

AGENDA

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Acknowledgement to Country

Shellharbour City Council acknowledges the Traditional Owners and Custodians of the Land on which we are meeting and pays its respects to Elders past, present and emerging.

1. Apologies / Leave of Absence

2. Confirmation of Minutes

2.1 Australia Day Advisory Committee Meeting 13 January 2021

That the Minutes of the Australia Day Advisory Committee Meeting held on 13 January 2021 as circulated be taken as read and confirmed as a correct record of proceedings.

2.2 Australia Day Advisory Committee of the Whole Meeting 13 January 2021

That the Minutes of the Australia Day Advisory Committee of the Whole Meeting held on 13 January 2021 as circulated be taken as read and confirmed as a correct record of proceedings.

3. Community and Customers

3.1 Australia Day Celebrations (11639827)

To the Chief Executive Officer

Directorate: Community and Customers

Department: Community Engagement and Activation

Manager: Jamie Dawson – Manager Community Engagement and Activation

Author: Peita Quarmby – Events and Activations Officer

Summary

The purpose of this report is to provide a debrief summary of the events that took place under the collective banner of Australia Day Celebrations held on 26 January 2021.

Background

The Australia Day Celebration has been on Shellharbour City Council's calendar of events for over 20 years. Prior to this year, it has been in the form of a community event that incorporates formality and fun, with a public Civic Ceremony and a cooked breakfast to share with family and friends.

This year's celebration was adapted to meet the Covid-19 guidelines at that time and included two citizenship ceremonies at the Civic Centre, a welcome and smoking ceremony performed by Gumaraa, a HARS flyover and a mural festival.

Civic Ceremony

The day commenced with a Civic Ceremony, including Welcome to Country from Uncle Richard Davies, Civic Welcome from the Mayor followed by the first citizenship ceremony of the day.

Shellharbour's first citizenship ceremony welcomed 14 (1 child, 13 adult) new citizens as part of the official ceremony.

Gumaraa welcomed new Citizens via a welcome and smoking ceremony between Citizenship ceremonies.

The day concluded with Shellharbour's second citizenship that ceremony welcomed 15 (4 child, 11 adult) new citizens as part of the official ceremony.

Mural Festival

A community focussed mural festival was incorporated into the day. Five incredibly talented local & internationally recognised artists brought their large-scale artworks to life at different locations around the City.

The festival received significant praise from community, business owners and the artists themselves. The works had added a beautiful vibrancy to the town centres. This was a significant project that has added a lasting legacy to the City to mark the day.

Australia Day Celebrations 2022

Planning has commenced for 2022. The Events Officer will investigate future partnership opportunities with local community groups for provision of:

- Youth activities
- Cultural activities

Financial/resource implications

The 2021 activities were funded through Council's annual operational allocation for Events and cultural activity. Council normally sponsorship from local businesses to support the event, however due to the changes in the structure for 2021 and the recognisable stress in the economic climate, sponsorship was not sought as operational funding was adequate to design and deliver all activities.

Legal & Policy implications

Nil

Public/social impact

Council is committed to delivering a range of events across the City that provide opportunity for social engagement, entertainment and social networks. The Australia Day Celebration encourages and supports activities where the community can gather and celebrate. Additionally, attracting tourism benefits including increased visitation and promotion of Shellharbour City as a destination.

Link to Community Strategic Plan

This report supports the following objectives and strategies of the Community Strategic Plan:

- Objective: 1.6 A community which celebrates our local identity, rich cultural history and varied cultural pursuits.
- Strategy: 1.6.1 Celebrate, involve and educate our diverse community through a range of community activities.

Consultations

Internal

Nil

External

Verb Syndicate

Political Donations Disclosure

Not Applicable

Recommendation

That the Australia Day Committee receive and note this report and provide feedback on the 2021 event.

Approved for Council's consideration: **Jamie Dawson**
Manager Community Engagement and Activation

Date of Meeting: 7 April 2021

Attachment:

1. Official Debrief: End of Event Report – *Page 6*

Attachment 1 - Official Debrief: End of Event Report**SHELLHARBOUR CITY COUNCIL OFFICAL DEBRIEF: END OF EVENT REPORT****SHELLHARBOUR CITY COUNCIL EVENT WRAP-UP REPORT**

Title: *Australia Day Citizenship Ceremonies and Mural Festival*

Creative Overview: *Our usual Australia Day Event format changed from Breakfast by the Lake due to Covid. This was reinvented to include 2 citizenship ceremonies and a smoking ceremony and welcome dance. We also partnered with Wollongong & Kiama Councils to pay for a flyover (plane & helicopter) during the day.*

We also incorporated a community focussed mural festival into the day.

