



GOSFORD CITY COUNCIL

LATE AGENDA

**ORDINARY
COUNCIL MEETING**

TUESDAY, 16 JULY 2013

GOSFORD CITY COUNCIL - MEETING PROCEDURES

Public Participation

Council encourages members of the community of the City to participate in the decision making process of the Council and provides the following procedures which in part relate to the requirements stipulated in the Local Government Act 1993 (as amended).

Public participation is permitted for business before the Council when in Open Council, and at the Closed Council Meeting for confidential items. This does not allow the public to participate in respect to Petitions and Questions on Notice reports which are "information only" items, nor individual tenderers to participate in respect to tenders; nor reports concerning investigations of allegations of Code of Conduct violations by Councillors, General Manager or other Council employees. The speaker should not make defamatory or insulting statements. The speaker is to ensure they have approvals to discuss other people's personal information.

Ordinary Council Meetings commence at 6.00 pm and immediately close to consider confidential business in the Closed Council Meeting - Confidential.

Closed Council Meeting - Confidential

Council conducts a Confidential Session, commencing at 6.00 pm on Tuesday of Weeks 1 and 3 of each month.

- 1 During these sessions, the Closed Council Meeting - Confidential is required to consider matters deemed confidential in accordance with Section 10A of the Local Government Act.
- 2 Prior to Closed Council Meeting considering these matters, members of the public may indicate reasons why any item listed should not be included in the Confidential Session [section 10A(4)].
- 3 Items to the Closed Council Meeting - Confidential will not be available. However the Table of Contents for the Ordinary Council meeting will identify that an item has been submitted to the Confidential Session.
- 4 The report of the Confidential Session will be included in the Ordinary Minutes for that meeting.
- 5 The Open Session of Council recommences at 6.45 pm.

Open Sessions of the Council Meetings

- 1 An Agenda Paper may be viewed on or collected from the Receptionist's Counter on the ground floor of the Administration Building after 12 noon on the Thursday preceding the meeting and at all Branch Libraries after 10.00 am on the Thursday preceding the meeting. The Agenda Paper is also available on Council's Internet site www.gosford.nsw.gov.au after 12 noon on the Thursday preceding the meeting.
- 2 All requests to address the Council must be submitted by each individual speaker to the Secretariat by Telephone on (02) 43258336 and (02) 43258379 or by completing the online registration form **before 12 noon on the Monday preceding the Ordinary meetings of Council, which are on Tuesdays in Weeks 1 and 3 of each month.** All presentations must be limited to a maximum of three minutes. Electronic presentations (no larger than 5MB) to be given as part of the public participation must be submitted to the Secretariat via the electronic registration form before the 12 noon deadline. If the electronic file is too large, contact should be made with the Secretariat on the above telephone numbers and Council's electronic drop box will be utilised. **Please note: electronic presentations will not be accepted on the night of the meeting.**
- 3 Requests from members of the public to address Council should include reference to the item number in the Agenda, the speaker's name, address, daytime telephone number and whether for or against the recommendation. Where a speaker wishes to address Council on behalf of an organisation, authorisation advice is required from the Organisation.
- 4 Items where Public Participation has been requested will be referred to the Open Council or the Closed Council. The number of participants speaking in favour of any one item is to be balanced by the same number of speaker(s) against the proposal. Council will decide who is to speak from the list of registered requests received and unless decided otherwise, speakers for/against will be in order of registration of intention to speak.
- 5 Registered participants will be invited to comment during Council's consideration of the matter (except the Closed Meeting, unless invited to do so by the Council or the Mayor).
- 6 Council may defer items on the Agenda for inspection or further discussion. Persons who have requested to address Council on any item listed for inspection by a Councillor will be advised, on the afternoon preceding the meeting, that their names have been registered to address Council at the Ordinary Meeting held at 6.45pm on Tuesday of Week 3.
- 7 Where a participant is to address a particular item, the Chairperson may invite that person, as well as any other persons present, to discuss the matter with Council.
- 8 Any proposed variations to the above shall be subject to a resolution of Council.
- 9 The Chairperson may curtail public participation where the information being presented is considered repetitive or irrelevant and may rule a participant or question out of order.

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to be held in the Council Chamber, Level 1, 49 Mann Street, Gosford
on Tuesday, 16 July 2013 at 6.00 pm**

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MATTERS TO BE SUBMITTED TO THE OPEN COUNCIL

To be held at 6.00 pm on Tuesday, 16 July 2013

MATTER SUBMITTED BY THE DIRECTOR - ENVIRONMENT AND PLANNING

ENV.36S SUPPLEMENTARY REPORT - DEVELOPMENT APPLICATION NO. 43563/2013 PART 1 APPLICANT: J F GRIFFITHS PROPOSED: DWELLING ADDITION OF DECKING FROM KITCHEN AND CHANGE IN ROOF PITCH ON LOT: 89, 90 & 91 DP: 8282, 99 POINT ROAD MOONEY MOONEY (IR 13486068)

Directorate: Environment and Planning
Business Unit: Development

BACKGROUND

Council considered this matter at its meeting held on 2 July 2013 and resolved (ENV.36, Minute No 2013/351):

- A This item be deferred for inspection and consideration.***
- B The applicant be required to have skeletal framework erected on site in accordance with Council's policy.***

In accordance with the above resolution an inspection was arranged for 9 July 2013.

