunities, which will assist the library to achieve its goals:

## Establish the library as a preferred destination

**Threat:** With the advent of broadband and the internet, there might not be a need to visit the library.

**Opportunity:** Our users demand an increase in the range of information, learning and socialisation opportunities, programs, activities and events. Meeting this demand will further establish the library as the community's preferred destination to meet, interact and learn.

## Use new technologies to meet current and future community needs

**Threat:** The pervasiveness of the internet, increased computer literacy and online social networking are changing the way we deliver traditional library services.

**Opportunity:** The shift to an information driven society places a premium on access to information resources and the ability to use technology. Technology adds value to the library's traditional offerings and provides us with the prospect to change the way the library communicates and engages with our customers.

## Add value

**Threat:** The social benefit role of public libraries is generally accepted; however, their economic value is not.

**Opportunity:** Public libraries today operate in a complex environment, one dimension of which is a climate of accountability and transparency. In this climate of accountability, *Unley Libraries* has the opportunity to communicate the critical role we play in supporting our community with the provision of literacy, information, and life long learning resources.

## Develop partnerships

**Threat:** Traditional library structures are not set up for a partnership approach. The challenge is to develop common goals that will encourage collaboration and integration.

**Opportunity:** There is an opportunity to collaborate and work innovatively with private and government organisations to increase rich and engaging experiences for our community.



# GOALS, STRATEGIES AND ACTIONS

## GOAL 1: Make information accessible

STRATEGIES	ACTIONS	TIMING	FUNDING
1.1 Expand the Digital Literacy Program to help the community keep up with new technology.	1.1.1 Provide access to resources and devices in the library, such as computers, online catalogues, tablets and mobile technologies such as SMS.	2012-2016	Operating
	1.1.2 Continue to provide training opportunities in basic computer use.	2012-2016	Operating
	1.1.3 Expand community computing courses to provide training in new technologies and software programs as required.	2012-2016	Operating
	1.1.4 Provide dedicated tablets such as I-Pads in the library for reading online newspapers and magazines.	2012	External Funding
1.2 Expand access to state-wide collections and information resources and reinforce the library as a one-stop-shop for access to information.	1.2.1 Join the State-wide Library Management System to give access to millions of books, DVDs and CDs held in libraries across SA along with digital content from a range of sources.	2013	Capital Replacement
1.3 Simplify access to information for older people and people living with a disability.	1.3.1 Develop a separate page on the City of Unley's website focusing on information for seniors that will include links to local health, financial and support networks.	2012-13	Operating
	1.3.2 Continue to invest in devices and technology for people living with a disability.	2012-2016	External Funding
1.4 Increase staff capacity as professional information providers.	1.4.1 Implement Radio Frequency Identification (RFID) technology to replace barcode technology and the ageing infrastructure.	2013-14	Capital
1.5 Improve access to program information and registration.	1.5.1 Implement an online program booking system, which will allow customers to access program information from their mobile phones, tablets and computers.	2012	Operating
1.6 Provide the opportunity for customers to access their library account and pay fees online.	1.6.1 Utilise technologies such as Pay Pal to enable online payment of overdue and program fees.	2014	Operating

## GOAL 2: Provide reading, learning and entertainment opportunities

STRATEGIES	ACTIONS	TIMING	FUNDING
2.1 Develop an electronic collection.	2.1.1 Introduce a high quality, easily accessible e-book and e-audio book collection.	2014-15	New Initiative
	2.1.2 Evaluate and maintain the online database collection and promotion of digital databases, to make them more accessible and applicable for use in everyday life.	2013-14	Operating
	2.1.3 Investigate expanding the online music collection.	2014-15	Operating
2.2 Provide lifelong learning opportunities for seniors.	2.2.1 Provide information talks, lectures and workshops on topics relevant to seniors such as transition to retirement, health awareness, etc.	2012-2016	Operating
	2.2.2 Provide opportunities for volunteers to share their expertise and knowledge.	2012-2016	Operating
	2.2.3 Implement the “Photo Frames” project to assist people living in aged care facilities to connect with their community and family, using photos as conversation starters.	2012	External Funding
2.3 Continue to support reading as a key element fundamental to the library.	2.3.1 Offer new and popular material in various formats.	2012-2016	Operating
	2.3.2 Review the collection policies and layout of Unley Civic Library collections to accommodate growing collections.	2015-16	New Initiative
	2.3.3 Empower homebound patrons by providing them with new book lists to enable selection of their own materials.	2012-13	Operating
	2.3.4 Expand reading resources for visually and mobility-impaired patrons.	2012	External Funding
	2.3.5 Support book clubs by providing resources and spaces to encourage reading.	2012-2016	Operating
2.4 Review and expand how children’s literacy needs are delivered.	2.4.1 Set up a Baby Book Club, which teaches carers how to play and read to their child, and encourage use of early literacy kits.	2014-15	Fee for Service

	2.4.2 Evaluate and adapt the current BabyTime Program, with input from participants.	2012-13	Operating
	2.4.3 Create free for loan early literacy kits, which incorporate books and relevant toys covering popular early childhood subjects/material to highlight the connection between play and learning.	2012-13	Operating
	2.4.4 Simplify and improve access to children's Non Fiction collections.	2012-13	Operating

### GOAL 3: Add value to community life

STRATEGIES	ACTIONS	TIMING	FUNDING
3.1 Utilise social networking technologies to communicate and connect with our customers.	3.1.1 Implement the use of e-mail, SMS and pod casting as communication tools	2012-2016	Operating
	3.1.2 Develop a Facebook and Twitter page for Unley Libraries.	2012	Operating
	3.1.3 Develop and implement an electronic newsletter for Unley Libraries.	2012	Operating
3.2 Provide flexible spaces to support diverse needs.	3.2.1 Create an outside seating area to cater for customers to make use of our free internet access after hours.	2014-15	Capital
	3.2.2 Create a “green space” in the Goodwood Library for further community engagement, reading and learning opportunities.	2013-14	Operating
	3.2.3 Improve the combination of self-service and customer service at the Unley Library.	2013-14	Capital
	3.2.4 Create different zones in the library to meet different needs – eg. quiet spaces, meeting spaces, group study, socialising, informal learning and fun activities.	2012-2016	Operating
	3.2.5 Provide additional power points and tables for the use of personal devices such as laptops.	2012-13	Operating
3.3 Investigate the potential for a library café in the Unley Civic Library.	3.3.1 Investigate introducing a café type service in the Unley Civic Library in partnership with local businesses.	2015-16	New Initiative
3.4 Promote Unley Libraries as an essential service that adds value to the Unley community.	3.4.1 Develop an awareness campaign targeting non-users.	2013-14	Operating
	3.4.2 Form a Library Advisory group that will support the implementation of the strategic plan.	2012	Operating
	3.4.3 Regularly consult with our community to ensure we meet their needs, and offer hard copy and online feedback forms to improve communication.	2012-2016	Operating
	3.4.4 Participate in state-wide and national initiatives to promote libraries, such as the National Year of Reading 2012.	2012-2016	Operating