5 incredibly talented local & internationally recognised artists brought their large-scale artworks to life at different locations around the City.

Date: 26 January 2020

Time: 9am – 11am (Citizenship) 9am – 5pm (Murals)

Venue(s): **Citizenship Ceremonies:** *Civic Centre*

Mural Festival:

*Kane 'Trait' Horspool - IMB Bank, McKeon Lane carpark, Warilla
Krimson & Scott Nagy - Warilla Medical Centre, McKeon Lane carpark, Warilla
Claire Foxton - Bendigo Bank, Oak Flats
David Cragg - Shellharbour City Stadium
Gus Eagleton - Addison Street, Shellharbour Village*

Event Team: *Jamie Dawson, Peita Quarmby, Carmelina Nunnari, Jo Frasca*

Stakeholders: *Michael Boyle Photography, Gumaraa, Civic Centre Team, Shellharbour Council Nursery, Artists, Verb Syndicate, Emma Jones music, DJ Munch, Wollongong Council & Kiama Council and HARS for flyovers*

FEEDBACK SUMMARY:

- Great turn out for citizenship ceremonies
- The timings of the day worked well.
- Elements that worked out best with community engagement were the traditional smoking ceremony and Gumaraa dance troupe as part of the intermission of Citizenship Ceremonies.
- Engagement with the Community online via Mural Festival was hugely positive – lots of feedback from community and business owners in support of Council running this event again
- No issues with artists.
- The Civic Ceremony portion of the event worked well and went smoothly.
- Photo procedure was smooth after Civic Ceremony and photo backdrop worked well.

Communications Summary:

Australia Day Dinner:

**FROM THE MAYOR'S
DESK, SHELLHARBOUR**

BY CR MARIANNE SALIBA

SHELLHARBOUR City Council welcomed 30 new citizens at our Australia Day Citizenship Ceremonies this week.

These new citizens came from 16 different countries including Malta, Zimbabwe, Mexico, Spain, Thailand and Egypt.

It was so lovely being able to personally welcome them all to our community.

The citizenship ceremonies were quite moving, including the smoking ceremony by local Indigenous community and the Gumaraa Dancers.

I thank them all for the incredible welcome.

Our citizenship ceremonies are an opportunity for the community to reflect on Australia's history, as well as celebrate our cultural diversity and freedoms.

Australian citizenship ceremonies are an important part of our nation's celebrations and hold special significance for those becoming citizens and the broader



LOCAL HERO: Shellharbour's Citizen of the Year Donald Martin with Mayor Saliba.

Australian community.

I also want to congratulate our 2021 Citizen of the Year, Donald Martin, and Young Citizen of the Year, Charli Ryan.

Donald was nominated for

his dedication to community service.

As a founding member of the Foreshore Improvement Group (FIG) and an advocate for the cockle moratorium and local environment,

Donald works tirelessly to improve and maintain Lake Illawarra and surrounds.

He supports the Clean Up Australia Day campaign each year and independently cleans the lake foreshore.



THE FUTURE: Shellharbour's Young Citizen of the Year Charli Ryan.

He also engages with community initiatives to improve the local environment, reports illegal dumping and the removal of cockles above bag limits.

He has been a Legatee for over 30 years, dedicated to supporting Legacy families.

Donald also fought tirelessly against the proposed merger of Shellharbour and Wollongong City Councils.

Our Young Citizen of the Year, Charli Ryan, was nominated for her dedication to making positive change for students at Warilla High School and the broader community.

Charli actively participates

in and organises school fundraising events and well-being initiatives including White Ribbon and Harmony Day.

For R U OK Day, she developed an initiative to encourage students to check in with one another about mental health, which she extended to local police.

She has also invested her time to develop lesson plans to overhaul and improve the effectiveness of a guidance program for junior students.


She regularly participates in numerous community fundraising events.

