



Cultural Steering Group

Business Paper

date of meeting: Wednesday 23 June 2021

location: Function Room
Port Macquarie-Hastings Council
17 Burrawan Street
Port Macquarie

time: 8:00am

Cultural Steering Group

CHARTER

1.0 OBJECTIVES

- Assist Council in the implementation and review of the Cultural Plan.
- Assist Council in monitoring the success of the Plan against established criteria.
- Engage with and provide input to Council on other Arts and Cultural matters which are relevant to the Local Government Area.
- Provide and receive two-way feedback from the community.

2.0 KEY FUNCTIONS

- The Cultural Steering Group will provide a forum in which Local Government and community leaders can discuss and debate, plan and progress local and regionally significant cultural and creative outcomes that continue the growth of our community and our places in the Port Macquarie Hastings Local Government Area.
- The Steering Group is to be an interactive group that provides a forum for developing the strategic community arts, culture and active spaces direction for the Local Government Area. The Steering Group is committed to collaboration, innovation and development of a 'whole-of-place' approach for the purpose of promoting community capacity building that will ensure the wellbeing of our community while developing a clear sense of and connection to our place.

3.0 MEMBERSHIP

3.1 Voting Members

- Councillors, Economic and Cultural Development Portfolio
- Director
- Group Manager Economic and Cultural Development
- Glasshouse Venue Manager
- Community representatives, as appointed by Council (refer 3.5).

3.2 Non-Voting Members

- Other members, including State and Federal Government representatives and specific constituent groups within various sectors may be invited to attend meetings or working groups on certain issues or to progress an agreed outcome, as approved by the Steering Group.

3.3 Obligations of Members

- Commit to working towards advancement of the cultural endeavours within the Local Government Area.
- Act honestly and in good faith.
- Act impartially at all times.
- Participate actively in the work of the Steering Group.

- Exercise the care, diligence and skill that would be expected of a reasonable person in comparable circumstances.
- Comply with this Charter document at all times.
- Facilitate and encourage community engagement with Steering Group and Council initiatives to support good cultural outcomes for our community.
- As per Section 226 (c) of the NSW Local Government Act 1993, the Mayor is the principal spokesperson for the governing body and Councillors that are members of a Steering Group are to obtain the Mayor's agreement to make media and other statements. Further, only the Mayor, or a Councillor with the Mayor's agreement and otherwise in accordance with Council policies and procedures, may release Council information through media statements or otherwise, and the release of such information must be lawful under the Council adopted Code of Conduct. Council officers that are members of Steering Groups are bound by the existing operational delegations in relation to speaking to the media.
- A Councillor as a member of a Steering Group or the Steering Group itself has no delegation or authority to make decisions on behalf of Council, nor to direct the business of Council. The only decision making power open to Councillors is through formal resolutions of Council.
- A Councillor as a member of a Steering Group or the Steering Group itself cannot direct staff and must abide by the decisions of Council and the policies of Council.
- Councillors, Council staff and members of this Steering Group must comply with the applicable provisions of Council's Code of Conduct in carrying out the functions as Council officials. It is the personal responsibility of Council officials to comply with the standards in the Code of Conduct and regularly review their personal circumstances with this in mind.

3.4 Member Tenure

- Steering Group members will serve for a period of two (2) years after which Council will call expressions of interest for the next two (2) year period. Existing Steering Group members will be eligible to re-apply for a position and serve additional terms. Any changes in the composition of the Steering Group require the approval of Council.

3.5 Appointment of Members

- A formal Expression of Interest process will be undertaken across the Local Government Area as a way of determining the independent representatives on the Steering Group. Members of the Steering Group will be representative of cultural interests across the Local Government Area rather than a single issue. The members of the Committee, taken collectively, will have a broad range of skills and experience relevant to the cultural and community sectors in the Port Macquarie Hastings region. Applications from individuals and representatives from interest groups, as shown below in no particular order, and who meet the selection criteria will be encouraged:
 - Birpai Local Aboriginal Land Council
 - Bunyah Local Aboriginal Land Council
 - Local creative industries
 - Local Arts Groups
 - Local Heritage Groups
 - Greater Port Macquarie Tourism Association
 - Education Institutions
- Where practicable the membership will represent the geographical spread of the Port Macquarie-Hastings Local Government Area, and a diverse range of cultural, gender and age groups.
- Council, by resolution duly passed, will appoint members to the Steering Group.

4.0 TIMETABLE OF MEETINGS

- Meetings will be held monthly (or more regularly if required). Meetings will generally be held at the main administration office of Port Macquarie-Hastings Council.

5.0 MEETING PRACTICES

5.1 Decision Making

- Recommendations of the Steering Group shall be by majority of the members present at each Meeting and each member shall have one (1) vote.
- The Chairperson shall not have a casting vote.
- In the event of an equality of votes on any matter, the matter shall be referred directly to Council's Executive Group and then to Council.
- Recommendations from the Steering Group are to be made through the General Manager or the relevant Director, who will determine under delegation, the process for implementation.
- The Steering Group has no delegation to allocate funding on behalf of Council. The Steering Group may make recommendations to Council about how funding should be spent in relation to the above-mentioned objectives, however those funds will only be applied and expended following a formal resolution of Council.
- The Steering Group may establish working groups to support actions and activities within the strategies or to assist in the delivery of projects and events as deemed appropriate. All projects are to be aligned with Council's suite of Integrated Planning and Reporting documents.

5.2 Quorum

- A quorum must include a minimum of one (1) Councillor or one (1) Council Executive staff member being present. The quorum for the Steering Group will be met if half of the members plus one are present.

5.3 Chairperson and Deputy Chairperson

- The Chairperson shall be the Councillor, Chair Economic and Cultural Development Portfolio.
- The Deputy Chair shall be the Councillor, Alternate Chair Economic and Cultural Development Portfolio.
- At all Meetings of the Steering Group, the Chairperson shall occupy the Chair and preside. In the absence of the Chairperson and Deputy Chair, as the Steering Group's first item of business, the Steering Group shall elect one of its members to preside at the Meeting (elected chair must be a Council representative).

5.4 Secretariat

- The Director is to be responsible for ensuring that the Steering Group has adequate secretariat support. The secretariat will ensure that the business paper and supporting papers are circulated at least three (3) days prior to each meeting. Minutes shall be appropriately approved and circulated to each member within three (3) weeks of a meeting being held.

- All Steering Group agendas and minutes will be made available to the public via Council's web site, unless otherwise restricted by legislation.

5.5 Recording of explicit discussions on risks

- The Secretariat shall record all discussions that relate to risks.

6.0 CONVENING OF “OUTCOME SPECIFIC” WORKING GROUPS

- The Steering Group can at times request a working group to be convened, for a limited period of time, for a specific action, these specifics will be minuted clearly. The working group will report back to the Steering Group with outcomes.
- These Working Groups, may include, but not limited to:
 - Australia Day - To stimulate a public awareness and recognition of Australia Day and Australia Day Awards.
 - Handa Sister City - To further and implement the ideals of the relationship established in the sister city arrangement.
- Any working groups established under this Steering Group will be responsible for providing updates to the Group. The working groups will be an informal gathering with notes collected and managed by the senior staff member in attendance and will be tabled at the Steering Group meetings.

7.0 CONFIDENTIALITY AND CONFLICT OF INTEREST

- Any independent members of the Steering Group will be required to complete a confidentiality agreement that will cover the period of their membership of the Steering Group.
- Steering Group members must declare any conflict of interests at the start of each meeting or before discussion of a relevant item or topic. Details of any conflicts of interest should be appropriately minuted.
- Where members or invitees at Steering Group meetings are deemed to have a real or perceived conflict of interest, it may be appropriate that they be excused from Steering Group deliberations on the issue where the conflict of interest may exist.

Cultural Steering Group
ATTENDANCE REGISTER

Member	07/10/20	04/11/20	02/12/20	27/01/21	24/02/21	28/04/21
Councillor Rob Turner (Chair)	A	✓	✓	✓	✓	✓
Councillor Geoff Hawkins (Deputy Chair)	✓	A	A	A	✓	✓
Beric Henderson	✓	✓	✓	✓	A	✓
Brian Barker vacant	A	A	A	✓	A	-
Chris Denny	✓	✓	✓	✓	A	✓
Debbie Sommers	✓	✓	✓	✓	✓	✓
Marie Van Gend	✓	✓	✓	✓	✓	A
Skye Petho	✓	✓	A	✓	✓	✓
Stacey Morgan	✓	✓	✓	✓	✓	A
Wendy Haynes	✓	A	✓	✓	✓	A
Willhemina Wahlin	✓	✓	✓	✓	✓	✓
Jeffery Sharp (Director Strategy and Growth) D Coulton / L Davies (acting)	✓	✓	✓	✓	A	✓
Liesa Davies (Group Manager Economic and Cultural Development) Amanda Hatton (acting)	✓	✓	✓	✓	✓	✓
Pam Milne (Glasshouse Venue Manager) Bec Washington (acting)		✓	✓	✓	✓	✓

Key: ✓ = Present
A = Absent With Apology
X = Absent Without Apology

Meeting Dates for 2021

27/01/2021	Function Room	8:00am
24/02/2021	Function Room	8:00am
24/03/2021	Function Room	8:00am
28/04/2021	Function Room	8:00am
26/05/2021	Function Room	8:00am
23/06/2021	Function Room	8:00am
28/07/2021	Function Room	8:00am
27/10/2021	Function Room	8:00am
24/11/2021	Function Room	8:00am

Cultural Steering Group Meeting

Wednesday 23 June 2021

Items of Business

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Item: 01**Subject: ACKNOWLEDGEMENT OF COUNTRY**

"I acknowledge that we are gathered on Birpai Land. I pay respect to the Birpai Elders both past and present. I also extend that respect to all other Aboriginal and Torres Strait Islander people present."

Item: 02**Subject: APOLOGIES**

RECOMMENDATION

That the apologies received be accepted.

Item: 03**Subject: CONFIRMATION OF PREVIOUS MINUTES**

RECOMMENDATION

That the Minutes of the Cultural Steering Group Meeting held on 28 April 2021 be confirmed.

PRESENT

Members:

Councillor Rob Turner (Chair)
Councillor Geoff Hawkins (Deputy Chair)
Beric Henderson (Community Representative)
Chris Denny (Community Representative)
Debbie Sommers (Community Representative)
Skye Petho (Community Representative)
Willhemina Wahlin (Community Representative)
Director Strategy and Growth (Jeffery Sharp)
Group Manager Economic and Cultural Development (Liesa Davies)
Glasshouse Venue Manager (Pam Milne)

Other Attendees:

Patricia Johnson (Handa Sister City Working Group) - Item 6
Bruce Hardy (Handa Sister City Working Group)
Destination and Cultural Development Manager (Jane Ellis)
Cultural Development Officer (Georgina Perri)

The meeting opened at 8:05am.

01 ACKNOWLEDGEMENT OF COUNTRY

The Acknowledgement of Country was delivered.

02 APOLOGIES

CONSENSUS:

That the apologies from Marie Van Gend, Stacey Morgan and Wendy Haynes be accepted.

03 CONFIRMATION OF MINUTES

CONSENSUS:

That the Minutes of the Cultural Steering Group Meeting held on 24 February 2021 be confirmed.

04 DISCLOSURES OF INTEREST

There were no disclosures of interest presented.

05 BUSINESS ARISING FROM PREVIOUS MINUTES

CONSENSUS:

That the Business Arising Schedule be noted with the following additional information:

9. Draft Public Art Masterplan:

Staff to develop a framework to discuss with CSG at a future meeting.

Creative Hub - Requirements and management/operational model

The Cultural Economy Project identified affordable and accessible workshop, exhibition, performance and rehearsal space as a major priority for the local creative community. A number of possible sites are being investigated. Updates to Cultural Steering Group as available.

06 UPDATE FROM THE HANDA SISTER CITY WORKING GROUP

Patricia Johnson and Bruce Hardy from the Handa Sister City Working Group provided an update on the recent activities of the group. As per advice at the September meeting, many activities in 2020 were unfortunately suspended due to COVID-19, including the recommendation endorsed by Councillors for the Mayor to visit Handa for the 30th anniversary of the Sister City agreement and the Handa Higashi High School Education visit to Port Macquarie. They noted Handa's continued support for our community following the bushfires and flood. Patricia and Bruce both acknowledged the opportunity to update and share information with the Cultural Steering Group and welcomed ideas or potential opportunities for cross-cultural exchange between the Port Macquarie-Hastings and Handa communities.

CONSENSUS:

That the update from the Handa Sister City Working Group be noted.

07 CULTURAL PLAN REVIEW AND UPDATE

Liesa Davies, Group Manager Economic and Cultural Development invited the group to contribute feedback on the draft 2021-2025 Cultural Plan and thanked the group for their enthusiastic participation and commitment in developing the draft Plan. In particular, Willhemina Wahlin was acknowledged for her contribution in coordinating the planning sessions and introducing an innovative framework to examine and develop the Plans goals, strategies and actions.

CONSENSUS:

That the Cultural Steering Group:

1. Review and provide feedback on the Draft Cultural Plan by 3 May 2021;
2. Note the intention to incorporate feedback from the Group and present the Draft Plan to the 19 May 2021 Ordinary Council meeting proposing public exhibition.

08 RESIGNATION OF BRIAN BARKER

Councillor Rob Turner, acknowledged the important contribution made by former Cultural Steering Group member Brian Barker. The Group noted Brian is a big supporter of all things arts, culture and heritage in the region and he enhanced the credibility of the Group through his enthusiastic contributions and participation.

CONSENSUS:

That the Cultural Steering Group:

1. Note the resignation of committee member Brian Barker.
2. Formally thank Brian Barker for his commitment and valuable contribution over an extended period to the Cultural Steering Group.

09 GENERAL BUSINESS

09.01 DESTINATION BRAND REVIEW

Jane Ellis, Destination and Cultural Development Manager, informed the Group that the Destination Brand Review is underway and that members will have the opportunity to participate in a workshop session in mid-May 2021.