## GOAL 4: Respond to changing expectations

STRATEGIES	ACTIONS	TIMING	FUNDING
4.1 Improve customers' ability to return and borrow library items.	4.1.1 Replace and increase the number of patron self- checkouts to address issues such as waiting time and privacy.	2013-14	Capital Replacement
	4.1.2 Review the location of the after hours return bins at Unley Library and Fullarton Park Library.	2013-14	Operating
4.2 Review the library service model (opening hours, branches) to ensure the library continues to be accessible for the community.	4.2.1 Review the opening hours of the Unley Libraries, including the Unley Toy Library.	2015-16	New Initiative
	4.2.2 Investigate the sustainability of 3 libraries in Unley in consultation with the community with emphasis on access for each region of Unley, including depot/kiosk type services.	2015-16	Operating
4.3 Conduct a service review of Unley Libraries to ensure we can meet the emerging needs of the community.	4.3.1 Evaluate current services and establish benchmarks for future developments and improvements based on community needs.	2012-2016	Operating
	4.3.2 Examine the library staffing structure to ensure the existing human resources can effectively meet the critical customer demographics and needs.	2015-16	Operating
4.4 Continue to provide opportunities for staff development	4.4.1 Provide staff with regular opportunities to attend workshops, seminars, lectures and conferences to update and learn new skills.	2012-2016	Operating
	4.4.2 Actively participate in local, national and international opportunities where topics applicable to libraries cover innovation and creative thought.	2012-2016	Operating
	4.4.3 Provide staff with regular opportunities to visit libraries in South Australia for benchmarking and learning opportunities.	2012-2016	Operating

## GOAL 5: Build and develop partnerships

STRATEGIES	ACTIONS	TIMING	FUNDING
5.1 Seek out and develop suitable partnerships to enhance service delivery.	5.1.1 Create opportunities to collaborate with government and non-government agencies, not-for-profits and community groups to benefit residents.	2012-2016	Operating External Funding
	5.1.2 Further develop partnerships with Council departments to enhance services to our community and avoid duplication of cost.	2012-2016	Operating
	5.1.3 Investigate and develop partnerships with private residential care facilities, nursing homes and retirement villages to increase Home Library Service benefits.	2015-16	Operating
	5.1.4 Investigate partnership opportunities with Unley businesses.	2012-2016	External Funding
	5.1.5 Actively participate in initiatives by the Eastern Region Alliance Library group. (Burnside, Campbelltown, Norwood, Payneham & St Peters, Prospect, Tea Tree Gully and Walkerville)	2012-2016	Operating and ERA budget

**PROGRESS REPORT: The City of Unley Libraries "Reading the Future" Strategic Plan**

This report review implementation of Year 1 (2011/12); Year 2 (2012/13); Year 3 (2013/14); Year 4 (2014/15); Year 5 (2015/16) of the Library Strategic Plan.

STATUS	NUMBER	COMMENTS
COMPLETED	42	This is a significant achievement - successful implementation of all actions listed, with financial investment from Council and additional income through external funding applications and Friends of the Unley Libraries.
IN PROGRESS	6	Most actions in progress form part of a number of key projects (One Card Network; RFID implementation, Library Service Review) and is dependant on these projects for completion.
DEFERRED / DELETED	4	3 Actions deferred : Senior information on website; create an outside seating area; café type service at Unley Library; 1 Action deleted: Library Advisory Group
<b>TOTAL ACTIONS</b>	<b>52</b>	

STRATEGIES	ACTIONS	TIMING	COMMENTS	STATUS
<b>GOAL 1: Make information accessible</b>				
1.1 Expand the Digital Literacy Program to help the community keep up with new technology.	1.1.1 Provide access to resources and devices in the library, such as computers, online catalogues, tablets and mobile technologies such as SMS.	2012-2016	Installed 3 x additional public access computers in Goodwood Library Quiet Study; Extended computer time in Unley Quiet Study area from one to two hour sessions; SMS service ongoing; Refined online catalogue access after One Card Implementation	COMPLETED
	1.1.2 Continue to provide training opportunities in basic computer use.	2012-2016	Basic training on Microsoft Office 2010 software (improvement from 2003 software); Also includes training in mobile technologies such as smart phones, tablets, iPads, laptops.	COMPLETED
	1.1.3 Expand community computing courses to provide training in new technologies and software programs as required.	2012-2016	Launch of REBOOT, a new digital literacy training program in 2015, and introduction to other technologies such as iMacs and 3D Printers; making online music, downloading e-resources, etc.. Subscription to Lynda.com; partnership with UniSA (School of Information Technology and Mathematical Sciences), assisting in development of training programs	COMPLETED
	1.1.4 Provide dedicated tablets such as iPads in the library for reading online newspapers and magazines.	2012 -2016	3 x Mini iPads specifically for children' use 3 x iPads for adult use 2 x iPads for Home Library Service to assist home bound customers in selecting their own material 20 x Kindles for loan to adult and teen audiences	COMPLETED
1.2 Expand access to state-wide collections and information resources and reinforce the library as a one-stop-shop for access to information.	1.2.1 Join the State-wide Library Management System to give access to millions of books, DVDs and CDs held in libraries across SA along with digital content from a range of sources.	2013	Joined the One Card Network on 14 February 2013. Introduced operating savings and improved customer service across the Library Network.	COMPLETED
1.3 Simplify access to information for older people and people living with a disability.	1.3.1 Develop a separate page on the City of Unley's website focusing on information for seniors that will include links to local health, financial and support networks.	2012-2013	The City of Unley upgraded the Council website. Separate page development is included in a Stage Two upgrade. There is no timeline for this, and therefore this item is deferred until further notice.	DEFERRED
	1.3.2 Continue to invest in devices and technology for people living with a disability.	2012-2016	Ron Young Grant Funding 2012 successful: Dedicated laptop for Books in the Sky program; Audio Navigators and Licences for people with sight impairment; 24" PC Monitor for public PC ; 2 large font keyboards for public PC; Acrobat Desktop Electronic Magnifier; Zoomtext software for public PC	COMPLETED
1.4 Increase staff capacity as professional information providers.	1.4.1 Implement Radio Frequency Identification (RFID) technology to replace barcode technology and the ageing infrastructure.	2013-2014	Successful implementation 30 May 2016. 100% self service model is adopted, resulting in efficiency gains, reduction in manual handling for staff and improved collection management processes.	COMPLETED
1.5 Improve access to program information and registration.	1.5.1 Implement an online program booking system, which will allow customers to access program information from their mobile phones, tablets and computers.	2012	Implemented an Events Booking System to enable customers to book online and manage their attendance. The booking system allows for better resource planning and accurate record keeping.	COMPLETED
1.6 Provide the opportunity for customers to access their library account and pay fees online.	1.6.1 Utilise technologies such as Pay Pal to enable online payment of overdue and program fees.	2016	This project is part of the One Card Network, Stage Two. Anticipated implementation is June 2016.	IN PROGRESS