Mural

Post Details

Shellharbour City Council
Published by Shelly Council 191 - February 5 · 🌐

David & Karla have been painting this amazing mural over at City Stadium. How talented to not only paint a giant mural but on a corrugated surface! 🎨 Hasn't it just brightened up the whole area! 🌈 They are finishing up tomorrow, so make sure you let them know what a fantastic job they have done!



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

3,182 People Reached 179 Engagements [Boost Post](#)

👍👍👍 Davy Cróin, Deborah Claire and 75 others 4 Comments 3 Shares

👍 Like 💬 Comment ➦ Share 🌐

Festival:

Performance for Your Post

3,182 People Reached

107 Reactions, Comments & Shares 📊

81 Like	67 On Post	14 On Shares
14 Love	9 On Post	5 On Shares
2 Wow	2 On Post	0 On Shares
7 Comments	4 On Post	3 On Shares
3 Shares	3 On Post	0 On Shares

72 Post Clicks

26 Photo Views	0 Link Clicks 📊	46 Other Clicks 📊
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NEGATIVE FEEDBACK


1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

Shellharbour City Council
Published by Hootsuite 171 - February 3 · 🌐

Last days to catch Claire Foxton paint the amazing mural at Bendigo Bank, Oak Flats. 🎨



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

2,467 People Reached 175 Engagements [Boost Post](#)

👍👍👍 Mel Boxall, Stephen Ashworth and 43 others 3 Comments 1 Share

👍 Like 💬 Comment ➦ Share 🌐

Performance for Your Post

2,467 People Reached

53 Reactions, Comments & Shares 📊

46 Like	44 On Post	2 On Shares
1 Love	1 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
4 Comments	4 On Post	0 On Shares
1 Share	1 On Post	0 On Shares

122 Post Clicks

27 Photo Views	0 Link Clicks 📊	95 Cover Clicks 📊
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NEGATIVE FEEDBACK

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 **Shellharbour City Council**
January 28 at 7:00 PM · 🌐

Last days to come & watch Krimson, Scott Nagy & Trait paint the murals at Warilla in McKeon Lane. 🎨
Be sure to say hi & cheer them on! 🙌



👍👍👍 146 23 Comments 6 Shares

👍 Like 💬 Comment ➦ Share 🌐

Oldest ▾

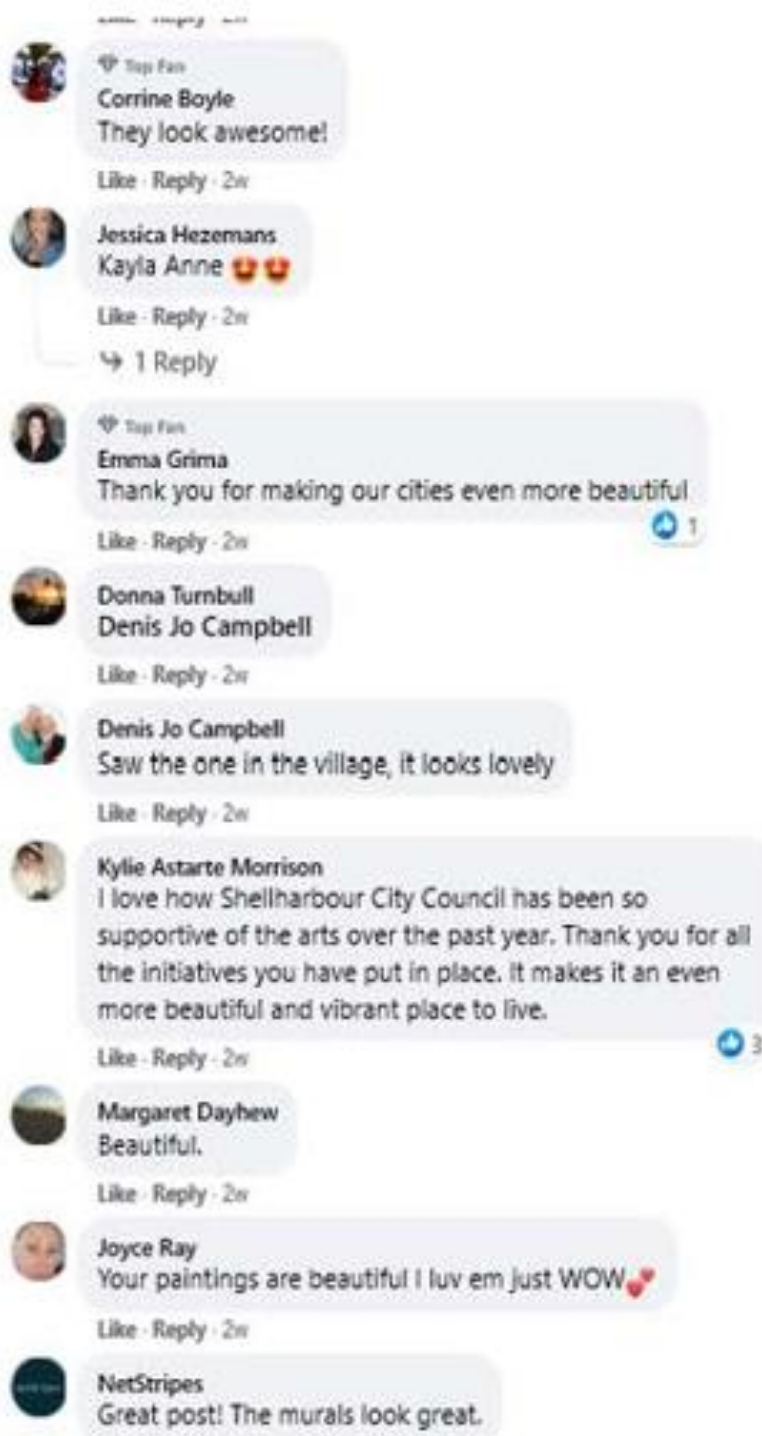
 **Ellen Chapman**
They look amazing already 🙌
Like · Reply · 2w
↳ 1 Reply