The meeting closed at 9:30am.

Item: 04
Subject: DISCLOSURES OF INTEREST

RECOMMENDATION

That Disclosures of Interest be presented

DISCLOSURE OF INTEREST DECLARATION

Name of Meeting:	
Meeting Date:	
Item Number:	
Subject:	
I, the undersigned, hereby declare the following interest:	
<input type="checkbox"/> Pecuniary: Take no part in the consideration and voting and be out of sight of the meeting.	
<input type="checkbox"/> Non-Pecuniary – Significant Interest: Take no part in the consideration and voting and be out of sight of the meeting.	
<input type="checkbox"/> Non-Pecuniary – Less than Significant Interest: May participate in consideration and voting.	
For the reason that:	
Name: Signed:	Date:
Please submit to the Governance Support Officer at the Council Meeting.	

(Refer to next page and the Code of Conduct)

Pecuniary Interest

- 4.1 A pecuniary interest is an interest that you have in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to you or a person referred to in clause 4.3.
- 4.2 You will not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision you might make in relation to the matter, or if the interest is of a kind specified in clause 4.6.
- 4.3 For the purposes of this Part, you will have a pecuniary interest in a matter if the pecuniary interest is:
 - (a) your interest, or
 - (b) the interest of your spouse or de facto partner, your relative, or your partner or employer, or
 - (c) a company or other body of which you, or your nominee, partner or employer, is a shareholder or member.
- 4.4 For the purposes of clause 4.3:
 - (a) Your "relative" is any of the following:
 - i) your parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child
 - ii) your spouse's or de facto partner's parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child
 - iii) the spouse or de facto partner of a person referred to in paragraphs (i) and (ii)
 - (b) "de facto partner" has the same meaning as defined in section 21C of the *Interpretation Act 1987*.
- 4.5 You will not have a pecuniary interest in relation to a person referred to in subclauses 4.3(b) or (c)
 - (a) if you are unaware of the relevant pecuniary interest of your spouse, de facto partner, relative, partner, employer or company or other body, or
 - (b) just because the person is a member of, or is employed by, a council or a statutory body, or is employed by the Crown, or
 - (c) just because the person is a member of, or a delegate of a council to, a company or other body that has a pecuniary interest in the matter, so long as the person has no beneficial interest in any shares of the company or body.

Non-Pecuniary

- 5.1 Non-pecuniary interests are private or personal interests a council official has that do not amount to a pecuniary interest as defined in clause 4.1 of this code. These commonly arise out of family or personal relationships, or out of involvement in sporting, social, religious or other cultural groups and associations, and may include an interest of a financial nature.
- 5.2 A non-pecuniary conflict of interest exists where a reasonable and informed person would perceive that you could be influenced by a private interest when carrying out your official functions in relation to a matter.
- 5.3 The personal or political views of a council official do not constitute a private interest for the purposes of clause 5.2.
- 5.4 Non-pecuniary conflicts of interest must be identified and appropriately managed to uphold community confidence in the probity of council decision-making. The onus is on you to identify any non-pecuniary conflict of interest you may have in matters that you deal with, to disclose the interest fully and in writing, and to take appropriate action to manage the conflict in accordance with this code.
- 5.5 When considering whether or not you have a non-pecuniary conflict of interest in a matter you are dealing with, it is always important to think about how others would view your situation.

Managing non-pecuniary conflicts of interest

- 5.6 Where you have a non-pecuniary conflict of interest in a matter for the purposes of clause 5.2, you must disclose the relevant private interest you have in relation to the matter fully and in writing as soon as practicable after becoming aware of the non-pecuniary conflict of interest and on each occasion on which the non-pecuniary conflict of interest arises in relation to the matter. In the case of members of council staff other than the Chief Executive Officer, such a disclosure is to be made to the staff member's manager. In the case of the Chief Executive Officer, such a disclosure is to be made to the mayor.
- 5.7 If a disclosure is made at a council or committee meeting, both the disclosure and the nature of the interest must be recorded in the minutes on each occasion on which the non-pecuniary conflict of interest arises. This disclosure constitutes disclosure in writing for the purposes of clause 5.6.
- 5.8 How you manage a non-pecuniary conflict of interest will depend on whether or not it is significant.
- 5.9 As a general rule, a non-pecuniary conflict of interest will be significant where it does not involve a pecuniary interest for the purposes of clause 4.1, but it involves:
 - a) a relationship between a council official and another person who is affected by a decision or a matter under consideration that is particularly close, such as a current or former spouse or de facto partner, a relative for the purposes of clause 4.4 or another person from the council official's extended family that the council official has a close personal relationship with, or another person living in the same household
 - b) other relationships with persons who are affected by a decision or a matter under consideration that are particularly close, such as friendships and business relationships. Closeness is defined by the nature of the friendship or business relationship, the frequency of contact and the duration of the friendship or relationship.
 - c) an affiliation between the council official and an organisation (such as a sporting body, club, religious, cultural or charitable organisation, corporation or association) that is affected by a decision or a matter under consideration that is particularly strong. The strength of a council official's affiliation with an organisation is to be determined by the extent to which they actively participate in the management, administration or other activities of the organisation.
 - d) membership, as the council's representative, of the board or management committee of an organisation that is affected by a decision or a matter under consideration, in circumstances where the interests of the council and the organisation are potentially in conflict in relation to the particular matter
 - e) a financial interest (other than an interest of a type referred to in clause 4.6) that is not a pecuniary interest for the purposes of clause 4.1
 - f) the conferral or loss of a personal benefit other than one conferred or lost as a member of the community or a broader class of people affected by a decision.
- 5.10 Significant non-pecuniary conflicts of interest must be managed in one of two ways:
 - a) by not participating in consideration of, or decision making in relation to, the matter in which you have the significant non-pecuniary conflict of interest and the matter being allocated to another person for consideration or determination, or
 - b) if the significant non-pecuniary conflict of interest arises in relation to a matter under consideration at a council or committee meeting, by managing the conflict of interest as if you had a pecuniary interest in the matter by complying with clauses 4.28 and 4.29.
- 5.11 If you determine that you have a non-pecuniary conflict of interest in a matter that is not significant and does not require further action, when disclosing the interest you must also explain in writing why you consider that the non-pecuniary conflict of interest is not significant and does not require further action in the circumstances.
- 5.12 If you are a member of staff of council other than the Chief Executive Officer, the decision on which option should be taken to manage a non-pecuniary conflict of interest must be made in consultation with and at the direction of your manager. In the case of the Chief Executive Officer, the decision on which option should be taken to manage a non-pecuniary conflict of interest must be made in consultation with and at the direction of the mayor.
- 5.13 Despite clause 5.10(b), a councillor who has a significant non-pecuniary conflict of interest in a matter, may participate in a decision to delegate consideration of the matter in question to another body or person.
- 5.14 Council committee members are not required to declare and manage a non-pecuniary conflict of interest in accordance with the requirements of this Part where it arises from an interest they have as a person chosen to represent the community, or as a member of a non-profit organisation or other community or special interest group, if they have been appointed to represent the organisation or group on the council committee.

SPECIAL DISCLOSURE OF PECUNIARY INTEREST DECLARATION

This form must be completed using block letters or typed.

If there is insufficient space for all the information you are required to disclose, you must attach an appendix which is to be properly identified and signed by you.

By <i>[insert full name of councillor]</i>	
In the matter of <i>[insert name of environmental planning instrument]</i>	
Which is to be considered at a meeting of the <i>[insert name of meeting]</i>	
Held on <i>[insert date of meeting]</i>	
PECUNIARY INTEREST	
Address of the affected principal place of residence of the councillor or an associated person, company or body <i>(the identified land)</i>	
Relationship of identified land to councillor <i>[Tick or cross one box.]</i>	<input type="checkbox"/> The councillor has interest in the land (e.g. is owner or has other interest arising out of a mortgage, lease, trust, option or contract, or otherwise). <input type="checkbox"/> An associated person of the councillor has an interest in the land. <input type="checkbox"/> An associated company or body of the councillor has interest in the land.
MATTER GIVING RISE TO PECUNIARY INTEREST¹	
Nature of land that is subject to a change in zone/planning control by proposed LEP <i>(the subject land²)</i> <i>[Tick or cross one box]</i>	<input type="checkbox"/> The identified land. <input type="checkbox"/> Land that adjoins or is adjacent to or is in proximity to the identified land.
Current zone/planning control <i>[Insert name of current planning instrument and identify relevant zone/planning control applying to the subject land]</i>	
Proposed change of zone/planning control <i>[Insert name of proposed LEP and identify proposed change of zone/planning control applying to the subject land]</i>	
Effect of proposed change of zone/planning control on councillor or associated person <i>[Tick or cross one box]</i>	<input type="checkbox"/> Appreciable financial gain. <input type="checkbox"/> Appreciable financial loss.

[If more than one pecuniary interest is to be declared, reprint the above box and fill in for each additional interest]

Councillor's Signature: **Date:**

This form is to be retained by the council's Chief Executive Officer and included in full in the minutes of the meeting

Last Updated: 3 June 2019

Important Information

This information is being collected for the purpose of making a special disclosure of pecuniary interests under clause 4.36(c) of the Model Code of Conduct for Local Councils in NSW (the Model Code of Conduct).

The special disclosure must relate only to a pecuniary interest that a councillor has in the councillor's principal place of residence, or an interest another person (whose interests are relevant under clause 4.3 of the Model Code of Conduct) has in that person's principal place of residence.

Clause 4.3 of the Model Code of Conduct states that you will have a pecuniary interest in a matter because of the pecuniary interest of your spouse or your de facto partner or your relative or because your business partner or employer has a pecuniary interest. You will also have a pecuniary interest in a matter because you, your nominee, your business partner or your employer is a member of a company or other body that has a pecuniary interest in the matter.

"Relative" is defined by clause 4.4 of the Model Code of Conduct as meaning your, your spouse's or your de facto partner's parent, grandparent, brother, sister, uncle, aunt, nephew, niece, lineal descendant or adopted child and the spouse or de facto partner of any of those persons.

You must not make a special disclosure that you know or ought reasonably to know is false or misleading in a material particular. Complaints about breaches of these requirements are to be referred to the Office of Local Government and may result in disciplinary action by the Chief Executive of the Office of Local Government or the NSW Civil and Administrative Tribunal.

This form must be completed by you before the commencement of the council or council committee meeting at which the special disclosure is being made. The completed form must be tabled at the meeting. Everyone is entitled to inspect it. The special disclosure must be recorded in the minutes of the meeting.

¹ Clause 4.1 of the Model Code of Conduct provides that a pecuniary interest is an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person. A person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to the matter, or if the interest is of a kind specified in clause 4.6 of the Model Code of Conduct.

² A pecuniary interest may arise by way of a change of permissible use of land adjoining, adjacent to or in proximity to land in which a councillor or a person, company or body referred to in clause 4.3 of the Model Code of Conduct has a proprietary interest

Item: 05

Subject: BUSINESS ARISING FROM PREVIOUS MINUTES

Item:	09	02/12/2020
Subject:	DRAFT PUBLIC ART MASTERPLAN	
Action Required:	1. Support engagement with the local Aboriginal community to explore development of a cultural artwork in 2021 at an appropriate location.	
Current Status	1. Engagement to commence in the coming months following the establishment of Council's Aboriginal Reference Group. (EOI process complete and aiming for Council endorsement of membership at 16 June 2021 Ordinary Council meeting)	

Item:	05	24/02/2021
Subject:	CREATIVE HUB - REQUIREMENTS AND MANAGEMENT/OPERATIONAL MODEL	
Action Required:	1. The Cultural Economy Project identified affordable and accessible workshop, exhibition, performance and rehearsal space as a major priority for the local creative community. A number of possible sites are being investigated.	
Current Status	1. Updates to be provided to CSG as available.	

Item:	08	28/04/2021
Subject:	RESIGNATION OF BRIAN BARKER	
Action Required:	1. Formally thank Brian Barker for his contribution to the Cultural Steering Group	
Current Status	1. Letter of appreciation sent from Mayor Pinson	

Item:	07	28/04/2021
Subject:	CULTURAL PLAN REVIEW AND UPDATE	
Action Required:	1. The Draft Cultural Plan to be presented to the Ordinary Council Meeting on 19 May 2021.	
Current Status	1. The Draft Cultural Plan was placed public exhibition from 21 May 2021 until 20 June 2021. An update on submissions received will be shared with the Group at this meeting and proposed amendments discussed. We are aiming to have the final Plan endorsed by Council at the July/early Aug meeting.	

Discussion topics at future meetings		
	Due Date	Requested
Creative Hub – Requirements and management/operational model	Future meeting	5 December 2018
Update on the Bicentenary Working Group	23 June 2021	1 July 2020
Public Art Policy, recent requests for public art/interpretation and the petition to remove the Edmund Barton statue	Future meeting	1 July 2020
Update on Port Macquarie Historic Court House Curtilage	23 June 2021	2 September 2020

Item: 06**Subject: DRAFT 2021-2025 CULTURAL PLAN****Presented by: Strategy and Growth, Jeffery Sharp**

RECOMMENDATION**The Cultural Steering Group:**

- 1. Note submissions received in response to the exhibition of the draft 2021-2025 Port Macquarie-Hastings Cultural Plan;**
- 2. Discuss and endorse an evaluation framework for the 2021-2025 Cultural Plan.**
- 3. Note next steps in finalising the draft for presentation to Council.**

Discussion

The draft Cultural Plan public exhibition period closed on 20th June and staff will present an overview of submissions received and next steps in working to finalising the Plan.

As discussed at the previous meeting, we also need to include a more robust evaluation framework, considering how we will monitor implementation to inform decision-making and review of the Plan over the next five years and ensure the goals are achieved.