STRATEGIES	ACTIONS	TIMING	COMMENTS	STATUS
<b>GOAL 2: Provide reading, learning and entertainment opportunities</b>				
2.1 Develop an electronic collection.	2.1.1 Introduce a high quality, easily accessible e-book and e-audio book collection.	2014-2015	Ron Young Grant Funding 2012 successful for implementation of a Unley specific e-audio book collection, implemented Dec 2012. Overdrive state-wide implementation March 2013 for e-books. Zinio e-magazine collection implemented in July 2014. Kindle collection implemented in March 2014.	COMPLETED
	2.1.2 Evaluate and maintain the online database collection and promotion of digital databases, to make them more accessible and applicable for use in everyday life.	2013-2014	Evaluation completed as part of 1LMS Consortium levy consideration.	COMPLETED
	2.1.3 Investigate expanding the online music collection.	2014-2015	Subscription to Alexander Press Music. Further expansion on hold due to lack of suitable online resources and streaming options for public libraries. Will continually investigate opportunities as they arise.	COMPLETED
2.2 Provide lifelong learning opportunities for seniors.	2.2.1 Provide information talks, lectures and workshops on topics relevant to seniors such as transition to retirement, health awareness, etc.	2012-2016	Created new role on staff structure: Library Events Coordinator in 2012 within operation budget (no increase in FTE). Program development is ongoing. Implemented the Unley Voices Program - a choir aiming to reduce the impact of social isolation in 2013. Implemented an annual Library Festival to further promote life-long learning in the library. Introduced Creator Spaces in 2014 to encourage creative exploration and learning.	COMPLETED
	2.2.2 Provide opportunities for volunteers to share their expertise and knowledge.	2012-2016	Developed 2 new volunteer positions - proof reading & promotion writing (2012); new one-on-one iPad training volunteer role (2012), new volunteer positions in Collections Team - Pull List Volunteers.(2013) and Readers Advisory Volunteers (2015)	COMPLETED
	2.2.3 Implement the "Photo Frames" project to assist people living in aged care facilities to connect with their community and family, using photos as conversation starters.	2012	Ron Young Grant Funding (2011) successful - Photo Frames project implemented in 7 nursing homes and RSL's. Project implementation completed. Ongoing use of equipment by nursing staff and HACC volunteers	COMPLETED
2.3 Continue to support reading as a key element fundamental to the library.	2.3.1 Offer new and popular material in various formats.	2012-2016	Wii and Blu-Ray collections implemented in 2011/12; Early Literacy Packs developed and implemented in 2012. Kindle collections implemented 2014. Multi-lingual Literacy Packs developed and implemented in 2015.	COMPLETED
	2.3.2 Review the collection policies and layout of Unley Civic Library collections to accommodate growing collections.	2015-2016	Collection management driven by One Card network. P2 replacement (central purchasing software with BLUEsky acquisitions software - implementation September 2016.	IN PROGRESS
	2.3.3 Empower homebound patrons by providing them with new book lists to enable selection of their own materials.	2012-2013	Successfully applied for Ron Young Grant funding to IPAD's to help home bound customers select material directly from catalogue. Volunteers recruited and trained.	COMPLETED
	2.3.4 Expand reading resources for visually and mobility-impaired patrons.	2012	Ron Young Grant Funding 2012 successful: Dedicated laptop for Books in the Sky program; Audio Navigators and Licences for people with sight impairment; 24" PC Monitor for public PC ; 2 large font keyboards for public PC; Acrobat Desktop Electronic Magnifier; Zoomtext software for public PC	COMPLETED
	2.3.5 Support book clubs by providing resources and spaces to encourage reading.	2012-2016	Support total of 16 book clubs. Established new book club in March 2012 at Goodwood Library. Development of Fullarton Park bookclub underway in 2016.	COMPLETED
2.4 Review and expand how children's literacy needs are delivered.	2.4.1 Set up a Baby Book Club, which teaches carers how to play and read to their child, and encourage use of early literacy kits.	2014-2015	This item is deferred to the last half of 2016 due to RFID project work.	IN PROGRESS
	2.4.2 Evaluate and adapt the current BabyTime Program, with input from participants.	2012-2013	Evaluation and community consultation completed Aug & Sep 2012 for GW Babytime program. Survey results indicates high satisfaction rates. No changes to program required.	COMPLETED
	2.4.3 Create free for loan early literacy kits, which incorporate books and relevant toys covering popular early childhood subjects/material to highlight the connection between play and learning.	2012-2013	Project started January 2012, first 10 kits completion October 2012 - ongoing process to add kits to collection.	COMPLETED



STRATEGIES	ACTIONS	TIMING	COMMENTS	STATUS
	2.4.4 Simplify and improve access to children's Non Fiction collections.	2012-2013	Project completed, which involved extensive weeding program and re-arrangement of subject fields and presentation.	COMPLETED
<b>GOAL 3: Add value to community life</b>				
3.1 Utilise social networking technologies to communicate and connect with our customers.	3.1.1 Implement the use of e-mail, SMS and pod casting as communication tools	2012-2016	Email & SMS completed as part of One Card Network.	COMPLETED
	3.1.2 Develop a Facebook and Twitter page for Unley Libraries.	2012	Project completed March 2012. Nearly 1,000 followers on Facebook and 500 followers on Twitter.	COMPLETED
	3.1.3 Develop and implement an electronic newsletter for Unley Libraries.	2012 - 2016	Subscription to Constant Contact - email newsletter to 7,000 registered library patrons on a monthly basis (2012). Due to demand, now also a Reboot Digital Literacy newsletter and a Family Literacy newsletter in the making (2016)	COMPLETED
3.2 Provide flexible spaces to support diverse needs.	3.2.1 Create an outside seating area to cater for customers to make use of our free internet access after hours.	2014-2015	This is deferred until further notice due to budget and RFID project constraints.	DEFERRED
	3.2.2 Create a "green space" in the Goodwood Library for further community engagement, reading and learning opportunities.	2013-2014	Planter boxes delivered at GW library on 21/5/14, with Goodwood Primary school participating in a 'green thumbs' library project.	COMPLETED
	3.2.3 Improve the combination of self-service and customer service at the Unley Library.	2013-2014	100% self service RFID model implemented in May 2016. Staff training in 'roaming customer service' techniques to assist customers between the library shelves.	COMPLETED
	3.2.4 Create different zones in the library to meet different needs – eg. quiet spaces, meeting spaces, group study, socialising, informal learning and fun activities.	2012-2016	As part of the RFID project, additional seating areas were created at Unley and Goodwood Libraries to allow for mobile technology users (benches, seating, powerpoints, etc.)	COMPLETED
	3.2.5 Provide additional power points and tables for the use of personal devices such as laptops.	2012-2013	6 additional powerpoints installed in Unley Quiet Study, and around Large Print and Adult Fiction Areas in the Unley Library.	COMPLETED
3.3 Investigate the potential for a library café in the Unley Civic Library.	3.3.1 Investigate introducing a café type service in the Unley Civic Library in partnership with local businesses.	2015-2016	Deferred until after RFID implementation in May 2016. This will provide opportunity to review the newly created user spaces and identify partnership opportunities with local cafés in close proximity of both libraries.	DEFERRED
3.4 Promote Unley Libraries as an essential service that adds value to the Unley community.	3.4.1 Develop an awareness campaign targeting non-users.	2013-2014	Developed an ongoing infographic and annual report (2014)	COMPLETED
	3.4.2 Form a Library Advisory group that will support the implementation of the strategic plan.	2012	2 Elected members appointed to Advisory Group Advert in local messenger in June. Appointments made, first meeting was scheduled November 2012. <b>Group disbanded after formation of Community &amp; Culture Committee in April 2013.</b>	DELETED
	3.4.3 Regularly consult with our community to ensure we meet their needs, and offer hard copy and online feedback forms to improve communication.	2012-2016	Develop hard copy and online request forms (2012).	COMPLETED
	3.4.4 Participate in state-wide and national initiatives to promote libraries, such as the National Year of Reading 2012.	2012-2016	A plethora of programs and initiatives were implemented over the last five years, ranging from Library Week, to Every Generation Celebrations, Festival of Mud and Unley Libraries Festival	COMPLETED
<b>GOAL 4: Respond to changing expectations</b>				
4.1 Improve customers' ability to return and borrow library items.	4.1.1 Replace and increase the number of patron self-checkouts to address issues such as waiting time and privacy.	2013-2014	Part of RFID project. At Unley Library 5 new RFID kiosks; Goodwood Library 3 new kiosks will be introduced by May 2016.	COMPLETED
	4.1.2 Review the location of the after hours return bins at Unley Library and Fullarton Park Library.	2013-2014	Reviewed as part of RFID project. Budget constraints to implement RFID technologies. No changes anticipated at this time.	COMPLETED
4.2 Review the library service model (opening hours, branches) to ensure the library continues to be accessible for the community.	4.2.1 Review the opening hours of the Unley Libraries, including the Unley Toy Library.	2015-2016	Part of the Library Service Review - consultation scheduled for June - August 2016.	IN PROGRESS