REPORT

Council on 9 July 2013 attended a site inspection to consider the application, also present at the inspection were the applicant and objectors.

The applicant, in response to Council's request, erected skeletal framework to indicate the degree of view loss. The objectors, after considering the degree of view loss, advised the chair of the inspection committee that they were prepared to withdraw their objection to the development providing the additions conform to the skeletal framework view at the site inspection.

In response to the inspection the Objectors formally withdrew their objection later that day.

The General Manger consequently withdrew item ENV.36 regarding DA43563/2013 from Council agenda for 16 July 2013 and requested the Independent Development Environment Panel (IDEP) to determine the application. After due consideration, IDEP concurred with the recommendation of the assessing officer and the application was approved, subject to conditions on 11 July 2013.

Attachments: Nil

Tabled Items: Nil

FINANCIAL IMPACT STATEMENT

The recommendation does not impact on Council's financial position.

RECOMMENDATION

The information be noted.

NOTICE OF MOTION**NM.8 NOTICE OF MOTION - BEACH EXPRESS BUS (IR 13971373)**

Councillor: Deanna Bocking

Political Donation: None Declared

BACKGROUND

The beaches around the Central Coast experience heavy patronage during the summer months. The beach car parks are often full and parking in local streets is a common occurrence.

This proposal is to have a dedicated express bus service operating directly from train station to beach, with limited stops. It is expected that this service be a loop service, providing direct public transport to and from the beach, thus reducing the number of cars parked at the beach.

The service would run from December to February, concentrating on the school holiday period and ideally, the service will commence in December 2013. The bus service would be operated by a party other than Council.

The proposed initial routes are: Woy Woy station to Umina Beach and Gosford station to Terrigal Beach.

Businesses at either end of the route may wish to place advertising on the buses and help mitigate running costs. The local radio stations may also wish to promote the service with advertising on the bus. The fare for this service would be determined by the operator.

It is envisioned that Central Coast residents and visitors from Sydney who want to visit the beach will drive to their nearest train station, and alight to catch the bus to the beach, thus alleviating local beachside road congestion.

As these are express loop bus services, it should not impact on current bus routes or timetables. If the service proves popular, it may be expanded to cover other beaches.

Attachments: Nil

Tabled Items: Map of Gosford LGA showing proposed routes.

MOTION

A Council investigate the possibility and feasibility of the project by liaising with key stakeholders: NSW transport, RMS, Local State Government members, Busways, Red Bus Service, Gosford, Terrigal, Peninsula and Umina Chambers of Commerce, GBID, Terrigal and Umina Surf Clubs and Central Coast Tourism Inc.

B A report be bought back to Council by September 2013 outlining any recommendations for the service, and the outcomes of discussions with key stakeholders.

REPORT OF THE STRATEGY POLICY WORKSHOP HELD 9 JULY 2013

SF.13 CENTRAL COAST MARINERS SPONSORSHIP 2013-2016 (IR 13983351)

Directorate: General Manager
Business Unit: Customer Services and Communications

BACKGROUND

This item was considered at the Strategy/Policy Workshop held on Tuesday 9 July 2013. This item was discussed at Stratpol due to the commercial in confidence nature of the presentation.

The following Councillors were present for this item:

Councillor Bocking, Bowles, Burke, Doyle, Macfadyen, Morris, Scott.

Council sponsored the Central Coast Mariners between 2008 - 2011 in conjunction with Wyong Shire Council, Business Central Coast and the Department of State and Regional Development for a total of approximately \$440,000. Council concluded its sponsorship of the club following the 2010-2011 season. Whilst the joint sponsorship of the Mariners was extremely successful, Council had resolved to investigate opportunities to sponsor other regional activities, projects and joint ventures in the marketing of the Gosford City.

Even though Council has not been an official sponsor of the Mariners since 2011, it has continued to support the club through the provision and maintenance of a premier football stadium in Gosford. A recurrent budget of \$216,000 per annum is allocated to maintain Bluetongue Stadium. The annual lease payment for 2012-2013 was \$144,050 which goes into a sinking fund for the ongoing maintenance of the stadium complex. Bluetongue Stadium is also utilised by other sporting codes such as National Rugby League and community events such as the 2GO Carols.

