

Australia Day Review Working Group

Date: Tuesday, 4th April 2017
Time: 5:00 pm – 7:00 pm
Venue: 48 Old Perth Road, Bassendean, WA 6054

Purpose: To clarify the Australia Day Review consultation timeframes, the communications strategy and plans.

Attendees:

- Cr Renée McLennan
- Gina Williams
- Jane Mitchell
- Warren Wright
- Graeme Haggart
- Salvatore Siciliano
- Gabriella Filippi
- Antonia Bordoni
- Anthea Marshall
- Kylie Turner

Facilitator: Lockie McDonald

Meeting Notes

These are a record of the decisions made by the meeting as opposed to detailed meeting minutes.

Acknowledgement of Country

The facilitator acknowledged that the meeting was taking place on Country of the Wadjuk people of the Noongar nation and their living cultural practices.

House keeping

The facilitator ran through housekeeping details including:

- All mobile phones on silent;
- Location of coffee tea and food throughout the meeting
- Location of toilets; and,
- Safety; emergency exits and muster point

Introductions

The facilitator invited each person to introduce themselves and why they have attended the meeting. Each person introduced themselves

Context and Purpose of the meeting

Context was provided by Salvatore Siciliano, Manager Recreation and Culture, Town of Bassendean.

Salvatore presented a brief overview of the purpose of the Australia Day Review.

Brief clarifying were questions and answers were discussed.

Australia Day Event: Impact and critical issues for Council

Graeme Haggart, Director Community Development, Town of Bassendean and Salvatore Siciliano, Manager Recreation and Culture, Town of Bassendean and Gabriella Filippi and Jane Mitchell explained the impact of the event.

People discussed the costs, increased risks associated with the rising success and capacity of the event to accommodate the current event safely. There was some additional comments about the appropriateness of the 26th of January for the event.

There was little doubt about the success of the event. In short people believe the event to very community focused successful.

Critical issues about a community consultation?

The facilitator invited the working group to discuss and identify critical issues that might arise in a community consultation about the Australia Day event.

What is the central question you want answered from the consultation?

The Working group agreed that the central question that they wanted to ask the community was:

How do you want to celebrate being Australian?

Consultation Context

It was agreed that a contextualised public relations strategy was needed to start a consultation with ratepayers and the community if it was to have any meaning.

The two contextual issues that would need to be developed in a nuanced and managed in a strategic manner by an experienced public relations professional were identified by the working group to be:

- *The cost, risk and Shire capacity issues associated with the event.*
- *The issue of having the event on 26th January and the precedence set by other Shires to shift the event to another date.*

The successful messaging of these two issues will be critical to mitigating the public relations and media risks that may be associated with them. The City of Fremantle sought external resources to support this process although this was done retrospectively.

Proposed Communications Plan

Kylie Turner, Working Group member presented a detailed layered communications plan with a new timeline to deliver a finding back from the community in mid July 2017.

The full plan is attached with these notes.

The working group agreed the four best communications platforms were:

1. Direct mail via the newsletter
2. Social Media
3. Email responses from the direct mail
4. Online presence

Inevitably these will have to be resourced.

Who else needs to be on the Working Group?

The working group identified four main sectors of the community who needed to be consulted during the process.

- The Cultural Advancement Group
- Young People through the Shires Youth Services
- Business community and local traders who might be affected by the event who could be consulted by Economic Development
- Culturally and linguistically diverse communities

The meeting closed at 7:00 PM