The following evaluation and reporting process is recommended to monitor the implementation of the Plan:

- Staff and CSG monitor the implementation of strategies and actions contained in the Plan on an annual basis;
- Performance is reported annually to Council (and to appropriate government, industry and community stakeholders). This reporting will focus on progress against goals, strategies and actions - both qualitative and quantitative social and economic impact assessment where possible. The report will be developed with the key stakeholders identified as having responsibilities in the Plan to ensure a holistic approach. An annual review forum or workshop may assist this process.

In 2025 the following is recommended to assess overall delivery outcomes of the Plan and to inform future Cultural Plan development:

- Review of Creative Sector benchmark data in the Cultural Economy Project including local creative sector employment data, using REMPLAN data for the PMHC area referenced against Australian and New Zealand Standard Industrial Classification (ANZSIC) codes relevant to the cultural and creative industries sectors;
- ABS employment data people employed in cultural and creative fields;

- Survey of artists and creative businesses to understand practices, business models, services and opportunities in the area.

Development of the Cultural Plan has leveraged robust data from the Cultural Economy Project and a strong co-design process working with members of the Cultural Steering Group (CSG). The CSG will oversee delivery of the Plan including review and evaluation as per the above. This represents ongoing co-design using information and insights to guide delivery, enhance outcomes and promote continuous improvement and learning.

Attachments

Nil

Item: 07**Subject: CONCEPT DESIGN FOR THE PORT MACQUARIE POLICE STATION
PRECINCT****Presented by: Strategy and Growth, Jeffery Sharp**

RECOMMENDATION

That the Cultural Steering Group note the concept design for the Port Macquarie Police Station precinct which will be presented to Council on 18 June 2021 for endorsement.

Discussion

The Ordinary Meeting of Council held on 19 May 2021, Council resolved to endorse the Town Centre Master Plan Sub-Committee to facilitate high level concept designs for the Police Station site on behalf of the Community.

The key objectives for this project as identified by the Town Centre Master Plan Sub-Committee at their meeting on 27 May 2021 were as follows:

- a) Respond to the Town Centre Master Plan;
- b) Address links to the site's broader context (physical, intrinsic and visual)
 - physical links to Town Green, Glasshouse and Port Macquarie Museum;
 - visual links to Hastings River, Glasshouse and Port Macquarie Museum;
 - intrinsic links to other places / buildings of heritage / cultural significance within the Port Macquarie CBD (both European and Aboriginal);
- c) Heritage to be the hero of the site;
- d) Former Court House, former Police Station and Lock up Residence, and Norfolk Island Pines to be retained;
- e) Be responsive to site constraints; and
- f) Shall form a key piece of open space within the town centre that provides opportunities for passive recreation, education and cultural activities to take place.



It was recognised that the design also needs to respond to priorities in the 2018-2021 Port Macquarie-Hastings Cultural Plan and the draft 2021-2025 draft Cultural Plan, including:

- Residents and visitors have access to our heritage places to understand our history and local stories;
- There is greater recognition of our local creatives and their products/services;
- We protect and embrace our proud cultural heritage and unique natural environment;
- We support accessible creative hubs and workspaces; and
- Facilitate access to affordable and accessible performance, exhibition and selling spaces.

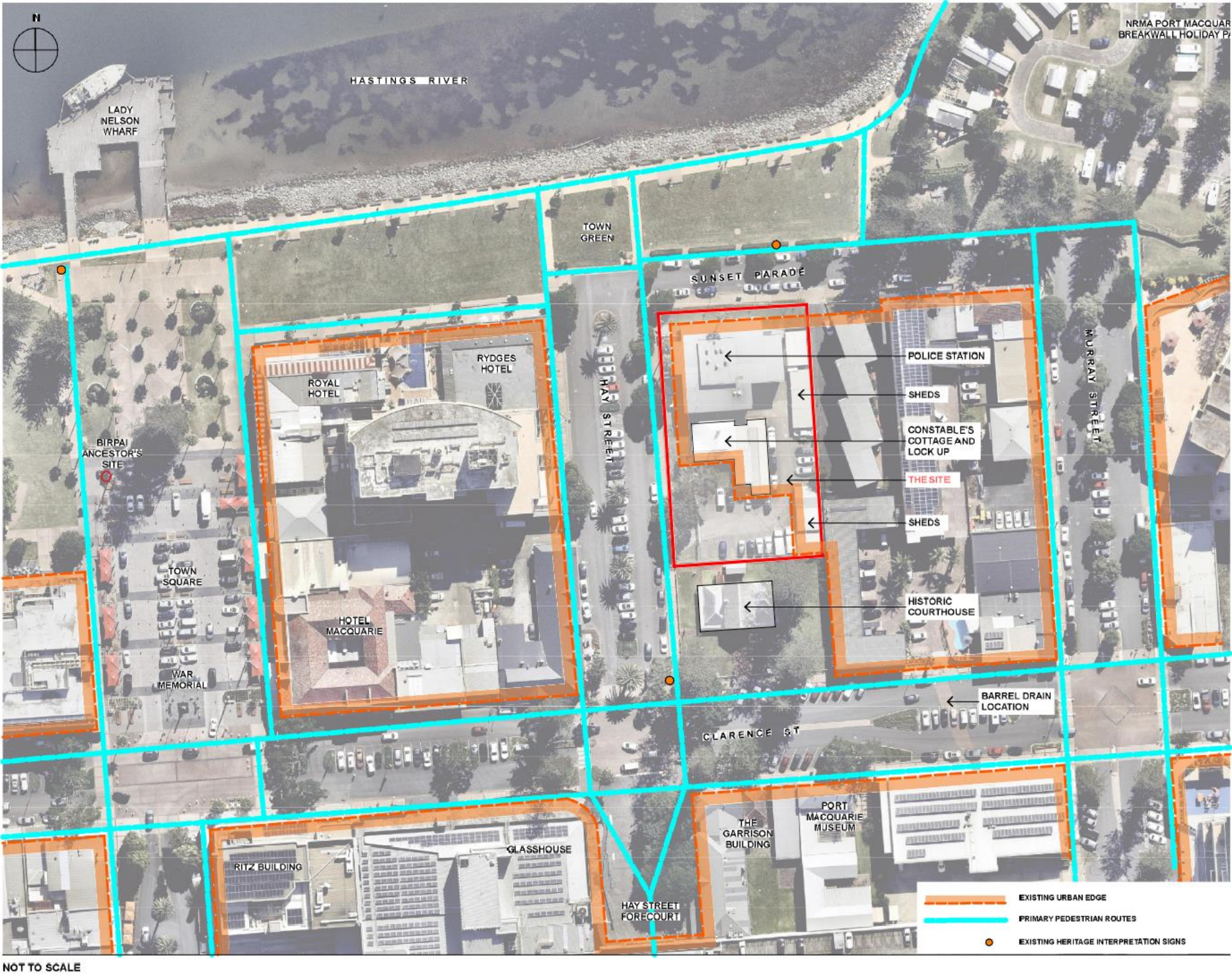
The attached concept design has been developed in consultation with Councillor representatives of the Town Centre Masterplan Sub-Committee (Cr Hawkins) and

Cultural Steering Group (Cr Turner), and Council staff, including the Director Strategy and Growth and Group Manager Economic & Cultural Development.

Attachments

1   Port Macquarie Police Station Site Concept Design

NOTE
THIS PLAN HAS BEEN PREPARED AS A CONCEPT PLAN ONLY. THE INFORMATION SHOWN HEREIN IS ONLY
RELIABLE FOR THE ABOVE PURPOSE. IT SHOULD NOT THEREFORE BE USED FOR ANY OTHER PURPOSE.



BIRPAI ANCESTOR'S SITE



PORT MACQUARIE MUSEUM



HISTORIC COURTHOUSE



RYDGES AND ROYAL HOTEL



CONSTABLE'S COTTAGE



POLICE STATION



GLASSHOUSE



SUNSET PARADE



TOWN GREEN



WAR MEMORIAL



HOTEL MACQUARIE



RITZ BUILDING

DRAFT

KING + CAMPBELL

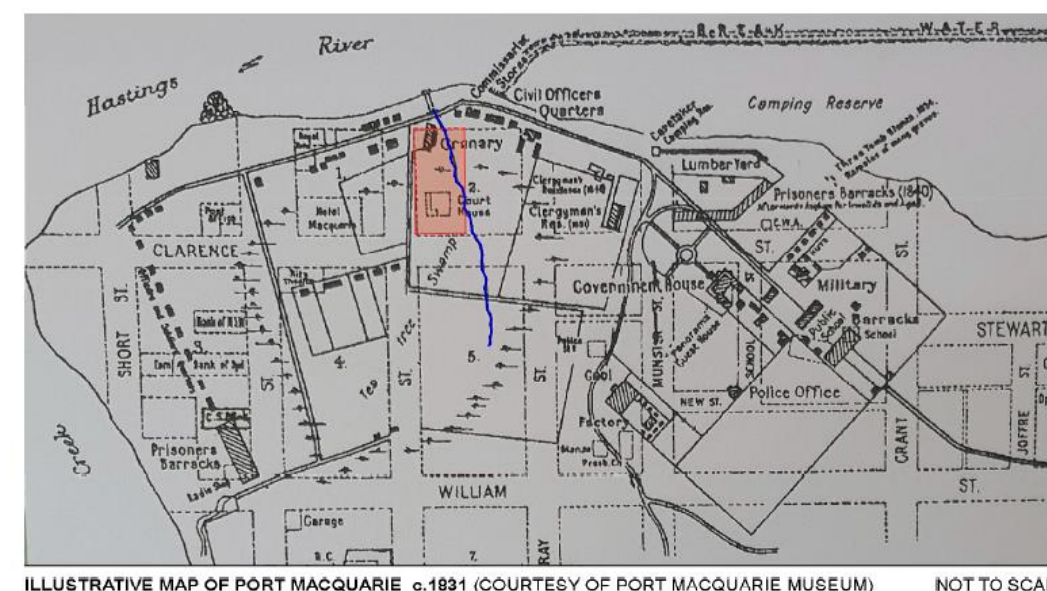
POLICE STATION SITE
HAY STREET PORT MACQUARIE
CONTEXT PLAN
JUNE 2021



NOTE
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POLICE STATION SITE
HAY STREET PORT MACQUARIE
KEY PRINCIPLES PLAN
JUNE 2021



KEY OBJECTIVES

- MUST ADDRESS LINKS TO BROADER CONTEXT (PHYSICAL, INTRINSIC AND VISUAL):
 - PHYSICAL LINKS TO TOWN GREEN AND GLASSHOUSE
 - VISUAL LINKS TO HASTINGS RIVER AND GLASSHOUSE
 - INTRINSIC LINKS TO OTHER PLACES / BUILDINGS OF HERITAGE / CULTURAL SIGNIFICANCE WITHIN THE PORT MACQUARIE CBD (BOTH EUROPEAN AND ABORIGINAL)
- HERITAGE TO BE THE HERO OF THE SITE
- HISTORIC COURTHOUSE, CONSTABLE'S COTTAGE & LOCK UP AND NORFOLK ISLAND PINES TO BE RETAINED
- MUST RESPOND TO THE TOWN CENTRE MASTER PLAN
- RESPONSIVE TO SITE CONSTRAINTS (POTENTIAL RESTRICTIONS ON EXCAVATION)
- KEY PIECE OF OPEN SPACE WITHIN THE TOWN CENTRE WHICH SHOULD PROVIDE OPPORTUNITIES FOR PASSIVE RECREATION, EDUCATION AND CULTURAL ACTIVITIES TO TAKE PLACE

KEY OPPORTUNITIES

- OPENS UP VIEWS FROM WATER FRONT TO KEY LANDMARKS eg GLASSHOUSE AND HISTORIC MUSEUM
- EFFECTIVELY CREATES SECOND TOWN GREEN - BRINGS WELCOME GREEN SPACE BACK INTO THE HEART OF THE TOWN CENTRE
- MAKES TOWN CENTRE MORE WELCOMING AND MORE ACCESSIBLE GENERALLY
- CELEBRATES PORT MACQUARIE'S UNIQUE HERITAGE AND ENABLES US TO BETTER TELL OUR STORIES
- NEEDS TO RESPOND TO PRIORITIES IDENTIFIED IN THE 2018-2021 PORT MACQUARIE-HASTINGS CULTURAL PLAN AND THE DRAFT 2021-2025 PORT MACQUARIE-HASTINGS CULTURAL PLAN, INCLUDING:
 - RESIDENTS AND VISITORS ACCESSING OUR HERITAGE PLACES TO UNDERSTAND OUR HISTORY AND LOCAL STORIES;
 - GREATER RECOGNITION OF OUR LOCAL CREATIVES AND THEIR PRODUCTS/SERVICE;
 - PROTECT AND EMBRACE OUR PROUD CULTURAL HERITAGE AND UNIQUE NATURAL ENVIRONMENT;
 - SUPPORT ACCESSIBLE CREATIVE HUBS AND WORKSPACES;
 - FACILITATE ACCESS TO AFFORDABLE AND ACCESSIBLE PERFORMANCE, EXHIBITION AND SELLING SPACES

DRAFT



NOTE
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FIRST NATION BIRPAI PEOPLE