STRATEGIES	ACTIONS	TIMING	COMMENTS	STATUS
	4.2.2 Investigate the sustainability of 3 libraries in Unley in consultation with the community with emphasis on access for each region of Unley, including depot/kiosk type services.	2015-2016	Part of the <b>Library Service Review</b> . Fullarton Park Library service model changed - now depot and Readers Advisory service (march 2015). A Motion on Notice in June 2015 confirmed Council's commitment to retain Goodwood Library as a community hub and library service.	COMPLETED
4.3 Conduct a service review of Unley Libraries to ensure we can meet the emerging needs of the community.	4.3.1 Evaluate current services and establish benchmarks for future developments and improvements based on community needs.	2012-2016	Part of <b>Library Service Review</b> . Completed March 2015.	COMPLETED
	4.3.2 Examine the library staffing structure to ensure the existing human resources can effectively meet the critical customer demographics and needs.	2015-2016	Part of <b>Library Service Review</b> . Completed March 2015.	COMPLETED
4.4 Continue to provide opportunities for staff development	4.4.1 Provide staff with regular opportunities to attend workshops, seminars, lectures and conferences to update and learn new skills.	2012-2016	Numerous training opportunities, including Library Assistants Big Day Out, YAC conference, VALA conference, Readers Advisory Workshop, Quaterly Network Meetings, SME Groups, 1LMS Groups, PLSA Conference in 2013 and 2015 and ALIA Conference in 2016	COMPLETED
	4.4.2 Actively participate in local, national and international opportunities where topics applicable to libraries cover innovation and creative thought.	2012-2016	Unley Young Writers Creative Mentorship Program 2014 Hosting <b>Visions 2100</b> - a panel discussion with some of the world's leading environmental thinkers and influencers in June 2016	COMPLETED
	4.4.3 Provide staff with regular opportunities to visit libraries in South Australia for benchmarking and learning opportunities.	2012-2016	Opportunities available through PLSA networking committees (SACLYS, Customer Service, Home Library Service, Marketing and Promotions, etc.); Staff visited neighbouring in preparation of RFID project implementation	COMPLETED
<b>GOAL 5: Build and develop partnerships</b>				
5.1 Seek out and develop suitable partnerships to enhance service delivery.	5.1.1 Create opportunities to collaborate with government and non-government agencies, not-for-profits and community groups to benefit residents.	2012-2016	Tax Office Help (2012); Aged Care Alternatives (2013); DSS Family Connections Program (2014); UniSA - School of Information Technology and Mathematical Sciences (2014); UniSA Occupational Therapist student placement program (2016)	COMPLETED
	5.1.2 Further develop partnerships with Council departments to enhance services to our community and avoid duplication of cost.	2012-2016	Seek ongoing opportunities to work closer within Community Department business units	COMPLETED
	5.1.3 Investigate and develop partnerships with private residential care facilities, nursing homes and retirement villages to increase Home Library Service benefits.	2015-2016	Scheduled for second half of 2016 as result of RFID project implementation	IN PROGRESS
	5.1.4 Investigate partnership opportunities with Unley businesses.	2012-2016	Draft proposal developed, to be refined and discussed with Manager Economic Development. On hold due to position vacancy.	IN PROGRESS
	5.1.5 Actively participate in initiatives by the Eastern Region Alliance Library group. (Burnside, Campbelltown, Norwood, Payneham & St Peters, Prospect, Tea Tree Gully and Walkerville)	2012-2016	Quarterly meetings ( 2012 - 2013). Group became obsolete in 2014 when the One Card Network was implemented.	COMPLETED

## **DECISION REPORT**

**REPORT TITLE:** 2016/17 EVENTS PROGRAM  
**ITEM NUMBER:** 19  
**DATE OF MEETING:** 4 MAY 2016  
**AUTHOR:** CARLY SMITH  
**JOB TITLE:** EVENTS COORDINATOR

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### **EXECUTIVE SUMMARY**

The purpose of this report is to outline and seek feedback on a proposed events program for inclusion in the 2016/17 Annual Business Plan and budget consideration.

2015/16 event season has been the most successful for Council to date, with a record number of events being held throughout Unley. The proposed 2016/17 program aims to build on this success and takes into consideration the feedback and learnings from previous years. The proposed program will see approximately 10 Council run events along with an increased capacity to support the growing number of community run events being attracted to and held within Unley.

### **RECOMMENDATION**

MOVED:  
SECONDED:

It be recommended to Council that:

1. The report be received.
  2. The 2016/17 Events Program as outlined in Attachment 1 of Item 19/16 be endorsed by Council as part of the 2016/17 Annual Business Plan and budget.
  3. The rescheduling of the Double Shot Coffee Fiesta from February to October 2017 is endorsed.
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## 1. **RELEVANT CORE STRATEGIES/POLICIES**

The *Living* theme of Council's Community Plan 2033 contains strategic objectives of:

- *Enlivened public places support community interaction, celebration and gathering*
- *Main streets are active, alive and economically prosperous*
- *Arts and culture being a highly recognised and visible aspect of our City*
- *That signature events and festivals are attracted to our City*

The proposed Events Program is directly aligned to these objectives and is a key initiative identified in Council's 4 Year Plan.

## 2. **DISCUSSION**

The aim of Council's Events Program is to maximise community value and usage of public spaces through the delivery of a diverse range events throughout the City of Unley

Following a successful pilot of public Place Activation initiatives in 2012/13, the subsequent Council endorsement of the Place Activation Events Program and the development of the Event Planning Toolkit, the number and quality of community events in our City have continued to grow.

The recent 2015/16 events season has been our most successful to date with a record number of both Council and community run events being held throughout the City of Unley, achieving impressive attendance figures and positive feedback from our community. The table below outlines the events held in 2015/16.

<b>2015/16 Council events</b>	<b>2015/16 Community events</b>
Unley Gourmet Gala	Dogapalooza
Double Shot Coffee Fiesta	Sri Lankan Food & Cultural Day
Ignite Unley –Unley Oval	An Evening Under the Stars
Ignite Unley – Soutar Park	Goodwood Groove
Ignite Unley – Heywood Park	Halloween on KWR
Ignite Unley – Fullarton Park	SALA Gala in the Garden
Every Generation Festival	Unley Community Market
Australia Day	Variety on King William
Fringe in Unley	French Christmas Market
Ni Hao Unley	ETSY Made Local
Festival of Mud	Carols at the Rotunda
Young Minds Market	Lightsview Ride Like Crazy
Unley Libraries Festival	Back to Goodwood
Harmony Day	Adelaide Sarvajanik Ganeshotsav
	Goodwood Greek Festival
	Sisters Market

Whilst being highly successful, the 2015/16 events season has challenged existing staff resources. These challenges will be even greater in 2016/17 with the transfer of the Unley Gourmet Gala management from Council's Marketing and Communications Team to our Events Coordinator, pending Council's endorsement of the proposed budget 2016/17.

