

AGENDA

1. Acknowledgement to Country	2
2. Apologies / Leave of Absence	2
3. Confirmation of Minutes	2
3.1 Australia Day Advisory Committee Meeting 3 November 2021	2
4. Disclosures of Interest.....	2
5. Presentations	2
6. Staff Reports.....	3
6.1 Update on Australia Day Awards Nominations (11782744).....	3
6.2 Update on Australia Day Awards Event (11782773)	5
6.3 Update on Australia Day Update on the Australia Day Community Event (11782783).....	7
COMMITTEE RECOMMENDATION:	8
7. Items for Information	8
8. General Business	8
9. Next Meeting.....	8

1. Acknowledgement to Country

Shellharbour City Council acknowledges the Traditional Custodians of the Dharawal Country and recognise their continued connection to the land we meet on today. We pay our respects to Elders past, present and emerging and the contribution they make to the life of this city and this region and extend our recognition to their descendants who continue to live on country.

2. Apologies / Leave of Absence**3. Confirmation of Minutes****3.1 Australia Day Advisory Committee Meeting 3 November 2021**

That the Minutes of the Australia Day Advisory Committee Meeting held on 3 November 2021 as circulated be taken as read and confirmed as a correct record of proceedings.

4. Disclosures of Interest**5. Presentations**

6. Staff Reports






6.1 Update on Australia Day Awards Nominations (11782744)

The call out for nominations for the Australia Day Awards continues as nominations officially close 3 December 2021. At the time of writing, nominations received were as follows:

2 nominations for Citizen of the Year
6 nominations for Young Citizen of the Year

Ongoing promotion of the award nominations is scheduled up until applications close on 3 December 2021.

Marketing and engagement for the nominations process has been positive with total reach close to 25, 000 and 1,194 link clicks

Recent content ↓	Type	↕ Reach	↕ Likes and	↕ Comments	↕ Shares	↕ Results	↕ Cost per result	↕ Link clicks
 Do you know... Wed Sep 29, 1...	f	8.8K	23	13	16	--	--	167
Recent content ↓	Type	↕ Reach	↕ Likes and	↕ Comments	↕ Shares	↕ Results	↕ Cost per result	↕ Link clicks
 Know some... Tue Oct 5, 6:39...	ig	529	12	0	0	--	--	--
Recent content ↓	Type	↕ Reach	↕ Likes and	↕ Comments	↕ Shares	↕ Results	↕ Cost per result	↕ Link clicks
 Know some... Wed Oct 20, 1:...	f	9.2K	9	4	5	--	--	987
Recent content ↓	Type	↕ Reach	↕ Likes and	↕ Comments	↕ Shares	↕ Results	↕ Cost per result	↕ Link clicks
 Do you know... Thu Nov 4, 11:...	f	3.7K	15	0	6	--	--	23
Recent content ↓	Type	↕ Reach	↕ Likes and	↕ Comments	↕ Shares	↕ Results	↕ Cost per result	↕ Link clicks
 FINAL C... Sun Nov 28, 12:...	f	2.2K	6	2	3	--	--	17

So far we have;

- Media Release & inclusion in the Mayor's/Council column
- Inclusion in the community page in the Illawarra Mercury
- Inclusion in the Shellharbour Arts & Cultural Newsletter – November issue
- Targets social media campaign. Results: Total reach close to 25,000 | 1,194 link clicks
- Email to local schools, volunteer groups and those that utilize council facilities
- Press Release & inclusion in the Mayor's column
- Joint radio campaign with Wollongong & Kiama Councils on Wave FM

The finalised list of applications / nominations will be submitted to the committee via email Monday 6 December 2021 for their consideration.

The committee will consider nominations and will decide winners at the Australia Day Committee meeting scheduled for 8 December 2021.

Report prepared by: Jessica Smith, Events and Activation Officer

Responsible Manager: Jamie Dawson, Manager Engagement and Activation

Date of Meeting: 8 December 2021

6.2 Update on Australia Day Awards Event (11782773)

The Australia Day Awards ceremony will be held in conjunction with the Shellharbour Sports Awards at the newly branded event – ‘Shellharbour Community Awards’. This event will be held at the Shellharbour Civic Centre on Friday 21 January 2022 commencing 6:00pm for a 6:30pm start.

The event will be in the form of a theatre style Awards ceremony with light refreshments by Culinarius Catering and a cash bar. Entertainment on the night will include an Aboriginal Welcome Ceremony performed by Gumaraa, Acknowledgement of Country by Uncle Gee, Olympian Sarah Carli as our special guest speaker and preparations are underway for current UFC Featherweight Champion, Alex Volkanovski to receive the key to Shellharbour City.