TIMBER INDUSTRY



CONVICT BUILT BARREL DRAIN



CONVICT BRICK PATHS



NORFOLK ISLAND PINE TREES



WAKULDA - LIGHT DISPLAY

HERITAGE REFERENCES



LOCAL RECYCLED TIMBER



ZINCALUME STEEL



LOCAL CLAY PAVERS - LINCOLN BRICKS



COLOURED CONCRETE



CORTEN STEEL



DECOMPOSED GRANITE

MATERIALS PALETTE



TIMBER ARBOUR & STAR JASMINE SCREEN



GREEN WALL - RECYCLED TIMBER & SS



TRADITIONAL TIMBER SHELTER FORM



HISTORIC TIMELINE DISPLAY



POSSIBLE TREE - Tuckeroo



POSSIBLE TREE - Hibiscus tiliaceus

EXAMPLE APPLICATIONS

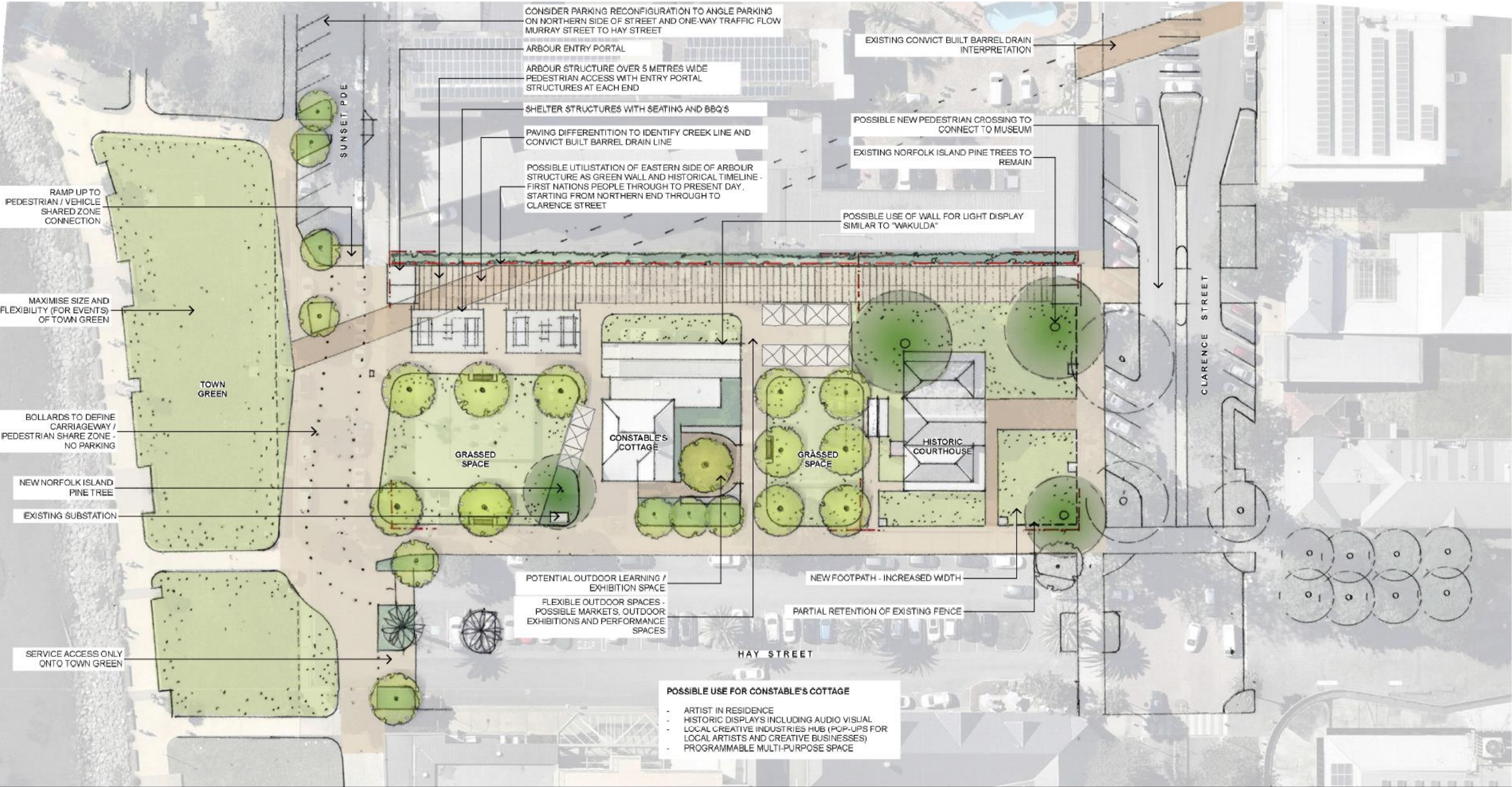
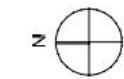
DRAFT

KING + CAMPBELL

POLICE STATION SITE
HAY STREET PORT MACQUARIE
MATERIALS PALETTE AND HERITAGE REFERENCES
JUNE 2021



NOTE
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NOT TO SCALE

DRAFT

KING + CAMPBELL

POLICE STATION SITE
HAY STREET PORT MACQUARIE
CONCEPT MASTERPLAN
JUNE 2021



Item: 08

Subject: PORT MACQUARIE CBD CULTURAL PRECINCT PLANNING

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Cultural Steering Group note:

1. Work to deliver the Port Macquarie CBD Cultural Precinct Planning project has commenced.
2. A Request for Quotation will open shortly for suitably qualified consultants.
3. There will be opportunities to participate in workshop sessions to inform the development of the draft Port Macquarie CBD Cultural Precinct Plan.

Discussion

The 2018-2021 Cultural Plan identifies a key focus for delivery is the development of a Port Macquarie CBD Cultural Precinct Plan.

Strategic Objective 1. Develop and empower our region's art and cultural communities and assets

Action 1.2 Creative Precincts and Hubs Investigate, plan and advocate for future creative precincts and cultural hubs designed to connect, build on the capabilities of, and showcase our significant cultural assets and the work of our local creative practitioners, with a key focus on developing a Port Macquarie CDB cultural precinct plan.

The project budget will fund a consultant to work with key stakeholders, organisations and community members in sharing any issues or ideas in development of a collective vision and planning framework for the Port Macquarie CBD Cultural Precinct Plan.

The purpose of the Port Macquarie CBD Cultural Precinct Plan is to maximise the profile of our cultural and creative offerings in the CBD, unlock the potential of cultural tourism and grow our arts and cultural sector.

Key project objectives include:

- Engage with key stakeholders, organisations and community members through a diverse range of stakeholder and community engagement opportunities;
- Identify strategic partnerships and examine opportunities for collaboration;
- Investigate how the project area, as it currently stands, can transform into an integrated precinct that will connect spaces between the physical buildings, the collections, the programs and people within them.

- Develop a shared vision to build on collective strength to present a vibrant visitor experience for tourists and locals, celebrating and recognising the diversity and strengths of the cultural facilities in the one location;
- Identify ways to:
 - activate spaces and highlight the connections between the buildings,
 - create a dynamic cultural hub that promotes access to and engagement within the precinct,
 - enhance the public profile of the precinct as a key destination.
- Examine, consider and integrate current plans and proposals.

The Port Macquarie CBD Cultural Precinct Plan will be presented to the Cultural Steering Group and reported to Council. It will provide a framework for the future development, activation and promotion of the Port Macquarie-Hastings Cultural Precinct.

It is anticipated that the Port Macquarie CBD Cultural Precinct Plan will be presented to Council in late 2021.

Attachments

Nil

Item: 09

Subject: LOST AT SEA MEMORIAL ARTWORK

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Cultural Steering Group note:

1. Plans to commission a public artwork that honours those lives lost in our region's oceans.
2. That Council will convene a Public Art Professional Reference Group and invite relevant stakeholders to participate.
3. The Public Art Professional Reference Group will assess submissions for selection of the commissioned artwork.

Discussion

The 2018 - 2021 Cultural Plan articulates the communities desire to recognise the significant benefits and positive impacts that art and culture can have on our community's health, well-being, connectivity and inclusiveness through the following Strategic Objective, Strategy and Action:

Strategic Objective 2. Enrich our community through experiences that embrace and celebrate our diverse and unique art and culture.

Strategy 2. Maximise arts and cultural experiences for all sectors of our community.

Action 2.4 Community-based and community-led programs.

As briefed at the 3 June 2020 CSG meeting, families and friends of loved ones who have been lost at sea in our region contact council on a regular basis requesting a permanent memorial to honour their loved one, and provide a location where they can visit to reflect and grieve. The heartbreaking situation for many of the families and friends impacted is that their loved one may never be recovered and put to rest.

A project budget of \$75,000 has been allocated for a Lost at Sea Memorial Artwork that will serve to acknowledge the tragic loss of life at sea of our regions community members and visitors.

Council acknowledges that nothing can ever replace the loss of a loved one. The inclusion of a memorial public artwork will give family members and friends a place to visit for personal reflection, and will serve as a permanent mark of respect for those who are tragically lost at sea.

The artwork will be commissioned in accordance with the Public Art Policy and following the Public Art Guidelines. Once the artwork is installed, it will be added to Council Asset Register and any ongoing costs will be managed within the annual public art maintenance budget allocation.

AGENDA

CULTURAL STEERING GROUP
23/06/2021

Attachments

Nil

Item: 10

Subject: BICENTENARY EVENT WRAP-UP

Presented by: Strategy and Growth, Jeffery Sharp

RECOMMENDATION

That the Group note the Bicentenary and Wakulda Event Wrap Up Report for the Port Macquarie Bicentenary Event, 10 - 18 April 2021.

Discussion

Port Macquarie's Bicentenary event showcased our region, its people and stories and successfully delivered 50+ activities across 9 days for approximately 18,000 attendees from 10 - 18 April 2021. This report provides an overview of the outcomes and impacts of the event which was delivered by Council, with support from our volunteer Bicentenary Working Group.




During a particularly challenging time for the region, in the wake of the March flood events and on-going COVID gathering restrictions, the Bicentenary event brought people together safely to celebrate our place and allowed community groups to share the cultural, heritage and place making stories which reflect Port Macquarie via 40 satellite events.

Leveraging bushfire and COVID recovery funding, the Bicentenary event also acted as a launch point for key destination attraction projects such as Wakulda: Weaving Our Stories As One, our Local Food, Wine, Art and Cultural Trails, and Yapang Bila Yapun.yapun (Wauchope Bicentenary Riverside Sculptural Trail).

Overall, post-event research insights told us that attendees felt the event had a positive impact on their awareness of heritage of our area, the vibrancy of the CBD and felt it enhanced the image of Port Macquarie with tourists.

Attachment 1 provides a report on the Event and Wakulda which will be considered by Council at its 16 June 2021 meeting. Additional supporting documents - Bicentenary Event Report and the Event Research Report - are attached for information.

Attachments

1.  Council Report - Bicentenary & Wakulda Wrap Up
2.  Bicentenary Event Report
3.  Bicentenary Event Research Report

AGENDA

ORDINARY COUNCIL
16/06/2021

Item: 10.01

Subject: BICENTENARY AND WAKULDA WRAP UP

Presented by: Strategy and Growth, Jeffery Sharp

Alignment with Delivery Program

2.5.1 Support cultural activities within the community.

RECOMMENDATION

That Council:

1. Note this report and the success of the 2021 Port Macquarie Bicentenary Event.
2. Note the success of the Wakulda project which was launched in association with the Bicentenary event and provides an on-going destination attraction in the Port Macquarie CBD.
3. Acknowledge the significant contribution of the Bicentenary Working Group and thank them for efforts.

Executive Summary

Port Macquarie's Bicentenary event showcased our region, its people and stories and successfully delivered 50+ activities across 9 days for approximately 18,000 attendees from 10 - 18 April 2021. This report provides an overview of the outcomes and impacts of the event which was delivered by Council, with support from our volunteer Bicentenary Working Group.

During a particularly challenging time for the region, in the wake of the March flood events and on-going COVID gathering restrictions, the Bicentenary event brought people together safely to celebrate our place and allowed community groups to share the cultural, heritage and place making stories which reflect Port Macquarie via 40 satellite events.

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Overall, post-event research insights told us that attendees felt the event had a positive impact on their awareness of heritage of our area, the vibrancy of the CBD and felt it enhanced the image of Port Macquarie with tourists.

Discussion

The Port Macquarie-Hastings Bicentenary marked a milestone in our region's European history. Council's 2018-2021 Cultural Plan includes an action to 'Facilitate the development and delivery of Bicentenary events and activities for the period 2018-2021 in a manner which is inclusive and recognises the multiple cultural stories that make up the history and identity of our region'. At the 21 August 2019 Council

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AGENDA

ORDINARY COUNCIL
16/06/2021

meeting, Council endorsed three 2021 Bicentenary Projects:

11.04 BICENTENARY PROJECTS 2021

RESOLVED: *Turner/Hawkins That Council:*

1. *Endorse the following proposed 2021 priority Bicentenary projects:*
 - (a) *Bicentenary Event 10 -18 April 2021;*
 - (b) *The Flagstaff Hill redevelopment; and*
 - (c) *Continuation of the development of the Port Macquarie foreshore walkway and sculptural trail, as recommended by the Bicentenary Working Group of Council's Cultural Steering Group.*
2. *Request the General Manager add a new action to the 2019/2020 Operational Plan, relating to 'the development and delivery of 2021 Bicentenary projects'.*
3. *Note that the Flagstaff Hill redevelopment project is proposed to deliver the new, additional, John Oxley memorial to commemorate 200 years since his expedition, as resolved by Council on 21 February 2018.*
4. *Note the Cultural Steering Groups support for the priority projects.*
5. *Request the General Manager prepare a report for the September Council Meeting to determine resourcing to deliver the agreed priority projects for the 2021 Bicentenary.*

CARRIED: 9/0

FOR: *Alley, Cusato, Dixon, Griffiths, Hawkins, Intemann, Levido, Pinson and Turner*

AGAINST: *Nil*

Whilst this report focuses specifically on the Bicentenary event, the delivery of the Bicentennial Foreshore Project remains a strong Council focus. Additionally, the design and construction of the Flagstaff project currently remains unfunded, however, staff continue to explore future opportunities in this regard.

At the time of the above resolution, nobody predicted the challenging period that lay ahead for our region with bushfires, COVID-19 and floods. As such, the Bicentenary Working Group undertook to reshape the event to act as a strong vehicle for community coming together, recovery and unity.

The Bicentenary event program, and consequent marketing and promotional collateral, supported the event vision "To walk our place and discover the stories that weave together to make Port Macquarie-Hastings the region it was, it is, and will be". The cultural diversity of the region was reflected, and inclusion and multi-generational storytelling was actively supported to enable a focus on our past, our present and our future generations.