The proposed 2016/17 Events Program is aimed at delivering a series of successful activities and events at key locations across the City of Unley to create a sense of place, excitement and encourage increased community interaction, celebration and gathering. The proposed program has been developed in consideration of feedback and learnings from previous years. The 2016/17 program also encourages increased event activity by local community groups via the continued Events Attraction funding.

In 2016/17 it is recommended that Council continues to host the key events which have proved extremely popular in the local community along with continued support for community events. A budget bid of \$110,000 has been prepared for Council's consideration to fund the 2016/17 Events Program (excluding Unley Gourmet Gala). Within this program, it is proposed that the Double Shot Coffee Fiesta is delayed until October 2017 and instead \$20,000 of the Double Shot budget is reallocated to attracting alternative Fringe activities in the City of Unley.

#### 2016/17 Proposed Program

##### **Unley Gourmet Gala**

For the first time, this major event will be managed by Council's Events Coordinator in partnership with an external event management company to ensure the successful delivery of this keystone event which attracts in excess of 30,000 people to the City each year.

Community engagement with key participants, sponsors, stakeholders and Elected Members will be undertaken to identify opportunities for growth and improvement. An effort will be made to increase sponsorship funding and implement feedback and learnings from previous years. The budget for this event has been proposed separately in the 2016/17 budget program for Council's consideration.

##### **Double Shot Coffee Fiesta**

The third Double Shot Coffee Fiesta event was held in February 2016 and was met with overwhelming success, attracting in excess of 10,000 people to the City of Unley and injecting an estimated \$250,000 in to the local economy. The event was named 'Best New Event in SA' at the Australian Event Awards, 'Best Event' in the Adelaide Fringe Weekly Awards and was also awarded a silver medal at the South Australian Tourism Awards.

For the first time the Australian Specialty Coffee Association Barista Championships were held in conjunction with the event which attracted visitors and competitors from interstate. The opportunity to host these competitions has cemented the event as one of Australia's leading coffee events, significantly boosting the City of Unley's tourism profile and the local economy through visitor spend in the area.

Given the ongoing success and growth of the Double Shot Coffee Fiesta it is recommended that this event continue. However, there has been constant discussion amongst the community, stall holders and sponsors as to whether or not the event should be moved to a cooler time of year. Whilst being part of the Adelaide Fringe has been beneficial for the event during its infancy, it now has a strong established brand and reputation which would allow it to flourish as a stand-alone event. By moving the event out of the 'Mad March' festival season, we would also have the opportunity to increase attendance by reducing competition.

In 2017, staff resourcing will also be an issue if the event was to continue in February. As previously noted, Council's Events Coordinator will be managing the Unley Gourmet Gala for the first time and would need significant additional resources if these two major events were to be delivered only weeks apart.

Therefore, it is proposed that the next Double Shot Coffee Fiesta is held in October 2017. This would effectively transition the event to a cooler time of year with less competition for audiences and would also create a more even distribution of the existing resources by ensuring that Council's two major events were several months apart. This timing would also be ideal for the Australian Specialty Coffee Association, should we be successful in obtaining the hosting rights for the State Barista Championships in 2017.

The rescheduling of this event would also extend the events season for the City of Unley residents offering a range of high quality events throughout the year rather than them all occurring in a relatively short, condensed period.

### **Ignite Unley Outdoor Cinema Program**

The Ignite Unley outdoor cinema program is now in its fourth year and was held across various locations throughout the 2015/16 events season. The events have once again been very popular, in particular the more adult screening held on Valentine's Day which attracted over 1,000 people to Heywood Park.

It is proposed that a similar program be run in 2016/17 with the possibility of some alternative locations being trialled such as Orphanage Park, Ridge Park and Scammell Reserve. The intention is to ensure that at least one event is run in each Council ward over a two year period.

Due to resource constraints and an increasing number of community run events requiring assistance, it is recommended that the program be reduced to three events in 2016/17.

### **Every Generation Festival**

Feedback from our previous two Every Generation Festival programs has indicated that we offered too much diversity in our program which unfortunately resulted in relatively low attendances. The Festival has also previously coincided with school holidays which may have also affected attendance due to many of our older residents unable to participate in programs due to child minding responsibilities.

In 2016 the Festival will be moved outside of the school holidays and it is proposed that we hold one large concert style event to celebrate Every Generation which aligns to Council's Active Ageing Strategy.

### **Australia Day Celebrations**

For the past two years a very successful Australia Day Street Party has been held on Oxford Terrace. However, the event has had a very small budget of \$5,000 which has impacted the amount of infrastructure (tables, chairs, umbrellas, staging) and the range and quality of entertainment that has been provided. In 2015/16 the allocated budget was exceeded to allow the event to proceed safely.

An increase of \$5,000 has been proposed in 2016/17 to enable Council to continue to provide this wonderful community event for our new citizens and ensure that there is adequate infrastructure and an engaging and enjoyable entertainment program.

### **Fringe in Unley**

In 2015/16 a new Fringe in Unley Program was trialled and aimed to bring a slice of the Adelaide Fringe to City of Unley residents in aged care facilities who are unable to experience the wonder of the festival season. We specifically targeted our community members most in need by selecting facilities whose residents require a higher level of care and often have little to no entertainment budget. Two Fringe acts toured six of our residential aged care facilities and we also hosted a ticketed event at the Town Hall. Approximately 650 people attended this program.

This initiative is aligned with Council's Age Friendly Strategy and it is recommended that \$10,000 is allocated to continue this program in 2016/17 to allow us to expand our reach and continue to grow this highly successful and valuable program.

It is also recommended that an additional \$20,000 is reallocated from this year's Double Shot Coffee Fiesta in order to attract an alternative Fringe event into the Unley area for the 2017 Fringe season. Initial ideas for this have been a repeat of the Ni Hao Unley event or a wine maker's festival. Noting that as the Fringe is only a few weeks after Council's Gourmet Gala event, this additional Fringe activity would need to be outsourced.

### **Event Attraction**

Following the endorsement of the Community Event Sponsorship Program in 2015/16, it was recommended that the available funding pool be increased by \$10,000 per annum to allow Council's Events Coordinator to continue to attract at least two new events in to the City every year.

The program was hugely successful in 2015/16 with the attraction of the ETSY Made Local Market and the Ni Hao Unley Chinese Festival. In 2016/17 there has already been some interest from the Guitar Festival to bring a program to the City of Unley.

### **Event Promotion and Staffing Support**

Due to the success of our Community Event Sponsorship Program there has been an increase in the number and scale of events being held within the City of Unley, which has put increased demand on the level of support required from staff. Additional funding is required to ensure a minimum of two staff are present at after-hours events and to meet our Work Health and Safety obligations.

A city-wide fridge magnet Events Calendar was developed for the first time in 2015/16 which was highly successful and to assist with staging Council's successful events.

The \$15,000 requested will also enable casual staff assistance throughout the peak events season to partially meet the increased support demands from community event organisers and to continue to produce the annual Events Calendar.

The attached program (Attachment 1 to Item 19/16) has been prepared for the Committee's consideration and feedback. The 2016/17 proposed Events Program has been developed based on the learnings from previous years to maximise community outcomes.

*Attachment 1*

## **3. ANALYSIS OF OPTIONS**

Option 1 – That the Community and Culture Committee recommend the program of events outlined in Attachment 1 to Item 19/16 of this report to be endorsed by Council as part of the 2016/17 Annual Business Plan and budget, including the rescheduling of the Double Shot Coffee Fiesta from February to October 2017.