 **Shellharbour History in Photos**
fantastic 🙌 Huge fan of the murals & the art trail .
Making our city more beautiful
Like · Reply · 2w 🗨️ 2

 **Dani Henderson**
Wow! They're beautiful, I can't wait to see them all finished
Like · Reply · 2w 🌐 1

 **Candi Gielisse**
WOW!!!
Like · Reply · 2w

 **Kathy Beck**
Great work




- 1 Reply
-  Tracey Trevaskis
Definitely need more artworks like these - fantastic
Like · Reply · 2w
-  Carmen Siles
They are amazing ❤️
Were there 5 completed for Australia Day?... See More
Like · Reply · 2w
- 1 Reply
-  Tracie McWatters
The art trail is fabulous, the old Queen Street shops could do with a good gurney on the footpath, and a little bit of local art would be appreciated. South of the bridge is looking good. Nice work.


Oldest ▼

-  Kim Emery
Love it
Like · Reply · 3w
-  Cindy Cooke O'Keefe
Love this!!! ❤️❤️
Like · Reply · 3w
-  Ann Miller
Wonderful x
Like · Reply · 3w
-  Margaret Kelly
Superb 🍌🍌🍌
Like · Reply · 3w
-  Margaret Anne Meredith
Great work
Like · Reply · 3w
-  Stephanie Malcolm
Absolutely beautiful David
Like · Reply · 2w
-  Dee Nicole
This is amazing!
Like · Reply · 3w


Oldest ▾

 **Sara Mancell**
Looks great! Great place to stop and have a look with the kids


Like · Reply · 3w 1

 **Tammie Eleanor**
My kids really enjoyed seeing Claire Foxton paint at Oak Flats and the music too!!

Like · Reply · 3w · Edited 3

 **Tracey Trevaskis**
Awesome can't wait to see them 🍷

Post Details ✕




Shellharbour City Council
Published by Manager C25A on January 25 · 🌐

Another one of the great murals being created today. This one, at the Shellharbour Stadium, is by David Clegg.

To those who frequent the stadium - you'll know how HUGE this is for us. David will be on-site for a week or so yet so make sure you say hello and check out his progress.