Council has also celebrated the team's success with the community by awarding the Mariners the Key to Gosford City in 2012 and most recently and notably, hosting a victory street parade in April to celebrate their win as the 2013 Hyundai A-League Champions.

The Central Coast Mariners have built a reputation as the most consistent team in the national competition's history, as four time grand finalists, two time premiers and 2013 Hyundai A-League Champions. Following their success, the Central Coast Mariners have reapproached Gosford City Council with the opportunity to become a sleeve sponsor for the next three seasons commencing in 2013.

REPORT

The Central Coast Mariners sponsorship proposal to Council includes the aim to produce a large scale media and public relations promotion around Gosford City Council supporting the Central Coast Mariners team.

Whilst acknowledging the original seed funding for the Mariners, council welcomes the increased level of community morale and support for the team from their championship success and victory parade in their home town of Gosford. The parade brought over 10,000 people into the city to celebrate the Central Coast's only representation in a high profile national sporting competition.

Not only are the Mariners the most consistent team in the Hyundai A-League competition, they are outperforming rival clubs in terms of average crowd attendance against population. Football in Australia has approximately 1.7 million* participants and 2.5 million* fans. Popularity of the game is rising with memberships, game attendance and TV audiences all up over 30%* (*figures provided by Central Coast Mariners).

The partnership would provide Gosford City Council with exposure at a national level through the Hyundai A-League competition and at an international level through the Asian Champions League (ACL). Four ACL games were held in Gosford against competing teams from March to May 2013 and drew crowds of up to 8,000 people, accompanied by large visiting delegations from overseas supporting their respective teams.

In reviewing the partnership proposal, it is evident that Gosford City Council and the Central Coast Mariners brands share parallel values and attributes. Since their inception, the Mariners have had a strong involvement in community engagement. This aligns with Council's core focus, specifically outlined in the Community Strategic Plan, highlighting community values. The Mariners are also committed to innovation and developing excellence within the sporting arena. On a broader scale, Gosford City Council has been involved with innovative projects such as the National Broadband Network and Telecommuting. Programs have also been established to foster the excellence in our local youth including Developing and Recognising Talent (DART) and Youth in Performing Arts (YIPA).

It has been demonstrated during the 2012/2013 season that the local community are increasingly passionate and vocally supportive of the Central Coast Mariners. This partnership would align with the passion, community spirit and pride of the people in our city and will actively contribute to the positive impact the Mariners have on the region.

With a tailored agreement, it can focus on additional benefits alongside football including youth development, increased tourism and attracting both locals and visitors into Gosford City.

The community partnership offers benefits to different sectors within the community:

- Community value: celebrating our local sporting team, encouraging pride in our city and developing community spirit amongst residents.
- National and international exposure: highlighting Gosford nationally through the Hyundai A-League Competition and on an international stage playing in the ACL.

The Central Coast Mariners are offering the following benefits to Council from a sleeve sponsorship arrangement:

- High brand exposure in an emotively charged environment
- Access to the Central Coast Mariners digital market share
- Engage with the local community through the partnership

- Branding on the sleeve for all Hyundai A-League game, with a projected media exposure value of over \$300,000
- Gosford City Council logo on the media backdrop for Hyundai A-League and FFA Cup
- Brand presence on LED and static signage on game days
- Sponsorship recognised as a valuable community partnership
- Opportunity to host media interviews in Gosford City
- Opportunity to coordinate strategic co-promotions
- Invitation to corporate Mariners functions.

As part of the sponsorship proposal, the Gosford City Council logo would feature on the playing sleeve of the team jersey. This presents a two-tiered opportunity which identifies our organisation with the local community and builds upon positive brand awareness with national and international audiences. Below are options for the prospective sleeve design.

Option A - Gosford City Council Corporate Logo (Preferred Option)



Option B - myGosford; Councils Social Media Representation



Attachments: Nil.

Tabled Items: Nil.

FINANCIAL IMPACT STATEMENT

Given the tourism and economic benefits associated with the proposed partnership, it would be appropriate for the requested funding of \$120,000 per year for 3 seasons, totalling \$360,000, to be sourced from the Tourism/Business Development Special Levy.

The recommendation does not impact on Council's financial position.

RECOMMENDATION

- A Council accept the three (3) year partnership agreement with the Central Coast Mariners based on a number of conditions as set out below:
- 1 Central Coast Mariners and Gosford City Council work together to tailor a specific partnership agreement to ensure maximum benefits for both parties.
 - 2 Central Coast Mariners to supply Gosford City Council with a detailed end of season report including membership and attendance statistics, plus media and advertising coverage.
 - 3 Gosford City Council to undertake an annual review based upon the success of the yearly partnership agreement.
- B Council's brand representation associated with the sponsorship should be implemented through the Gosford City Council corporate brand.