This option will enable the delivery of an Events Program that will ensure a maximum number and diversity of events are delivered with the funds and staff resources available. The Double Shot Coffee Fiesta will be held at a more seasonable time of year with less competition for audiences and increased resource capability to support the staging of the event.



Option 2 – That the Community and Culture Committee recommend an alternative events program to be considered by Council as part of the development of the 2016/17 Annual Business Plan and budget.

The Community and Culture Committee may wish to change the type, number or nature of events listed in the program. Should the Committee wish to proceed with this option, the following factors should be considered:

- The learnings from previous events seasons
- Budget implications of changes or additions
- Current staff resources allocations
- Popularity of existing events.

#### **4. RECOMMENDED OPTION**

Option 1 is the recommended option.

#### **5. POLICY IMPLICATIONS**

##### ***Financial/budget***

A budget bid of \$110,00 has been prepared for the 2016/17 Events program (excluding Unley Gourmet Gala and Tour Down Under event), however should Council endorse the delaying of the Double Shot Coffee Fiesta this will be reduced to \$90,000.

##### ***Stakeholder Engagement***

There has been no formal Community Engagement undertaken to develop the 2016/17 Events Program. This will occur as part of the Annual Business Plan and budget process. However, informal discussions with community event organisers and sponsors have been considered in the development of the proposed 2016/17 Events Program.

#### **6. CONCLUSION**

*Activated Places*, is a key objective of the Community Plan and the development of an Events Program is a key initiative of the 4 year plan.

The 2016/17 Events Program is intended to:

- Activate local Unley spaces in a positive way that encourages community engagement and participation.
- Showcase the City of Unley as a desirable place to live, work and play.
- Position the City of Unley as an attractive place for community groups and external organisations to hold their events.
- Contribute to a thriving and prosperous business community by activating main streets and providing opportunities for local businesses to support community activities.

- Build on the successful elements of previous years' events to deliver a program that we know will be successful and well attended.

The proposed 2016/17 Events Program has been developed using the learnings from previous outdoor event seasons to deliver a diverse range of events at multiple locations using available funds and existing staff resources. The proposed program will offer a wide variety of community events throughout the year in order to achieve both community and economic development outcomes.

## **7. ATTACHMENTS**

1. Proposed Events Program 2016-17.

<i>Initiatives</i>	<i>Description</i>	<i>Date to be delivered</i>	<i>Approximate Cost</i>
<b>Unley Gourmet Gala</b>	The Unley Gourmet Gala is Council's largest events offering an exciting outdoor gourmet experience showcasing some of South Australia's finest food, wine, fashion, music and entertainment.	January 2017	Separate budget
<b>Ignite Unley Outdoor Cinema Program</b>	Free outdoor cinema events at various parks around Unley which offer fantastic entertainment with live music, kids activities, delicious food, popcorn, coffee and more!	November 2016 December 2016 February 2017	\$25,000
<b>Australia Day Celebrations</b>	A free community event held on Oxford Terrace including a free sausage sizzle, face painting, kids activities and live entertainment.	January 2016	\$10,000
<b>Every Generation Festival</b>	Each year the City of Unley participates in the Every Generation Festival by hosting a variety of activities that bring together the community in a celebration of life. In 2016, we would like to host a concert type event most likely in the Town Hall.	October 2016	Included in GM's Active Aging operational budget, (\$5,000)
<b>Fringe in Unley</b>	<u>Aged care program</u> - This program aims to bring a slice of the Adelaide Fringe to City of Unley residents in aged care facilities who are unable to get out and experience the wonder of the festival season.	February 2017	\$10,000
	<u>Outsourced event</u> - Funding to attract outsource the coordination of a Fringe event	February 2017	\$20,000

<b>Event Attraction</b>	These funds are used to attract at least two new medium-large scale events in to the City each year.	Oct – April	\$10,000
<b>Event Promotion &amp; Staffing Support</b>	These funds will be used to fund promotional activities such as the annual events calendar and additional staff resources required during the peak events season.	Oct - April	\$15,000
<b>Double Shot Coffee Fiesta (delayed)</b>	Celebrating our thriving coffee culture and talented baristas, this free community event offers coffee tastings, gourmet food, local musicians, entertainment and a fun, family friendly atmosphere.	October 2017	(\$40,000 delayed until 2017/18 budget)
<b>Total</b>	Approximately 10 events		<b>\$90,000</b>

## **DECISION REPORT**

<b>REPORT TITLE:</b>	COMMUNITY GRANT FUNDING ALLOCATIONS – ROUND 2 MARCH 2016
<b>ITEM NUMBER:</b>	20
<b>DATE OF MEETING:</b>	4 MAY 2016
<b>AUTHOR:</b>	MATTHEW IVES
<b>ROLE:</b>	CULTURAL DEVELOPMENT COORDINATOR

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### **EXECUTIVE SUMMARY**

The purpose of this report is to seek the Community and Culture Committee's support for Council endorsement of the recommendations for grant funding under the Community Grants Program for Round 2 of the 2015/16 financial year.

The Community Grants Program is a distribution of Council funding that supports the provision of programs, projects and events for the local community to participate in a wide range of recreational, cultural, community and environmental activities. There are 2 rounds each financial year.

This report reflects the recommendations made by the Administration from the applications received by 31 March 2016.

### **RECOMMENDATION**

MOVED:  
SECONDED:

That it be recommended to Council that:

1. The report be received.
  2. The Committee recommends to Council for endorsement Community Grant funding as detailed in Attachment 1 to Item 20/16.
  3. The applicants to be notified of the outcome of their application.
-

## **1. BACKGROUND**

The Community Grants Program has been in operation since 1979 and historically, has comprised two funding streams – Community Grants and Festivals and Events. Its purpose is to encourage active citizenship, community capacity building and to support community members to respond to local needs by providing assistance to individuals, community groups and organisations that provide projects, services programs, or events for residents of the City.

Following a review of the financial support provided to community-run events, Council endorsed in June 2015 (Item 159/15) consolidation of the Festivals and Events component of the Community Grants Program into the new Community Event Sponsorship Program.

The Community Grants Program now comprises of one funding stream for community grants with funding of up to \$4,000 available for a project or program that demonstrates benefit to the Unley community. An annual budget of \$62,500 for the Program was endorsed by Council for 2015/16 as part of the budget process.

Two funding rounds are offered each financial year in September and March.

## **2. DISCUSSION**

For the March 2016 round, a total of 17 applications were received, one of which has subsequently been withdrawn. The remaining 16 requested funding totalling \$52,677.40. This is the same number of applications received for the corresponding period last year and for which the total funding requested was \$59,965.00. The amount available for this 2<sup>nd</sup> round of grant funding is \$29,600.

An administrative working group comprising Council's Team Leader Community Centres, Cultural Development Coordinator, Coordinator Fullarton Park Community Centre and Executive Assistant Corporate Services met on 14 April 2016 to assess the applications and to propose funding of the projects and programs as outlined in Attachment 1 to Item 20/16.

*Attachment 1*

All applications were assessed and ranked using the criteria outlined in the Guidelines (Attachment 2 to Item 20/16). A scoring system, consistent with the weighting of the criteria, produced a ranking for all projects, which is then used to determine the levels of funding recommended, i.e. funding or partial funding.

*Attachment 2*

A copy of the Community Grants applications, together with a summary of the Administration's recommendations for funding, is available in the Members Room.