#shellharbourmuralfestival ... See More



Performance for Your Post

9,482 People Reached

180 Reactors, Comments & Shares 📊

141 👍 Like	141 🗨️ On Post	0 🔗 On Shares
20 ❤️ Love	20 🗨️ On Post	0 🔗 On Shares
12 💬 Comments	12 🗨️ On Post	0 🔗 On Shares
1 🔗 Shares	1 🗨️ On Post	0 🔗 On Shares


176 Post Clicks

25 📷 Photo Views	0 🔗 Link Clicks 📊	151 👤 Other Clicks 📊
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NEGATIVE FEEDBACK

6 Hide Post	0 Hide All Posts
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 **Get More Likes, Comments and Shares**
When you local this post, you'll show it to more people.





9,482
People Reached

356
Engagements

[Boost Post](#)

 **186**

11 Comments · **1** Share

 Like
 Comment
 Share
 ⋮

Post Details
X

Shellharbour City Council

Published by Hootsuite 171 · January 15 · 🌐

Watching paint dry is about to get exciting! 🎨 Lined up this Australia Day will be 5 exceptional artists painting 5 large murals.

Head along to these locations on Tuesday 26 January to watch:

- Kane Trail Horspool - IMB Bank, McKeon Lane carpark, Warilla...

[See More](#)

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

11,389
People Reached

1,352
Engagements

Boost Post

Emma Rodgers, Stephanie Malcoole and 71 others · 9 Comments · 39 Shares

Like
 Comment
 Share

Performance for Your Post

11,389 People Reached

413 Reactions, Comments & Shares

273 Like	65 On Post	208 On Shares
49 Love	6 On Post	43 On Shares
4 Wow	2 On Post	2 On Shares
47 Comments	16 On Post	31 On Shares
40 Shares	39 On Post	1 On Shares

939 Post Clicks


36 Photo Views	19 Link Clicks	884 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
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Video Details
✕



Shellharbour City Council...
Thanks to our partner Verb Syndicate for putting this video together of our FIRST EVER Mural Festival from Australia Day! 🇦🇺 How vibrant & amazing do these new murals look in our community. Also a massive thanks to the artists involved, who worked in scorching...

1/26 · Uploaded on 02/22/2021 · Details · Appears Once · View Permissions · Copy Video ID

Total Video Performance

- 🕒 Minutes Viewed: 298
- 👁️ 1-Minute Video Views: 99
- 👁️ 10-Second Video Views: 344
- 👁️ 3-Second Video Views: 959
- 🕒 Average Video Watch Time: 0:07
- 📊 Audience Retention
- 🗣️ Audience and Engagement

This video is used in 1 post

Posts	Posted Date	Estimated Reach	2s Video Views	10s Video Views	Unique 2s Video Views	Post Engagement	Average Video Watch Time
Shellharbour City Council Thanks to our partner Verb Syndic...	02/22/2021 7:25 PM	2.5K	959 100%	344 100%	908	54	0:07 / 1:08

Total 3-second video views on Facebook: 959

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

Create Watch Party With Video
Create Post With Video

Post Details
✕

Shellharbour City Council

Published by Hootsuite on January 24

We are so excited to bring Shellharbour its first ever mural festival this Australia Day! 🎨

Catch 5 incredibly talented local & internationally recognised artists as they bring their large-scale artworks to life at different locations around the City. Drop in, say G'day, catch the live music at Oak Flats (10-12pm) & Warilla (10-2pm), grab a free (limited) snack, & watch the magic unfold! 🌟

[See More](#)

**Mural Festival
Across Shellharbour
26.1.21
Featuring:
David Cragg,
Gus Eagleton,
Claire Foxton,
Scott Nagy &
Krimstone
Trait.**

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

3,108
People Reached

83
Engagements

Boost Post

Daniel Breda, Tracey Treviskis and 18 others

7 Shares

Like

Comment

Share

Performance for Your Post

3,108 People Reached

35 Reactions, Comments & Shares (g)

23 Like	17 On Post	6 On Shares
3 Love	1 On Post	2 On Shares
2 Comments	0 On Post	2 On Shares
7 Shares	7 On Post	0 On Shares

48 Post Clicks

2 Photo Views	19 Link Clicks (g)	27 Other Clicks (g)
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts.

Post Details
✕

Shellharbour City Council
Published by Manager CE&A (P) · January 25 · 🌐

There is so much arty goodness developing across our city today. Check out Claire Foxton working up this stunningly beautiful treat at Oak Flats Bendigo Bank. Pictured here with Mayor of Shellharbour, Councillor Marianne Saliba