Attachment 1 provides the detailed Event Report with highlights noted as follows.

The following project outcomes were achieved:

- Delivery of a free Port Macquarie CBD, Wakulda Nightly Program, as the key project outcome. This attracted over 7,400 attendees across the participating venues of the Historic Courthouse, Port Macquarie Museum, Mid North Coast

AGENDA

ORDINARY COUNCIL
16/06/2021

Pilot Boatshed, Glasshouse Regional Gallery and Sunset Sessions at Little Shack.

- Launch of *Wakulda, Weaving our stories as one*, immersive sound and light projection at the Port Macquarie Historic Courthouse. Wakulda continues to be screened nightly as a cultural attraction and night-time activation in our CBD.
- Delivery of inaugural Artists' Open Studios Weekend (10 & 11 April) involving 21 local artists and attended by over 2,310 community members and visitors.
- 40 Satellite Events delivered by local community organisations, associations, historic attractions and tourism operators drawing approximately 2,000 attendees.
- Hosting multiple Art Exhibitions including David Martin's Port Macquarie 200, Saltwater Freshwater Arts 2021, Ronnie Grammatica's 200 Years On, Governing Change by Leanne Prussing and the Community Art Exhibition.
- Activation of Hastings River Foreshore with the residency of Sydney Harbour Tall Ship, Coral Trekker, and incorporating delivery of Port Macquarie TAFE General Purpose Hand Course and daily sail schedule.
- Launch of a series of curated self-drive itineraries, Taste Trails, providing maps, travel times and local insights into the region's best food, wine and creative experiences.
- A spectacular event conclusion with the Royal Australian Air Force Roulettes aerial display.

The substantial impact of the floods on our community in March required last minute changes to the event program and careful consideration of what marketing and promotion was appropriate (and when) given the circumstances. Initially the program included the Hastings River Aquatic Activities Program, designed to encourage use and discovery of the Port Macquarie foreshore. This activation included vessels on display local and visiting, a sail past, displays and workshops. In consultation with aquatic stakeholders, the planned foreshore activities on Sunday 18 April did not proceed. At the same time local, state and national broadcast and digital media were overwhelmed by disaster coverage leaving little space for event related messages. This did mean that our event marketing and communication was compressed into a smaller window leading up to the event than we had hoped and there was criticism that the event was not promoted enough - in spite of the intense period of promotion via social media, radio, local media, public space signage and Council communications.

Attachment 2 provides the post-event research report. This report includes insights gleaned from surveys and feedback from both events attendees and participants after the event.

A survey of 406 attendees conducted during and immediately after the Event told us that 80% of respondents felt there was a positive impact toward their awareness of heritage of our area. This was closely followed by vibrancy of the CBD where 77% of respondents felt the event had a positive impact, and 77% feeling it enhanced the image of the town with tourists. There was marginally less impact reportedly felt for inclusion with community (71%) and indigenous awareness (67%). The majority of attendees (53%) rated the experience as excellent, with many finding the event inspiring and enjoying the range of activities. Comments included:

- *Fell in love with Port Macquarie all over again and I've lived here for 15 years!*
- *Beautiful, educational, inspiring;*
- *Love love loved Wakulda. So important in truly weaving our connection with and on Birpai land;*

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Page 3

AGENDA**ORDINARY COUNCIL
16/06/2021**

- *Brilliantly done, made me proud to live here;*
- *It was excellent and just what we needed after fire, COVID and flooding.*

The profile of attendees indicated the event appealed to a wide range of age groups. Most attended in couples or small family groups of 2-4 people. The total event audience is estimated at 18,000, with most of these participating in the Wakulda nightly program around the Port Macquarie CBD. Survey data indicated that visitors attended an average of 1.9 events during the 10-day program, resulting a unique visitor estimate of 9,474. Analysis suggests the majority of attendees at all activities resided in the Greater Port Macquarie area. However, attendees also came from other geographical markets including Sydney (5%), Greater Taree (1%) and Kempsey (3%), Newcastle (1%) and Central Coast (1%) and interstate (0.8%). It is interesting to note the variance in the ratio of locals to visitors at each venue, with the museum attracting more visitors from Sydney and Interstate and the Open Art Studios attracting more locals. In total, 56% of respondents all attendees (local and visitors) came specifically for the event, 24% came for the event and other reasons, and 20% were in the area for other reasons.

A separate Event Participant Survey was undertaken to understand involvement and outcomes for artists and/or community organisations who hosted satellite events or participated in event activations. There were 30 respondents, mostly those who participated in artist open studios weekend (80%), with others from community art exhibition, heritage exhibition, music performers, and other satellite events. Overall, there was a high perception of the organisation of the event (by Council), atmosphere and overall experience. The results show positive impacts toward social inclusion and pride of place, as well as meeting new people. Interestingly, these social benefits were felt more than personal benefits such as learning new skills and exploring creativity.

Options

Council may choose to:

1. Note the information contained within this report.
2. Request further information in relation to the Port Macquarie-Hastings Bicentenary or Wakulda Project.

Community Engagement and Internal Consultation

In addition to working with the Bicentenary Working Group members, a range of key internal and external stakeholders was consulted to develop the Bicentenary event format and program. This included Local Aboriginal Land Council representatives, artistic contractors, heritage sites and venues, Glasshouse Regional Gallery staff, Council Community Inclusion and Events staff, TAFE, Charles Sturt University, local businesses, and community organisations.

During event delivery, further engagement was encouraged directly between attendees and participating organisations, stakeholders and satellite events. The post-event analysis has been supported via feedback from the Bicentenary Working Group, event participants, and local community and out of region visitors.

AGENDA**ORDINARY COUNCIL**
16/06/2021**Planning and Policy Implications**

The Bicentenary event program delivers on Action 2.2 - Bicentenary of the 2019 - 2021 Cultural Plan. Additionally, it contributes to the following strategies in the Plan:

- Maximise arts and cultural experiences for all sectors of our community.
- Identify and develop the cultural identity of our places (towns and villages).
- Work collaboratively with cultural community sector to deliver identified heritage outcomes.
- Identify and develop opportunities to profile and promote culture at all levels - local to international.

Financial and Economic Implications

The Bicentenary program was delivered under an existing budget allocation of \$123,509 (total includes education program delivery and additional design charges). This was supplemented by a last minute Regional Tourism Bushfire Recovery Grant (\$5,000) and Building Better Regions Fund (\$20,000) bringing the final event budget to a total of \$156,962. The final event delivery came in at a cost of \$127,521. Overall events cost was reduced due to the need to plan within COVID restrictions, allowing for the uncertainty this brings and looking to secure an outcome regardless of changing restrictions. The flood event also affected costs with the postponement of the Hastings River Aquatic Activities Program removing a range of fees from berthing to security and licenses and more.

Wakulda was delivered with support from three funding streams; \$65,000 Local Roads and Community Infrastructure Grant, \$55,000 COVID Relief Reserve funding and \$145,000 Regional Tourism Bushfire recovery Grant Stream 2. The project was delivered within budget including a 12-month maintenance agreement. This investment now provides the infrastructure to support a permanent attraction in the Port Macquarie CBD.

Funding for the creation and installation of Yapang Bila Yapun,yapun was delivered from separate Federal and State grants and Council's COVID-19 Relief Reserve funding, which also included the launch of the Food, Wine, Art and Cultural Trails.

Council in-kind staff support for the planning, delivery and marketing of the event was calculated at a total of 2.5FTE. Staff time was funded primarily from existing Economic and Cultural Development salary budget including the temporary (2year) Cultural Events Officer budget approved for Artwalk and to support the Bicentenary. Significant volunteer time (198 hours) was also vital in supporting these event outcomes.

Attachments

1. Bicentenary Event Report
2. Bicentenary Event Research Report

PORT MACQUARIE-HASTINGS BICENTENARY EVENT REPORT

Port Macquarie's Bicentenary event innovatively showcased the region, its people and stories and successfully delivered activities across 9 days for approximately 18,000 total attendees between 10 - 18 April 2021.

The Bicentenary event program, and consequent marketing and promotional collateral, supported the event vision *"To walk our place and discover the stories that weave together to make Port Macquarie-Hastings the region it was, it is, and will be"*. The cultural diversity of the region was reflected, and inclusion and multi-generational storytelling was actively supported with consideration to the region's future generations.

The role of Port Macquarie-Hastings Council was to coordinate the program streams and promote the event locally and out of region.

Outcomes of key program streams***Wakulda: Weaving Our Stories As One:***

Utilising funded secured through the Australian Government Regional Bushfire Recovery Fund, a world-class immersive story-telling experience on the façade of the Port Macquarie Historic Courthouse was launched by Her Excellency the Honourable Margaret Beazley AC QC, Governor of New South Wales, on Saturday 10 April 2021. The project delivered a nightly program of free community engagement activities centred around the new sound and light installation between 10 –18 April 2021 (inclusive). This program attracted over 7,400 attendees across the participating venues of the Historic Courthouse, Port Macquarie Museum, Mid North Coast Pilot Boatshed, Glasshouse Regional Gallery and Sunset Sessions at Little Shack. These live performances were funded from a separate Regional Bushfire Recovery grant to support local musicians.

Hastings River Aquatic and Visiting Vessels Activities, including a visit by the Tall Ship Coral Trekker

In consultation with community aquatic stakeholders, the impacts of the flood event resulted in the postponement of the planned foreshore activities on Sunday 18 April. The traditional canoe making workshops by Fred and John Kelly were relocated to Sea Acres National Park and able to continue as planned with the construction of 4 canoes utilising traditional materials and techniques and attended by Birpai community members and local residents. The Mid North Maritime Museum Pilot Boatshed achieved a mammoth clean up to open throughout the event days and participate in the Wakulda Nightly Program. The visiting Sydney Harbour Tall Ship, Coral Trekker, was able to safely undertake the passage to Port Macquarie and was in residence on Lady Nelson Wharf for the duration of the event. The vessel acted as a classroom on Monday 12 and Tuesday 13 April for a Council-coordinated delivery of Port Macquarie TAFE's General Purpose Hand Course to 8 local students. The Coral Trekker also offered public access tours and sailing trips.

Art Exhibitions

With support from the Glasshouse Regional Gallery, the Bicentenary event period was host to a range of local and visiting art exhibitions. All residents of the Port Macquarie-Hastings region were invited to create an artwork in any medium to interpret the Community Art Exhibition theme: *'Creating a visual response to the varied natural, cultural, historic and popular elements that make positive contributions*

to our local community'. A total of 68 artworks were submitted and exhibited, with the youngest artist under the age of one. Over 480 entries were submitted in the People's Choice Vote which was awarded to **Julie Mills** 'Rainbow Beach Bonny Hills'. A judging panel consisting of the Regional Gallery Curator and representatives of the Cultural Steering Group and Bicentenary Working Group awarded Best response to theme to Lorraine Neill's 'Magic of the Hastings', Best application of technique to Mikayla Harrison's 'Pacific Waves and the Emerging Artist Encouragement Award to Lucas Tubergan's 'Safety First at Bartlett's Beach'. Other exhibitions included David Martin: Port Macquarie 200 Exhibition which profiled the contributions of seven artists who chose Port Macquarie as their subject during the course of two centuries, and the Saltwater Freshwater Arts 2021 featuring the Aboriginal Art award and Contemporary Cultural Objects.

Food, Wine, Art and Cultural Trails

Utilising COVID Recovery funding support, visitors and residents joined for a **one-off event** to launch the Artists' Open Studio Weekend on 10 and 11 April, where 20 of the region's most talented creatives opened their studios and workshops to the public, many for the very first time. Participants spanned a diverse range of artistic pursuits from painting, drawing, sculpture, glass, pottery, ceramics, jewellery, metalwork, textiles and more. Over 1,000 attendees visited creatives in the region, stimulating local economy with purchases made onsite and as a result of sustained travel through outlying townships. The new Taste Trails digitally launched during the Bicentenary event as five specially curated 'Insider's Guides' providing local insights into some of the region's best experiences. Online resources including maps and drive times were available so both locals and visitors could assemble their own self-drive trail and maximise visits. From the success of this launch, the printed collateral will go into production in May/June, and will include an illustrated map of the region with each of the Trail locations marked, as well as signage and digital assets for participating businesses.

Launch of the Wauchope Bicentenary Riverside Sculpture Trail

In consultation with the Bunyah Local Aboriginal Land Council and the Djuyalga Wakulda, via the Muurrbay Aboriginal Language and Culture Co-operative, this sculptural trail was gifted the Gathang name; Yapang Bila Yapun, yapun. However, due to the flood damage across Rocks Ferry Reserve, a number of the installed and partially-installed sculpture pieces either sustained major damage or were washed away. The Destination and Cultural Development team are now working with the selected artists and broader Council infrastructure teams to create a revised production schedule for delivery. Once finalised, NSW Government as the key funder under the Stronger Communities Fund will be notified and a new launch date mutually agreed.

Community days

Due to the fluid, and challenging, regulatory environment for COVID Safe delivery of major events, the focus of the Council-led community initiatives moved to the Wakulda Nightly Program and support of the events controlled by community organisations. The last minute addition of the Royal Australian Air Force Roulette Sevens aerial display on Sunday 18 April did offer a strong platform for community participation, with several thousand attending Town Green and foreshore to watch the 15 minute display. This could only be safely facilitated due to updated changes to the NSW Public Health Order, and in consultation with local authorities.

Satellite events

An Expression of Interest process invited community groups to undertake their own activations to 'tell their story' as part of the Bicentenary commemorations. These formed over 40 'satellite events' that were actively promoted for community and visitor participation. Activities ranged from facility and club open days, art exhibitions, film screenings, book launches, historical and cultural tours, performances, river cruises and workshops. Approximately 2,000 attendees participated in the satellite events with the majority of initiatives being delivered by volunteers. Highlights included the launch of the viewing platforms at Mrs York's Garden by the Governor of NSW, the Hastings District Flying Club Open Day attended by the Royal Australian Air Force Roulette Sevens, and performances by the Dance Mid North Coast Association of 'Gumba', choreographed by Ryan Pearson from Bangarra Dance Theatre and featuring 25 Indigenous and non-Indigenous dancers from the local region.