### **3. COMMUNITY ENGAGEMENT**

The Community Grants Program was advertised in the *Eastern Courier Messenger*, on Council's web site, and at Council's community centres and libraries. Information was also circulated to a number of community organisations, individuals and community groups.

Informal sessions were offered to prospective applicants to assist with the preparation of submissions. No community groups took up this offer.

### **4. ANALYSIS OF OPTIONS**

Option 1 – Community Grants be funded as outlined in Attachment 1 to Item 20/16 and the applicants notified of the outcome of their application

This option will provide valuable support to City of Unley residents' by supporting the delivery of programs, projects and activities that make a positive impact in the community.

Option 2 – Council may wish to make changes to the recommendations for funding

Council may wish to change the funding allocations to reflect alternate funding priorities. However, in making any changes, Council should consider the budget, the guidelines, existing policies and probity of decision making.

### **5. RECOMMENDED OPTION**

Option 1 is the recommended option.

### **6. POLICY IMPLICATIONS**

There are no significant policy implications with this decision and the recommendations are consistent with the Community Grants Program Policy. There is an allocation in the 2015/16 annual budget and business plan to cover the allocation of the grant funding.

## **7. CONCLUSION**

Projects and activities supported by the grants program provide the opportunity for local community groups, individuals and organisations to make a positive impact on the local and wider community by meeting community needs, building resilience and promoting lifelong leisure and learning opportunities.

The number of community grant applications received this round was equal to the numbers received the same time last year. However there has been an increase in the overall number of Grant Applications received during this financial year, with a total of 41 applications. A total of \$62,500 has been allocated to Community Grants during this financial year.

The Committee's recommendation to Council for endorsement of grant funding as outlined in Attachment 1 to Item 20/16 is sought.

## **8. ATTACHMENTS**

1. Funding Allocations.
2. Community Grant Guidelines.



**COMMUNITY GRANTS PROGRAM FUNDING: ROUND 2 – 2016/2017****MARCH 2016**

Project No.	ORGANISATION AND PROJECT	AMOUNT SOUGHT	AMOUNT RECOMMENDED	COMMENTS
1	Goodwood Cricket Club Inc  Equipment to support Junior Coaching Clinics	\$3000.40	\$3000.40	Recommended for <b>FULL</b> funding. <ul style="list-style-type: none"><li>• The criteria for funding have been met.</li><li>• The project provides free cricket coaching clinics for children 9-18 years encouraging higher participation levels and improving enjoyment by way of increased ability</li><li>• The applicant is based in Unley.</li></ul>
2	Joanne Spadavecchia  Drop in service with for young people at Fullarton Park Community Centre	\$4,000.00	\$3,600.00	Recommended for <b>PARTIAL</b> funding. <ul style="list-style-type: none"><li>• The criteria for funding have been met.</li><li>• Establishing connections between youth who experience difficulties (social anxiety, depression, low self-esteem etc, and then raising their confidence and ability to cope and contribute to the local community</li><li>• The applicant is based in Unley.</li></ul>
3	The Italian Folk Ensemble  Music materials for 'Le Partenze' (The Separations) rehearsals	\$2,485.00	\$738.75	Recommended for <b>PARTIAL</b> funding. <ul style="list-style-type: none"><li>• The criteria for funding have been partially met.</li><li>• Providing opportunities for older members of the Italian community to rehearse traditional music for a performance at the end of 2016 to the wider community</li><li>• The applicant is based in Unley.</li></ul>

Project No.	ORGANISATION AND PROJECT	AMOUNT SOUGHT	AMOUNT RECOMMENDED	COMMENTS
4	Forestville Hockey Club  Equipment, tables and chairs to support Junior Hockey Development	\$,4000.00	\$4,000.00	Recommended for <b>FULL</b> funding. <ul style="list-style-type: none"> <li>• The criteria for funding have been met.</li> <li>• Enabling more children to participate and develop their skills in free hockey activities and provide opportunities for children to be physically active</li> <li>• Encourage parents to become involved with their children (for under 11 year olds)</li> <li>• The applicant is based in Unley.</li> </ul>
5	Sustainable Communities SA - Unley Group  Workshops and local projects to encourage the community to grow food and save its trees	\$4,000.00	\$2,675.00	Recommended for <b>*FULL</b> funding. <ul style="list-style-type: none"> <li>• The criteria for funding have been met.</li> <li>• Encouraging community food growing and demonstrating what can be grown in small spaces – focus on container growing and vegie beds on road verges</li> <li>• The applicant is based in Unley.</li> </ul> <p>*NB. The tree mapping study and venue hire of the project were withdrawn by the group which resulted in a reduction in the amount requested.</p>
6	Greek Pensioner and Aged Society  Day trip for socially isolated older members of the Unley Greek community	\$3,744.00	\$2,246.40	Recommended for <b>PARTIAL</b> funding. <ul style="list-style-type: none"> <li>• The criteria for funding have been met.</li> <li>• The project has the ability to encourage socially isolated people to mix with others and form new friendships</li> <li>• The applicant is based in Unley.</li> </ul>

Project No.	ORGANISATION AND PROJECT	AMOUNT SOUGHT	AMOUNT RECOMMENDED	COMMENTS
7	Sammy D Foundation  Party Wise inter-interactive discussions with young people on alcohol and other drugs	\$3,168.00	-	<b>Not recommended for funding.</b> <ul style="list-style-type: none"> <li>While the criteria for funding were met, support from intended recipients and host organisations was lacking and details regarding presentations were limited.</li> <li>The applicant is not based in Unley.</li> </ul>
8	Royal Agriculture and Horticultural Society  Mural project with local community groups on Goodwood Road	\$4,000.00	\$3,000.00	Recommended for <b>PARTIAL</b> funding. <ul style="list-style-type: none"> <li>The criteria for funding have been met.</li> <li>Project between professional artists and local community groups to produce mural in lead up to Royal Show. Contribution to much larger mural project on Goodwood Road.</li> <li>The applicant is based in Unley.</li> </ul>
9	St Raphael's School Parkside  St Raphael's Outdoor Education Space	\$4,000.00	-	<b>Not recommended for funding.</b> <ul style="list-style-type: none"> <li>While the criteria for funding were met the proposed environmental project is located on private land with limited access for wider community</li> <li>The applicant is based in Unley.</li> </ul>
10	Rotary Club of Unley  Promotion of awards for customer service in Unley Road businesses	\$4,000.00	-	<b>Not recommended for funding.</b> <ul style="list-style-type: none"> <li>While the criteria for funding were met the costs of the promotion outweighs the award prizes and are considered to have limited benefits to the Unley community</li> <li>This concept has been flagged with Council's Economic Development staff for further consideration</li> <li>The applicant is based in Unley.</li> </ul>