Performance for Your Post

7,760 People Reached

334 Reactions, Comments & Shares ↕

237 👍 Like	57 On Post	180 On Shares
33 ❤️ Love	7 On Post	26 On Shares
4 😲 Wow	0 On Post	4 On Shares
54 Comments	6 On Post	48 On Shares
7 Shares	6 On Post	1 On Shares

653 Post Clicks

43 Photo Views	0 Link Clicks ↕	610 Other Clicks ↕
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts.

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

7,760
People Reached

987
Engagements

Boost Post

👤 Claire Foxton, Tame Perkiss and 82 others · 6 Comments · 6 Shares

👍 Like
💬 Comment
↪️ Share
⋮

Post Details
✕

Shellharbour City Council

Published by Manager CE&A · January 28 · 🌐

...and we're off. Trait getting his background colours in for the inaugural Shellharbour Council Mural Festival.

We will have artists working at Warilla, Oak Flats, Croom and Shellharbour Village today. Come down and say g'day.

#loveshellharbour

Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

3,182
People Reached

172
Engagements

[Boost Post](#)

Like

Comment

Share

Bruce Coyle, Margaret Anne Meredith and 34 others

2 Comments · 1 Share

Performance for Your Post

3,182 People Reached

43 Reactions, Comments & Shares 🗨️

35 Like	35 On Post	0 On Shares
1 Love	1 On Post	0 On Shares
6 Comments	4 On Post	2 On Shares
1 Shares	1 On Post	0 On Shares

129 Post Clicks


5 Photo Views	0 Link Clicks 🗨️	124 Other Clicks 🗨️
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NEGATIVE FEEDBACK

4 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page


Reported stats may be delayed from what appears on posts.

Post Details



Shellharbour City Council
Published by Manager CE&A · January 28 · 🌐

We are loving watching this incredible design by Krimstone and Scott Nagy coming to life.
Pictured here with Mayor of Shellharbour, Councillor Marianne Saliba



Performance for Your Post

4,848 People Reached

125 Reactions, Comments & Shares (👤)

96 Like	46 On Post	50 On Shares
10 Love	6 On Post	4 On Shares
2 Wow	0 On Post	2 On Shares
1 Angry	0 On Post	1 On Shares
13 Comments	4 On Post	9 On Shares
3 Shares	2 On Post	1 On Shares


159 Post Clicks

20 Photo Views	0 Link Clicks (👤)	139 Other Clicks (👤)
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
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Reported stats may be delayed from what appears on posts

 **Get More Likes, Comments and Shares**
When you boost this post, you'll show it to more people.

4,848
People Reached

284
Engagements

[Boost Post](#)

👤👤👤 Lorna Dyson Phillips, Sandra Allen and 50 others · 4 Comments · 2 Shares





👍 Like
💬 Comment
➦ Share
⋮

Post Details
✕

Shellharbour City Council

Published by Manager CESA 11h · January 28 · 🌐

Come along and check out these amazing artworks as they come to life. Emma Jones is playing live at Oak Flats and DJ Munch is keeping everything cool in Warilla.

Performance for Your Post

3,131 People Reached

70 Reactions, Comments & Shares 📊

60 Like	58 On Post	2 On Shares
5 Love	5 On Post	0 On Shares
4 Comments	3 On Post	1 On Shares
1 Shares	1 On Post	0 On Shares

192 Post Clicks

63 Photo Views	0 Link Clicks 📊	129 Other Clicks 📊
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

3,131
People Reached

262
Engagements

Boost Post

Denise O'connor, Bruce Coyne and 51 others

3 Comments 1 Share

Like

Comment

Share



TUE, JAN 26 - 10:00 AM

Mural Festival across Shellharbour

VARIOUS

Event Performance

Last 7 Days: Mar 9 - Mar 16



People Reached

867

+3 last 7 days



Responses

9

+1 last 7 days



Track ticket sales

Track ticket sales on your next event by adding a ticket link



Compare performance across all Shellharbour City Council's events.

[View Events Insights](#)

Audience

People reached

Age and Gender

Last 7 days

0% Men 0% Women



Location

Last 7 days



4. Items for Information

5. General Business

6. Next Meeting

20 October 2021