Noting, **Education resources** for local schools remain under development with Council's Education team and are scheduled to launch at the commencement of Term 3 as a free, online education pack consisting of cultural and historical resources to assist a holistic primary-level curriculum delivery.

Event Engagement with Local Aboriginal Land Councils

The Bicentenary Working Group (BWG) engaged with the Local Aboriginal Land Councils throughout the event planning, and welcomed Birpai Local Aboriginal Land Council (BLALC) Members Roger Munro and Sandra Hindman as members of the working group in 2019.

In September 2020 BWG members undertook a facilitated discussion with Rhonda Radley, Birpai Elder and Birpai Local Aboriginal Land Council Board member, where Rhonda led attending BWG members and Council staff through a planning process to ensure the continued development of the Bicentenary program was inclusive of the cultural diversity of the region, actively supported inclusion and multi-generational storytelling, and considered the region's future generations.

Engagement on key program activities included:

- Wakulda: Weaving Our Stories As One: Council's Cultural Development staff met and spoke with Land Council representatives to develop a title for the project in Birpai language that referenced the project's theme of 'the weaving of our stories, and of walking this place together'. The Muurrbay Aboriginal Language and Culture Co-operative consulted and reviewed local language incorporated in development and creation of this project, as well as other First Nations cultural consultants, artists and performers.
- Welcome to Country for Launch of Wakulda on Saturday 10 April: A Birpai Local Aboriginal Land Council booking request form was completed and Uncle Bill O'Brien delivered the Welcome to Country, with invited Birpai representative, Latoya Smith, delivering an address as one of the key speakers. The local Dhoongang Dancers conducted a smoking ceremony and performance as part of the COVID safe event which marked the first screening and launch of the identified event period.
- Acknowledgement of Country in selected printed and online marketing collateral / printed booklet: The acknowledgement provided to Council was updated to include 'seas and rivers' and included across multiple platforms. The Muurrbay Aboriginal Language and Culture Co-operative and the Local Gathang Language Group Djuyalgu Wakulda also provided a translation of 'Rescue

of 7 sailors from the Alligator by 7 Aboriginal men, *Guri Wakul Gagil - Together As One* featured in the Bicentenary event booklet.

- Lighting of Town Square Acknowledgement Garden for Wakulda Nightly Program: Investigations were made to source and install a permanent solar lighting around the pillars of the Acknowledgement Garden and the Birpai Local Aboriginal Land Council consulted as to the appropriateness of recognising this site during the identified event period. Whilst this proposed recognition did not proceed for the Wakulda Nightly Program, this enquiry has initiated further discussion regarding appropriate cultural recognition on Town Green.
- Coral Trekker Residency: Engagement on cultural appropriateness of proposed activity prior to contract negotiations was undertaken with the BLALC, including determination of Birpai welcome on port arrival. Community engagement with TAFE General Purpose Hand Course on Coral Trekker was undertaken by Council's Economic Development team and an introduction facilitated between a local Aboriginal historian and the vessel to advise on local stories relating to the Hastings River.
- Identified Satellite Events: During the Bicentenary date period engagement with Local Aboriginal Land Councils included the completion and premiere of short film 'Blackmans Point Massacre' screened in collaboration with Charles Sturt University. Created by local film makers, Big Mob Productions, the free screening and facilitated panel discussion was approached as healing through truth telling and was attended by invited community members, Land Council representatives, Port Macquarie-Hastings Council representatives and general attendees. In addition, a two day traditional canoe making workshop with Kempsey-based craftsman was relocated to Sea Acres National Park following the flood event. Following own cultural protocols, the engaged craftsman contacted the BLALC Chairperson directly and an onsite meeting conducted to determine attendees prior to delivery.

Event External Funding

The Bicentenary event secured a \$20,000 grant in late 2019 from the Building Better Regions Fund to support activities for a one-day community event. As a consequence of the COVID-19 gathering restrictions, funding was renegotiated to support the delivery of a nightly program of free, COVID Safe community engagement activities centred around the new immersive sound and light installation, Wakulda: Weaving Our Stories As One.

In addition, Council was invited in late 2020 by the Regional Tourism Bushfire Recovery Fund to submit an application to support Bicentenary activities which met the grant's objectives. A total of \$5,000 was secured to deliver live music by local musicians as the Sunset Sessions featured in the Bicentenary's Wakulda Nightly Program to ensure the diversity and abundance of creative talent in local affected communities was celebrated.

Event Destination Attraction Activity

Whilst overseas travel was not viable during the event period, the Bicentenary destination attraction activity pivoted to target intrastate visitors within a 2-4hr travel radius and focused on short-lead digital marketing assets and local print media and radio to maximise reach within an ever-changing COVID-19 regulatory environment. The paid social campaign via our Greater Port Macquarie Destination channels over a four-week period delivered 35,238 website visits and 5515 goal completions with a conversion rate of 15.7%.

Event utilisation of Council-owned assets

The Bicentenary event program worked collaboratively with the Glasshouse to host the Community Art Exhibition and participate in the Wakulda Nightly Program by opening the Regional Gallery and Glasshouse Studio to attend programmed exhibitions, artist talks as satellite events, and offer commercial activities such as the Glasshouse Shop and bar facilities. Glasshouse Technical Services were engaged to assist with offsite event delivery such as the Wakulda Launch and the lighting of the Pilot Boatshed attraction whilst Glasshouse Marketing Services were utilised for digital and onsite promotions.

The Port Macquarie Historic Courthouse was a central location for the Wakulda Nightly Program with the looped screening between 6.00pm-9.00pm each evening of the sound/light installation as well as the Bicentenary information stall. Courthouse Volunteers enabled the venue to open and hosted the Governing Change exhibition by local artist, Leanne Prussing.

Lady Nelson Wharf was utilised for the residency of Sydney Harbour Tall Ship, Coral Trekker, for the duration of the Bicentenary event. Despite some initial hesitation concerning structural integrity following the flood event, the centrally located wharf was safe to use and provided a strong visual focus for attendees.

Event results

The event was designed to commemorate Port Macquarie's Bicentenary of European settlement while generating awareness and knowledge of the heritage, culture and natural assets of the local area.

The event results are based upon surveys collected on-line from a sample of 400+ event attendees and 30 participants that were analysed by the staff at Destination Research and Development. The following key results were found:

The event attracted a wide range of attendees from local regions and intrastate which included:

- 86% from Greater Port Macquarie.
- 4% came from neighbouring LGAs .
- 5% from Sydney
- 60% of event attendees over 40 years of age.
- 28% of attendees with children at the event.
- 41% are couples or 25% in family groups of three or four.
- 11% of event attendees stayed overnight or longer.
- The average night stay of event visitors was 5 nights.
- 56% of attendees came for the event, while 24% came for the event and other reasons
- 77% of attendees felt an enhanced image of the town to visitors
- The event generated an estimated \$333,830 from visitor spending.

Attendees used a variety of sources to access information about the event:

- 36% used social media to access information about the event.
- 20% used word of mouth to access information about the event.

- 19% used 2 or more sources to find event information.

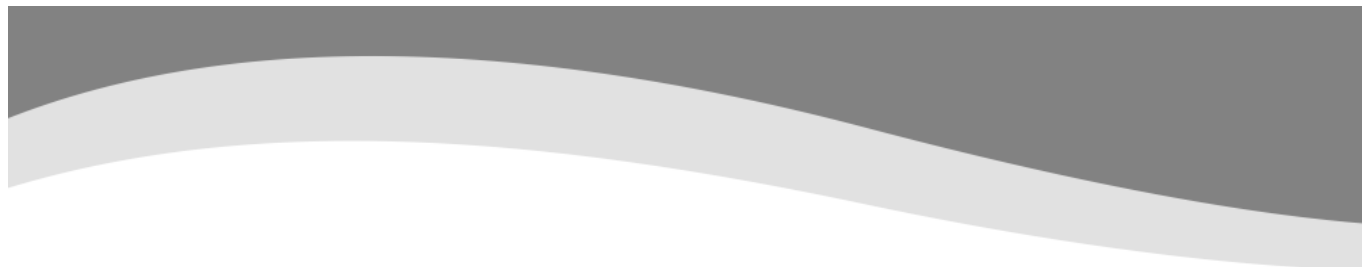
Attendees felt the event had a positive cultural impact on the community through improved:

- heritage awareness (80%)
- vibrancy of the CBD (77%)
- indigenous awareness (67%)

Participants felt the event had a strong impact on:

- Community cohesion – feeling part of the community (89%)
- Social inclusion – feeling part of the community, and pride in the community (89%)
- Network development (76%)

While the majority of attendees perceived the event as a success, the timing of the event was unfortunate, with COVID-19 restrictions affecting the likelihood of attracting interstate travellers, and major flooding impacting the entire LGA just days before the event. Despite these limitations, the research shows a high level of satisfaction the event itself from both visitors and the community, with 78% of attendees rating the overall event experience as very good or excellent.



2021 BICENTENARY & WAKULDA PROJECTION PROJECT

EVENT REPORT

Authored by: Jo Mackellar
13 May 2021

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Executive Summary

The 2021 Bicentenary & Wakulda Projection Project (the Event) was held in the Port Macquarie-Hastings area over ten days in April, 2021. The event was designed to celebrate the Bicentenary of Port Macquarie while generating awareness and knowledge of the heritage, culture and natural assets of the local area. This report provides a summary of the research conducted at the event, assessing the characteristics and expenditure patterns of visitors as well as the cultural value of the event to the local community. The research is based upon surveys collected on-line from a sample of 400+ event attendees and 30 participants which were analysed by the staff at Destination Research and Development. The following key results were found:

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The report has been compiled by researchers from Destination Research & Development. The information presented in this report is accurate at the time of printing. Whilst all care is taken to ensure its accuracy, no liability is accepted for loss or damage as a result of its content. Findings and recommendations are based on the data of the current study; further research may be required in some areas to validate the findings of this study.

Enquiries should be directed to the Research Manager, destination.research@yahoo.com.

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Research methods

The event was spread over 10 days in Port Macquarie CBD and towns such as Wauchope and Laurieton, with the focal event of the program (Wakulda) screening artistic projections nightly on the heritage buildings in the Port Macquarie CBD. Wakulda was a uniting theme of the program, meaning 'As One' in the Gathang language of the local Birpai people. In addition to the nightly activities, the Bicentenary event featured an Artist Open Studio Weekend to 21 studios, a visit by the Coral Trekker Tall Ship and 40 satellite events throughout the LGA encouraging attendees to discover new pockets of local culture, heritage and nature.

A visitor survey was conducted to establish the profile of attendees, their expenditure and perceptions of the event. As the event was spread across the LGA, the data collection was also designed to collect data from a wide range of event attendees including visitors and residents. Tally sheets were used in event venues including museums and artist studios to record the number of attendees and their place of residence. A longer survey was designed to collect data from the main event venues over the 10 days of the event, distributed at the CBD town green and via social media. A total of 406 surveys were collected representing a random sampling error of +/- 5 per cent at the 95 per confidence level within a population of 18,000.



<https://www.portnews.com.au/story/7195233/wakulda-will-bring-together-the-past-and-present-in-visual-bicentenary-display/>

The total attendance measured by the tally sheets indicated an estimated **18,000 total audience**, with most of these attending the Wakulda nightly program around the Port Macquarie CBD. Survey data indicated that visitors attended an average of 1.9 events during the 10 day program, resulting a **unique visitor estimate of 9,474**. While this is a substantial result, it should be noted that attendance at the event was severely interrupted by major flooding which impacted the entire LGA, and the wider North Coast region just days before the event. Furthermore, Covid_19 travel restrictions also affected the likelihood of attracting interstate travellers from Victoria and Queensland at this time.

EVENT ACTIVITY	ATTENDANCE
MNMC PILOT BOATSHED	100
PORT MACQUARIE MUSEUM (10-18 APRIL)	1048
CORAL TREKKER (10 - 18 APRIL)	1155
PEOPLE'S CHOICE VOTES	488
ART EXHIBITION SUBMISSIONS	68
WAKULDA NIGHTLY PROGRAM COURTHOUSE, ART EXHIBIT, SUNSET SESSIONS	7572
ARTS STUDIOS	2310
SATELLITE EVENTS	2000
TASTE TRAILS	260
TOTAL	18,001

Data was analysed to establish the demographic profile of attendees, and the ratio of visitors at the event from outside the LGA. Data also assessed the level of visitor satisfaction and their perceptions of the event experience. Expenditure of visitors was assessed using a 'Direct Visitor Expenditure' method to determine the direct economic impact of an event to its host community. Expenditure is calculated using an event tourism ratio identifying visitors to the event who are bringing new money to the region. It does not include "(D) local residents" from the local region (Port Macquarie) as that money is assumed to exist in the local economy. Nor does it include "(C) holiday-makers" or others not in the area for the event, as their money is assumed to be spent in the LGA regardless of the event.

A **participant survey** was also undertaken to further understand the impact of the event on those who presented artworks or assisted in the creation of feature presentations. This survey was completed by 30 participants in art, heritage and music activities, with the results are also presented in this report.



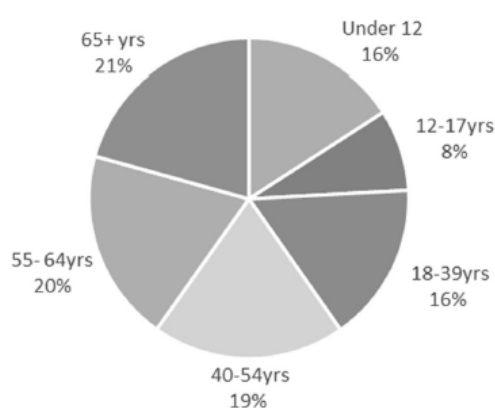
VISITOR SURVEY RESULTS

Demographic Profile

The profile of attendees attending the event indicates the appeal to a wide range of age groups. Most attendees attended in couples or small family groups of 2-4 people. Attendees are predominantly from the greater Port Macquarie area, and yet the event also extended its reach to a range of visitors from other parts of NSW.