Project No.	ORGANISATION AND PROJECT	AMOUNT SOUGHT	AMOUNT RECOMMENDED	COMMENTS
11	The Goody Patch  Water conservation infrastructure and workshops in using sustainable water technologies, rain water tanks, appropriate planting choices and mulching methods	\$3,994.00	\$3,994.00	Recommended for <b>FULL</b> funding. <ul style="list-style-type: none"> <li>• The criteria for funding have been met.</li> <li>• Development of water conservation practices through workshops and education based programs</li> <li>• Purchase of a water tank for gathering of rain water</li> <li>• The applicant is based in Unley.</li> </ul>
12	Unley Salvation Army	\$1,130.00	-	<b>Not recommended for funding.</b> <ul style="list-style-type: none"> <li>• Ineligible due to funds being applied to purchase of capital item (garage roller door)</li> <li>• The applicant is based in Unley.</li> </ul>
13	Withdrawn			
14	Theofania Kulpinski Inter-generational literacy and arts project over one day in Goodwood	\$3,850.00	-	<b>Not recommended for funding.</b> <ul style="list-style-type: none"> <li>• While the criteria for funding were met, the project's aims and outcomes were not clearly defined nor was there an identified need and support from local community.</li> <li>• The applicant is not based in Unley. However, the outcome is specifically for Unley residents.</li> </ul>
15	Claire Glenn Playwright fee for production by SAYarts	\$2,500.00	\$2,250.00	Recommended for <b>PARTIAL</b> funding. <ul style="list-style-type: none"> <li>• The criteria for funding have been met</li> <li>• Fee will support the larger production costs of a theatrical work by SAYarts with a theme of domestic violence</li> <li>• The applicant is not based in Unley. However, SAYarts is based in Unley.</li> </ul>

Project No.	ORGANISATION AND PROJECT	AMOUNT SOUGHT	AMOUNT RECOMMENDED	COMMENTS
16	<p>Studio Flamenco Inc</p> <p>Establishment of youth Flamenco company</p>	\$3,550.00	\$3,195.00	<p>Recommended for <b>PARTIAL</b> funding.</p> <ul style="list-style-type: none"> <li>• The criteria for funding have been met.</li> <li>• Project involving free participation of children new to dance culminating in performances</li> <li>• The applicant is based in Unley.</li> </ul>
17	<p>Clarence Park Community Centre</p> <p>Butterfly Corner – a community maintained garden bed to enhance the Clarence Park Community Centre</p>	\$1,000.00	\$900.00	<p>Recommended for <b>PARTIAL</b> funding.</p> <ul style="list-style-type: none"> <li>• The criteria for funding have been met.</li> <li>• Project to encourage biodiversity within area and create positive visual impact on street scape supported by the local community</li> <li>• The applicant is based in Unley.</li> </ul>
		\$52,677.40	\$29,599.55	

### WHAT IS THE PURPOSE OF THE COMMUNITY GRANTS PROGRAM?

The purpose of the program is to encourage and support community projects that provide a service or program to residents of the City by fostering opportunities for individuals, community groups and organisations to access and participate in a wide range of activities and projects.

Grant funding of up to \$4,000 is available.

Funding is offered twice a year and, for the 2015/16 financial year, applications will close in **September 2015** and **March 2016**. The closing date for the March funding round is 31 March 2016.

**Late applications will not be accepted.**

### WHO CAN APPLY?

Applications will be considered from \*individuals, not-for-profit community groups and organisations.

Applicant organisations do not need to be incorporated but must have a current bank account in the applicant organisation's name.

Individuals, community groups and organisations may only submit one application per funding round.

Applicants must operate within the Unley local government area or proposing an activity that will take place within the Unley LGA.

*\*Individuals may only apply under the auspice of a not-for-profit community group or organisation.*

### WHAT FUNDING IS AVAILABLE?

You may apply for funding of up to \$4,000 in the areas of:

- **Recreation** (i.e. innovative community recreation and physical activity programs; new equipment, fitness programs new to Unley)
- **Art and Culture** (i.e. collaborative arts projects between artists and the community, cultural awareness programs, community art projects)
- **Community** (i.e. new initiatives and/or programs especially targeting disadvantaged or minority groups, learning and skill development, community health and safety programs, new equipment that increases the ability of a group to deliver a service or program to the wider community, promotion of healthy eating and access to healthy food)
- **Environment** (i.e. community garden projects, environmental awareness and education, streetscape programs in partnership with Council,

initiatives that reduce water and energy use, waste, minimise pollution or improve vegetation)

### WHAT IS THE CRITERIA FOR FUNDING?

Your application must:

- Meet an identified recreation, cultural, community and/or environmental need in the City which is clearly defined and researched.
- Be of direct benefit to residents of the City of Unley.
- Encourage active citizenship and participation by the wider community to provide access to a unique and diverse opportunity.
- Have a clearly defined evaluation process.
- Show the ability to obtain additional resources if grant money forms only part of the funding needed. Resources could include fund raising, grants, volunteers, in kind support, use of existing funds, etc.

### IF YOU ANSWER **YES** TO ANY OF THE FOLLOWING QUESTIONS, YOU ARE **NOT ELIGIBLE** TO APPLY.

Will the funding be used for:

- Ongoing salary or salaries (a position created for the length of the project is considered eligible) or associated day-to-day operational costs.
- Reimbursement of moneys already spent or for competitions, projects, programs or a purchase that have already been completed or costs that have already been incurred prior to 1 June 2016.
- Activities and purposes primarily associated with, and for the benefit of a commercial organisation.
- Renovations or capital works, defined as permanent improvements to a building or grounds that will increase its capital value.
- A purpose or purposes where the core funding responsibility normally rests with the State or Federal Government.

### WHAT ELSE?

- All applications must be received on the Council approved Application Form and by the closing date.
- Successful applicants must confirm their intention of accepting the grant and conditions by completing a Grant Acceptance Form, which must be received by Council before any grant funding is made.

- You are required to submit a Final Financial Acquittal Report within two months of the project completion. Receipts for purchases must be included. Any applicant not meeting this obligation could be ineligible for future financial support.
- As part of the grant acceptance process, you may be required to attend an evening function to celebrate all community grant funding and to share your project/event with other grant recipients.
- Any changes to the project expenditure must be submitted to Council in writing for approval.
- Successful applicants must acknowledge the City of Unley in any publications or publicity regarding the project.
- Council reserves the right to publish your organisation/club name on the City of Unley web site
- If your application is for purchases of \$500 and over, you must submit a minimum of two quotes with your application.
- In kind volunteer hours are to be calculated at \$27.45 per hour.
- Other in kind contributions can include donated materials; professional expertise; venue hire; other costs being absorbed by the organisation/club.

## INSURANCE

All applicants should consider conducting a risk assessment process for their project to address any necessary insurance implications. Organisers should check their current insurance arrangements to determine if any extra cover is required.

## WHAT HAPPENS TO MY APPLICATION?

- You will be sent a notification that your application has been received.
- Applications are assessed by a panel and final recommendations submitted to the Community and Culture Committee prior to presentation to the May 2016 Council meeting for final determination.
- You will be notified of the outcome of your application within one week of the Council meeting.

- If your application is successful, the Grant Acceptance form must be completed and returned to Council before payment is made.
- The Council reserves the right to part-fund an application.

## HOW TO APPLY?

Please complete the checklist below and return the application form and supporting documentation to the City of Unley.

- ☐ I have read the guidelines and to the best of my knowledge the organisation is eligible.
- ☐ I have completed all sections and signed the application form.
- ☐ I have attached quotes for the purchase of new items costing \$500 and over.

Post to: Pamela Hocking  
Community Grants Program  
City of Unley  
PO Box 1  
Unley SA 5061

Hand deliver: The City of Unley  
181 Unley Road  
Unley SA 5061

Artists and individuals working in conjunction with a group or organisation should apply under the auspice of an incorporated organisation.

## GRANT WORKSHOPS

Workshops will be held for those groups and artists who would like assistance with their grant applications. The workshops will include information on applying for grant funds; however, the primary focus will be on the “nuts and bolts” of applying for grant funding. Topics will include incorporation, auspice applications, taxation, eligibility and budget preparation.

If you would like to attend a workshop, contact the City of Unley on 8372 5108.