The draft running order for the event is as follows:

Time	Duration	Location	Activity
18:00	0.15	CC square	Guests arrive - red carpet
18:00	0.30	all areas	finger food served, photography, networking
18:30	0.20	CC square	smoking ceremony and welcome dances
18:50	0.10	Auditorium	Guests head in to auditorium
19:00	0.05	Auditorium	Welcome to Country
19:05	0.10	Auditorium	MC Introduction
19:15	0.05	Auditorium	Mayor welcome
19:20	0.10	Auditorium	TBC: Key to the city - Alex V (presented by The Mayor)
19:30	0.05	Auditorium	Presentation - Support Superstar (volunteer/community)
19:35	0.05	Auditorium	Presentation - Coach of the Year
19:40	0.10	Auditorium	Guest Speaker - Sarah Carli - 400m Tokyo Olympian
19:50	0.05	Auditorium	Presentation - Sports Team of the Year (presented by Olympian Sarah Carli)
19:55	0.05	Auditorium	Presentation - Master Sports Star of the Year
20:00	0.20	Foyer and Outside	Interval - food service, drinks
20:20	0.10	Auditorium	MC welcome back
20:30	0.05	Auditorium	Presentation - Young Citizen of the Year (presented by Charli Ryan 2021 Young Cit of Year)
20:35	0.05	Auditorium	Presentation - Young Sports Star of the Year (presented by McDonald's Warilla - major sponsor)
20:40	0.05	Auditorium	Presentation - Disability Athlete of the Year
20:45	0.05	Auditorium	Presentation - Sports Star of the Year
20:50	0.05	Auditorium	Presentation - Citizen of the Year (presented by Don Martin 2021 Cit of Year)
20:55	0.05	Auditorium	MC Wrap up
21:00	0.30	all areas	Audiences leaves, bump out commences

The event is expected to have a total of 200 guests including attendees from both the Australia Day Committee and Shellharbour City Sports Assistance Advisory Committee, the award nominees as well as their friends and family plus dignitaries and other members of our community. Guest lists will be finalised after the closing of nominations on 3 December with invitations to follow shortly after.

Report prepared by: Jessica Smith, Events and Activations Officer

Responsible Manager: Jamie Dawson, Manager Engagement and Activation

Date of Meeting: 8 December 2021

6.3 Update on Australia Day Update on the Australia Day Community Event (11782783)

The impact of COVID has been felt right across the Event industry, with many programs and events planned by Council having been cancelled or re-scheduled and re-imagined to ensure a safe and appropriate environment for all. As previously advised, the Australia Day Breakfast event will not be presented in 2022.

The City's primary celebration will take place under the banner of 'Symphony by the Sea' featuring The Sydney Youth Orchestra in a twilight concert taking place by the lake at Reddall Reserve, Australia Day 2022 from 6pm – 8pm. The concert will commence with a beautiful Aboriginal Welcome ceremony presented by Gumaraa, Welcome to Country by Uncle Richard Davis and will also feature a local musician during the interval session.

A draft run order for the event is as follows:

		STAGE PROGRAM BEGINS
18:00	0:20	Gumaraa - Welcome Ceremony
18:20	0:05	Uncle Richard - Welcome to Country
18:25	0:05	Welcome from the Mayor
18:30	0:40	SYO ACT 1
19:10	0:30	Interval - entertainment
19:40	0:20	SYO ACT 2
20:00	0:05	Mayor thank you for attending
20:05		Event Close

Minimal hot food and dessert trucks will be onsite, with audiences encouraged to bring a picnic, their friends and family and wind down the day with high quality music overlooking one of the City's most beautiful locations. The events team is excited to present this experience to the people of Shellharbour.

A Citizenship ceremony to be delivered in the same format as it was in January 2021, held at the Shellharbour Civic Centre on the morning of Australia Day 2022. Preparations are progressing with an expected 60 new citizens to be sworn in, across 2 sessions. Traditional Aboriginal dance performance and smoking ceremony by Gumaraa will be live streamed to our facebook page to commemorate the morning.

Report prepared by: Jessica Smith, Events and Activations Officer

Responsible Manager: Jamie Dawson, Manager Engagement and Activation

Date of Meeting: 8 December 2021

COMMITTEE RECOMMENDATION:

That the Australia Day Advisory Committee RECEIVE and NOTE the verbal reports provided by Council Officers.

The Australia Day Advisory Committee will resolve into Committee of the Whole – Confidential session to determine Australia Day Award recipients for 2022.

7. Items for Information

8. General Business

9. Next Meeting

Date: 6 April 2022

Please note considering award winners will be determined during this meeting it is therefore not necessary to hold a meeting in January 2022 as it will not be required.