Age profile

Survey respondents were asked the number of people in their group and the ages of those people with the results highlighting the wide appeal of the event to all age groups. Adults over 40 years make up slightly more than half of the audience (60%), and 24% of the audience were under 18 years - highlighting the engagement of younger people.

Figure 1: Age Groups**Group Size and children**

The average group size was **3.4** with attendees mainly attending in couples. As shown in the table below most respondents attended in couples (41%) and groups of three/four people (25%). Groups with more than four people (22%) were also noted, including many larger community groups (12+ people). Family groups including children under 12 years were prominent with 28% of attendees bringing children with them.

Table 1: Group size

Group size	single	couple	three	four	> four
% of respondents	12%	41%	11%	14%	22%

Place of Residence

Postcode data was collected from the main Visitor Survey and compared to visitor Tallies from the Open Art Studios and the Port Macquarie Museum. The analysis suggests the majority of attendees at all activities resided in the Greater Port Macquarie area. However, attendees also come from other geographical markets including:

- Sydney (5%)
- Neighbouring regions such as Greater Taree (1%) and Kempsey (3%).
- NSW regional areas such as Newcastle (1%) and Central Coast (1%).
- Interstate (0.8%).

It is interesting to note the variance in the ratio of locals to visitors at each venue, with the museum attracting more visitors from Sydney and Interstate and the Open Art Studios attracting more locals.

Table 2: Postcode analysis

Region	Main venue survey (#400 responses)	Open studios (#1202 tallies)	MUSEUM (#558 tallies)
NSW	99%	96%	91%
Greater Port Macquarie	86%	90%	50%
Sydney	5%	4%	17%
Kempsey	3%	1%	1%
Newcastle/Hunter	1%	0%	7%
South Coast	1%	0%	2%
Greater Taree	1%	1%	2%
Coffs Coast	1%	0%	1%
Central Coast	1%	0%	5%
North Coast	0%	1%	1%
Central West	0%	1%	3%
Interstate	1%	4%	9%
QLD	<1%	1%	5%
VIC	<1%	2%	3%
ACT	0%	1%	1%
Overseas		>1%	
Total	100%		

While international travelers have been previously captured in Port Macquarie event surveys only two were recorded at this event - reflecting the impacts of COVID_19 travel restrictions on local tourism.



Annular region analysis

An annular region analysis is undertaken by plotting postcodes on an annular map that allows calculation of the distances travelled. The results of this analysis illustrate that approximately 14% of the audience reside more than 50 kilometres away. This result is useful for interpreting the tourist value of the event; as many tourism organisations such as Tourism Research Australia define a tourist as coming from over 50kms¹.

Table 3: Annular analysis

No.	Annular Analysis	2021
1	Less than 50 kms	86%
2	51 - 100 kms	4%
3	101 - 200 kms	3%
4	201 - 400 kms	6%
6	400kms + interstate	2%
Total		100%

Figure 2: Annular regions

Figure is for illustrative purposes and is not to exact scale.

¹ See <http://www.tra.gov.au/statistics/domestic-travel-by-australians.html>

Accommodation and Length of Stay

Survey respondents were asked about their accommodation choice and their length of stay. A large majority of attendees attend the event on a day trip from within Port Macquarie-Hastings or the local regions, with 87% returning to their own home. A further 8% of event attendees used local commercial accommodation including hotels/motels (5%), rented apartments (2%), caravan parks (1%). However, 5% used private accommodation, Air BnB (1%) and timeshare/own property (2%), houses of friends and family (2%), thus reducing the economic contribution of the event.

For those who did stay overnight or longer specifically for the event the average night stay was **5 nights**, longer than the average stay for domestic visitors (3 nights²).

Purpose of Visit

The 'purpose of visit' was analysed in order to determine the ratio of the audience that attended the destination specifically for the event, and those who attended for 'other' reasons. In total, 56% of respondents came specifically for the event, 24% came for the event and other reasons, and 20% were in the area for other reasons.

As shown below, the event attracted visitors from within 50kms, as well as from other LGAs including Sydney, Kempsey, Newcastle and the North Coast. In total **5% of visitors from outside the LGA** came for the event.

Table 4: Purpose of visit

	just for the event	for the event and other reasons	no I was there for other reasons
Port Macquarie-Hastings	53%	19%	14%
Sydney	1%	1%	3%
Kempsey	1%	1%	1%
Newcastle	1%	0%	1%
North Coast	0%	1%	0%
Greater Taree	0%	1%	0%
South Coast	0%	0%	1%
Coffs Coast	0%	0%	1%
QLD	0%	0%	0%
VIC	0%	0%	1%
Grand Total	56%	24%	20%



² TRA (2017) LGA Profile: Port Macquarie Hastings

Direct Visitor Expenditure

The direct visitor expenditure is estimated using an event tourism ratio (Figure 3) which examines the ratio of visitors versus residents at the event. Table 5 shows the expenditure for "event specific visitors" determined through analysis in previous sections to be 7% of all visitors. These visitors have come into the region, for the purpose of visiting the event. It includes (A) overnight event visitors and (B) day trippers not from the local area.

As a point of reference, Table 5 also shows the expenditure of "all visitor expenditure" which includes holiday makers (C).

Figure 3: Event tourism ratio

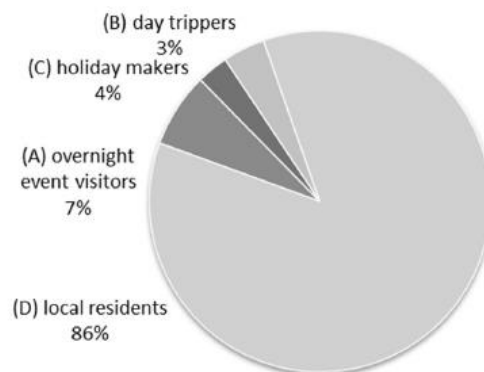
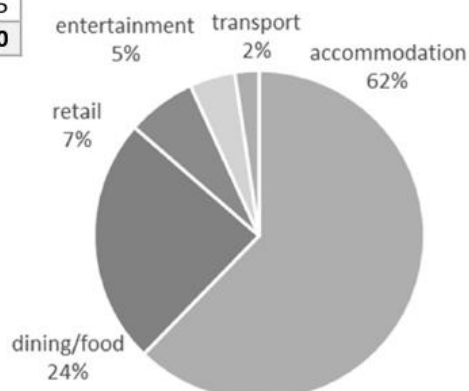


Table 5: Direct visitor expenditure

	Event specific expenditure	All visitor expenditure
Overnight Visitors		
unique visitors	9,500	9,500
overnight tourist %	7.1%	11.0%
overnight tourist #'s	675	1045
Per person average spend per event	\$415	\$299
Total Overnight Visitor expenditure	\$279,918	\$312,455
Day Trippers (B)		
unique visitors	9,500	9,500
day trippers %	3.0%	3.0%
# day trippers	285	285
Per person average spend per event	\$75	\$75
Total Day trippers	\$21,375	\$21,375
Total Overnight and Daytrips	\$301,293	\$333,830

The majority of All Visitor expenditure, described above, is expended in the local area/s on accommodation (62%), dining (24%) and retail (7%) as well as entertainment (including event tickets) (5%) as shown in the chart.

Figure 4: Expenditure sectors



Promotion Analysis

Attendees were asked how they heard about the event, and allowed to choose more than one source (multiple response). As shown in the table below, over half of respondents reported using just one source (59%) of information, while others used two or more sources. This reinforces the importance of using a strong mix of promotional materials and mediums to reach a wide audience.

Table 6: Number of information sources used

1 source	2 sources	3 sources	4+ sources
59%	26%	11%	4%

Social media (36%) was reported as the highest source of information (however it should be noted that the survey responses were mainly collected via this media which may bias the result). Other traditional sources of event information remain relevant such as 'word of mouth' (20%) and Magazine (11%) all provided good response rates.

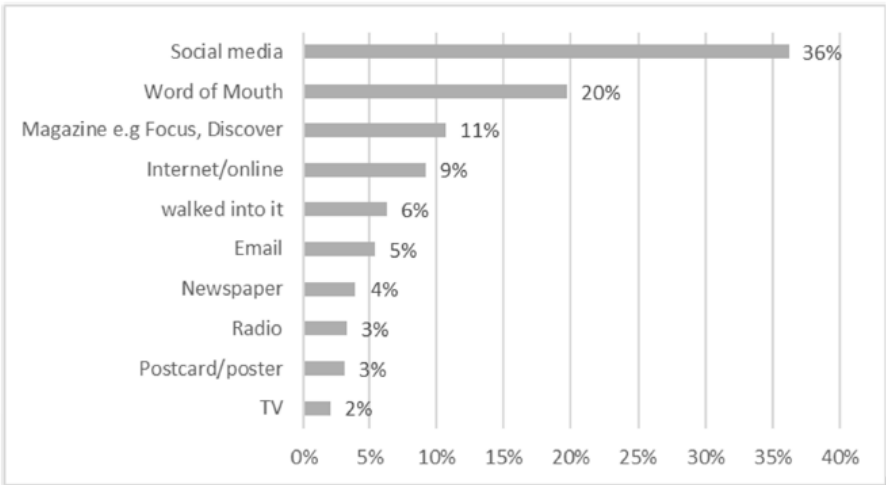
A further 6% simply 'walked into the event' with several comments around "not knowing it was on", or not seeing any advertising. This, however is understandable given the volume and importance of news and information around the river floods across the LGA at the same time, making it difficult to cut through the news with event advertising and publicity.

Other responses included:

- Booklet
 - Brochures
 - Council advert
 - Dance company
 - FB sponsored ad - Roulettes.
 - Inside Outside Management
 - Interested in history - used to
- live in Port

 - Library
 - Marine Rescue member
 - Museum
 - NPWS
 - PM Bicentenary Brochure
 - PMHC Bicentenary email
- Port News Facebook post
 - Port News website
 - Printed brochure
 - Rotary club
 - Tourism association
 - Wauchope Library, Brochure
 - Council brochure

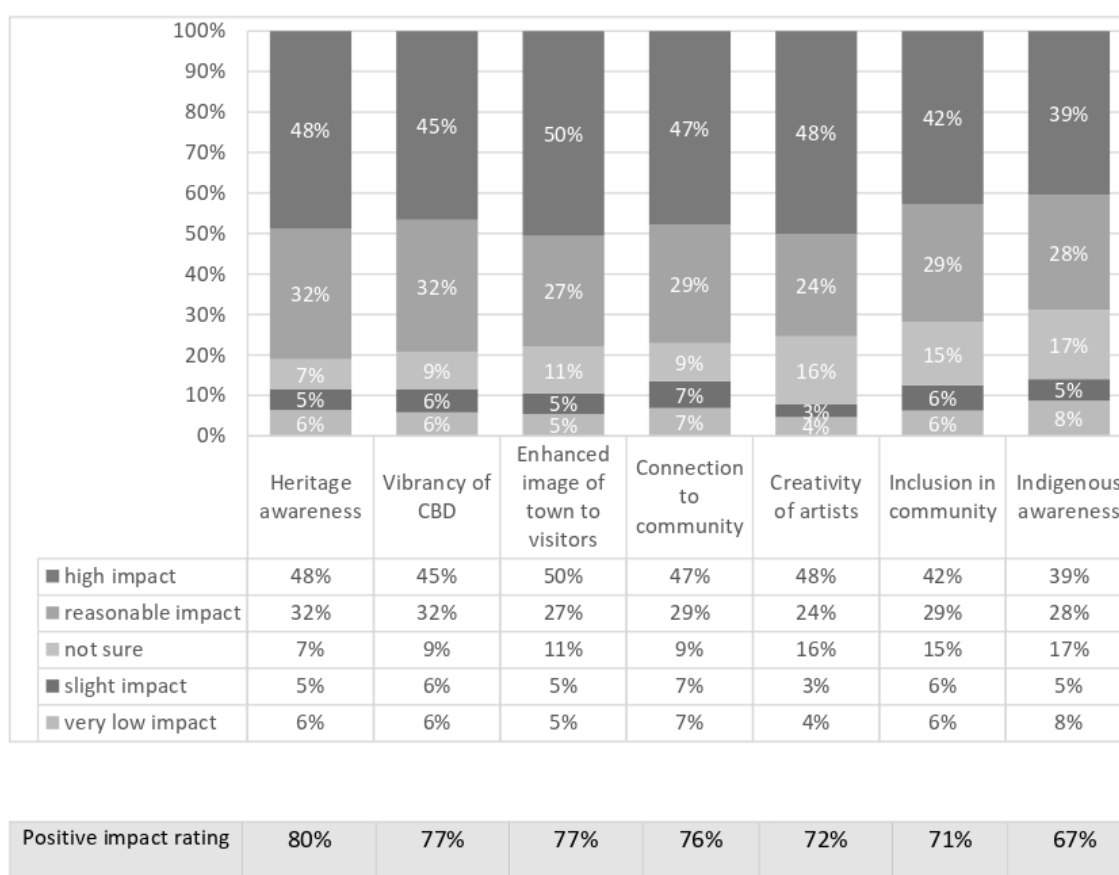
Figure 5: Promotion analysis



Social and cultural impacts

Survey respondents were asked for their opinion on the cultural value of the event to the local area. They were asked to rate the impact of the event across seven different dimensions as shown in Figure 5. While all areas received positive impact ratings, the highest response was for **heritage awareness** where 80% of respondents felt there was a positive impact toward their awareness of heritage of the area. This was closely followed by **vibrancy of the CBD** where 77% of respondents felt the event had a positive impact, and the **enhanced image of the town to tourists** with 77% of respondents feeling a positive impact. There was marginally less impact reportedly felt for **inclusion with community (71%)** and **indigenous awareness (67%)**.

Figure 6: Ratings of event aspects



Opinions of the event experience

Attendees were asked to rate and describe their event experience, both on a rating scale and by open ended responses. On the rating scale from one to ten, the results suggest an overall high satisfaction with all aspects of the event.

Respondents rated the overall experience 8.4/10

Poor	Not good	average	Very good	excellent
4%	4%	13%	25%	53%

As shown the majority of attendees (53%) rated the experience as excellent, with many finding the event inspiring and enjoying the range of activities.

- *Fell in love with port Macquarie all over again and I've lived here for 15 years!*
- *Beautiful, educational, inspiring.*

Respondents provided an open response comment about the event which was then coded into groups as shown below. While the majority of **general comments** were very positive about the organisation and the activities, many were concerned with the lack of **advertising/information** (38%). Some responses were mixed about the Indigenous program and the Coral Trekker, while being very positive about the Open Art Studios and Wakulda. The full list of themed comments can be found in the appendix document.

Table 7: Open comments

Category	% of responses
Advertising/information	38%
General positive comments	28%
Indigenous program	9%
Coral Trekker comments	7%
Open Art Studios	5%
Wakulda	3%

Some respondents added further comments to share their positive perceptions of the event.

- *Love love loved Wakulda. So important in truly weaving our connection with and on Birpai land.*
- *Brilliantly done, made me proud to live here*
- *Great week of events. Good variety. Positive comments by many people. Well organized*
- *It was excellent and just what we needed after fire, COVID and flooding*
- *Loved the music artists too on Town Green we should do that every Friday / Saturday.*



In one word...

Respondents were asked to encapsulate their event experience in one word. The clear majority of words were positive based around the ideas of being proud and happy, that the event was enjoyable and interesting. The word cloud shows the frequency of these and other words.

Figure 7: Word frequency chart



Suggestions for improvement

Survey respondents were asked for suggestions to improve the event. Many suggested that no improvements were needed, and the event was great as it is. Other responses were categorised into themes where most responses related to:

- Advertising (53%) – e.g. “Much greater publicity would be good. We saw the art gallery signs in Lake Innes but maybe have a billboard at Coles announcing up coming council events/happenings”.
- Event content (25%) – e.g. Requests for more music, indigenous displays, free tours and markets.
- Operations (11%) – e.g. issues around ticketing, commentary, seating in particular activities.
- Future events (5%) - Some respondents also provided encouragement to create **future events** within the same theme or sense of inclusion; suggesting the Indigenous Program could be part of a wider program or ‘included in more events throughout the year’. Some comments were made as to the presentation of the impact of colonization – while others found it well done.
- A full list of comments can be found in the appendix document.

Table 7: Suggested improvements

Category	% of responses
Advertising/information	53%
Event content	25%
Operational issues	11%
Future events	5%
Timing	4%
Other issues	2%

PARTICIPANT SURVEY RESULTS

Beyond the economic and tourism impacts created by the event other important community and social impacts are clearly demonstrated. The event offered people from the local area (and beyond) a range of creative and other opportunities to be involved in the production process. It is estimated that 291 people were involved as event participants and over 306 were volunteers. As shown the opportunities were spread across different types of arts, cultural and heritage organisations and productions over the ten days.

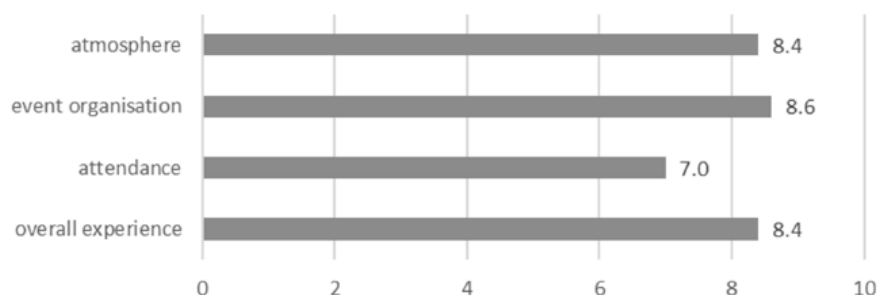
Table 8: Participants and volunteers

PROGRAM	Participant tally	Volunteer tally
Wakulda	30	72
Courthouse	8	18
Community Art Exhibition	68	0
Sunset Sessions	24	0
MNMC Pilot Boatshed	4	18
Port Macquarie Museum (10-18 April)	4	36
Coral Trekker (10 - 18 April)	5	0
Open Art Studios (#21)	21	42
Roulette Sevens Display	7	0
Satellite events (#40)	120	120
	291	306

An Event Participant Survey was undertaken by 30 participants to understand their involvement and the outcomes for themselves as artists and/or community organisations. Most respondents were from the open arts studio (80%), with others from community art exhibition, heritage exhibition, music performers, and Satellite Events.

Respondents were asked to rate aspects of the event on a scale of 1 to 10 with 1 being poor and 10 being excellent. The average rating scores, shown below demonstrate a high perception of the organisation, atmosphere and overall experience.

Figure 8: Participant ratings



Attendance comments

It is interesting that the attendance did not rate as well as other aspects, when the comments around attendance shown below indicate most respondents were mostly happy with the attendances at their studios.

Table 9: Attendance comments

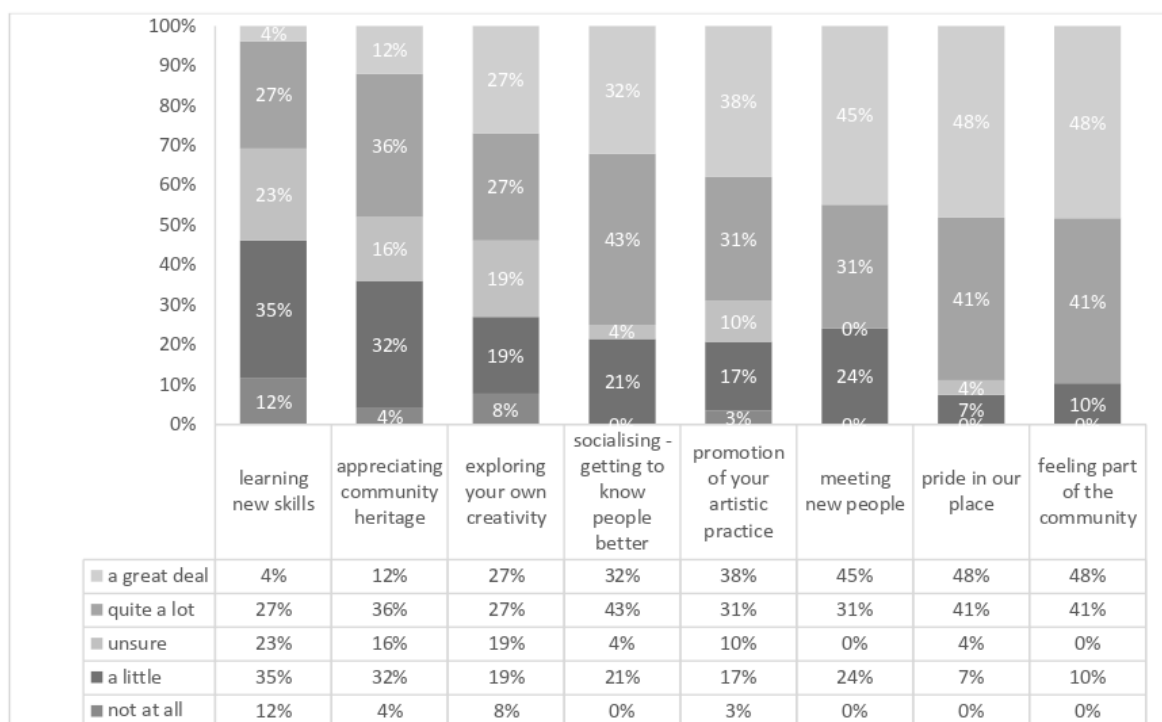
- *A lot of locals from the Hastings Valley Art Society, just looking for ideas.*
- *Far beyond my expectations. Congratulations to the organizers*
- *I anticipated maybe 5-10 people on both days - had 123 all together which was unreal*
- *Over 100 visitors signed in at my studio during this two day event.*
- *Pretty steady flow most of the day. Could have been more I expect but my studio missed out on being included in the flyer but thats my fault.,*
- *Saturday was quite for us here at Beechwood as I think there was so much going on in Port. But Sunday was really busy and had great energy and great community support.*
- *The amount of visitors was a little overwhelming at times and not all of them were interested in my work.*
- *There is no way I could have gotten this kind of exposure to my studio and classes without your help, thank you!*
- *Very happy with the amount of attendees*
- *We didn't stop all day.*
- *We thought we would be sitting reading a book for a lot of the day!.. 15 min after 10am and we were into it...yet not swamped with too many to manage covidly!*
- *The feedback we received from visitors was positive but the numbers were disappointing. Most commented that they found out about our participation second hand or from the sign we had outside our building, as we were not included in other published brochures.*
- *A nice size crowd but open to many more attending.*
- *Again we only had passers by stopping to listen*
- *Almost too many visitors in such a short time, I felt like I was on 'loop'*

Community impacts

Previous studies both in Australia and internationally have demonstrated the significant social and community impacts that can result from participation in cultural events and festivals³. Analysis of the survey results reflected and expanded these previous studies, especially in the following aspects:

1. Community cohesion – feeling part of the community and its heritage
2. Learning and skills development – learning new skills
3. Social inclusion – feeling part of the community, and pride in the community
4. Network development – meeting new contacts and getting to know people better
5. Creativity and inspiration – exploring creative practice
6. Appreciating heritage, culture and arts – appreciation of arts and cultural practice
7. Promotion of artistic practice – finding new ways to promote artist endeavours.

Based on their involvement in the event as artists and heritage, participants were asked to rate the impact of the Bicentenary event on these aspects. The results show the positive impacts toward social inclusion and pride of place, as well as meeting new people. Interestingly these social benefits were felt more than personal benefits such as learning new skills and exploring creativity.



³ Delamere, T. A. (2001). Development of a scale to measure resident attitudes toward the social impacts of community festivals, Part II: verification of the scale. *Event Management*, 7(1),
Small, K, Edwards, D, & Sheridan, L. (2005). A flexible framework for evaluating the socio-cultural impacts of a (small) festival. *International Journal of Event Management Research*, 1(5),



When asked to further describe the social/cultural outcomes of the event, the artists in particular made comments around the importance of these aspects to the event experience. Most comments related to networking and promotion, and toward the appreciation of the community for their work. These are important aspects to the further development of the artists in the community. selection of these comments are shown below, with the full list in the appendix.

Table 10: Community impact from participation

Community impact from participation	% of responses
Network development	28%
The event created a great network of who is out there in our community ready to share their works	
I connected with a photographer with whom I may be able to work with in the future.	
I loved developing working relationships with both Indigenous and non-Indigenous artists who do not have their own space to hold open studios and offering them a venue and event to promote their passion.	
Meeting a lot of new people, along with friends who came to visit	
Meeting and appreciating others' interests/skills/experience	
Sharing a passion for art	
the sense of identity, and being part of something bigger than my own little circle!...this was helped by the great support from the event organisers	
Promotion and sales	26%
Able to show my art work in my studio	
Actually made me sort out my studio to have some gallery space!	
Advertising on a hand out map	
Being able to show my work and talk about the various techniques	
Exposure and promotion of my artistic practice	
It shows how many creatives are in our community, and identified those who are prepared to 'open' their studios	
Showcasing local works to a much broader sector of the community	
Showing of our home galleries and our way we work	
The exposure my business had	
The opportunity to show off what I do and how I have built my creative practice.	
I had one person interested in tuition. One definite commission to do a specific art work, and another who is considering a commission	
Appreciating heritage, culture and arts	20%
Having a good response from a small crowd at our gig.	
Seeing how interested the visitors were in seeing the studio & having a chat	
I loved that the public really appreciated us opening up our studios for the weekend.	
Putting my work 'out there' and getting some great feedback and supportive comments.	
Recognising & raising awareness of our shared history with our Indigenous community.	
Talking about my art to people who were interested.	
The excitement of the visitors to the studio from all over the valley and beyond, and interacting with some neighbors I didn't really know	
The fabulous response from the community. So many people out doing the trail and spending time with the artists.	

Community cohesion	10%
Community involvement	
Feeling part of our community	
Genuine one on one connection with the public	
Interaction with the community	
The community coming to the Garden to enjoy.	
Learning and development	6%
Feedback about artwork and studio	
Learning how to hold an event-hanging painting	
Seeing my work through others eyes	
Other comment	4%
Council support	
It is wonderful to work with a PMHC team that have a vision, that are passionate about this vision and allow us as creatives to thrive and fly... Thanks Guys !!	
Social inclusion	4%
Seeing my work being seen by others and gauging their responses. Mostly very positive and interested.	
Seeing that locals DO appreciate the arts	

The sentiment of artists may be best summed up by this quote.

- *I loved the enthusiasm and passion shown by the many visitors, they attended this event and many of the other art studios because of their interest and excitement about this type of event and their enthusiasm and support both in conversations and attending workshops and purchasing from our artists and pop up cafe were fabulous.*
- *I think the weekend really opened the eyes of the public to how many lovely talented artists we have in our area. The visitors loved the concept of the artists inviting them into their own private creative space and were loving the fact that the Art Trail was something new and different. Many people spent the entire weekend doing the trail. It has given us as artists the opportunity to showcase our work to a broad selection of the community. To have the council as the creators and the driving force behind the weekend has been fantastic.*

Other heritage attractions also felt the importance of the event to the community.

- *It showcased the beautiful space we have created at Mrs York's Garden, for the Community to enjoy. Many more residents and visitors are now aware of the Gardens and the facilities available there for leisure and recreation. It raised awareness of the heritage value of the area with many sites within or bordering the Garden*

