

Subject:	Eastwood Events and Promotions Committee	Page 1 of total
File No:	COR2013/208/4	
Document Ref:	D13/20143	
Venue:	Eastwood Women’s Rest Centre, Hillview Road - Eastwood	
Date:	Monday, 4 March 2013	
Time:	6.00pm	Started at: 6.05pm Closed at: 6.52pm
Chair:	Clr Justin Li	
Meeting Support (MS):	Carol Mikaelian – Councillor Support Coordinator	
Staff Convenor:	Derek McCarthy	
Circulation:		

Committee Role:

The Eastwood Events and Promotions Committee promotes and sponsors entertainment, new activities/initiatives in the Eastwood Town Centre.

Committee Members as per the Terms of Reference:

Councillor Representatives: Councillors Li (Chairman) Laxale and Perram.

Community Representatives: Tony Tang, Wilson Fu, Che Fai (Jeffrey) Tse, Vivien Lor, Roseanna Gallo JP, Hugh Lee and Peter Sullivan

Present	Apology	Name	Position Title	Organisation
x		Councillor Li	Chairman	City of Ryde
x		Councillor Laxale	Councillor	City of Ryde
	x	Councillor Perram	Councillor	City of Ryde
x		Mr Tony Tang		Rotary Club of Eastwood
x		Mr Wilson Fu	Secretary	Eastwood Chinese Senior Citizens Club
x		Mr Che Fai (Jeffery) Tse		Eastwood Chinese Senior Citizens Club
x		Ms Vivien Lor		Community
	x	Mrs Roseanna Gallo JP		RG Music
x		Mr Hugh Lee	President - AAAB and ECSCC	Eastwood Chamber of Commerce
x		Mr Peter Sullivan		Community

Additional Attendees

Name	Position Title	Organisation

Details	Action	Responsibility and Date
1. Present:	Noted	
2. Apologies:	Noted Derek McCarthy to write to the Korean Chamber of Commerce inviting a representative to join the Committee.	
3. Agenda Item 3 – Terms of Reference	Confirmed and endorsed	

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Details	Action	Responsibility and Date
<p>4. Agenda Item 4 – Schedule of Eastwood Events</p> <p>Mr McCarthy provided an overview of events over the last few years such as Cinema in the Plaza in November and Carols in December. He also explained that each subcommittee will report back to Advisory Committee.</p> <p>Mr McCarthy also explained that requests for Use of the Plaza would need to be approved by the Chair/Committee, and that we are currently looking at ways to promote more entertainment such as busking.</p> <p><u>Ryde Lunar New Year Festival Update</u></p> <p>Clr Li advised that the first event of the Lunar New year, the cooking competition went very well. However the second event rained out and had to be moved into the Shopping Centre.</p> <p>Mr Hugh Li advised that the First day of the Lunar New year, the cooking competition had great media coverage. After moving into the shopping centre, the second event still received very good media coverage. Both events did very well in terms of publicity.</p> <p>Clr Li asked if we are to make up the costs to sponsors and stall holders for Lunar New Year costs that were involved.</p> <p>Ms Long advised that Council have invited them to be part of the Harmony Festival and that she sent out emails to sponsors last week to be involved in Harmony Festival.</p> <p>Clr Li advised that the Silver sponsors may have been affected the most, and would like to be offered something at the granny Smith Festival.</p> <p>Clr Li asked if for example, for example Tracy Yap who is a Silver Sponsor, be a part of the Granny Smith Festival to compensate for the Lunar New Year.</p> <p>Mr McCarthy advised that we would need to look into that to ensure there isn't a conflict with other sponsors already involved. There is a selection criteria of how stalls are selected that needs to be followed. There are businesses already that aren't getting in for Granny Smith, and therefore while they're both held in Eastwood, they need to remain separate.</p> <p>Mr McCarthy also advised that what we can do is offer more for the same event the following year. Give sponsors additional promotions and offer them additional incentives next year.</p> <p>Mr McCarthy advised that stall holders were provided with refunds.</p>	<p>Courtney to investigate payments received from Fees and to check if Tracey Yap is a sponsor.</p>	

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<p>Clr Laxale advised that perhaps we can specify a bit more clearly in the Terms and Conditions for future events.</p> <p>Mr Hugh Li asked if we could consider Rockmans, a platinum sponsor for Lunar New Year, to have a site at the Granny Smith Festival.</p> <p>Ms Long advised that information will be sent to retailers, and a retailer would need to specifically inform Council and fill out a form on behalf of Rockmans.</p> <p>Mr Hugh Li also requested to change the name of the Ryde Lunar New Year to Eastwood Lunar New Year.</p> <p>Mr McCarthy advised that it is up to the subcommittee.</p> <p><u>Granny Smith Festival Update</u></p> <p>Mr McCarthy confirmed the date is 19 October</p> <p><u>Eastwood Plaza Performers</u></p> <p>Already discussed in Mr McCarthy overview.</p> <p><u>Other Eastwood Plaza Events</u></p> <p>Mr McCarthy advised that the Cinema in the Park was rained out on all three days; however it has been rescheduled for Fri/Sat/Sun. Local retailers have been advised through letters.</p> <p>Clr Li asked if it is worth buying the screen for Cinema in the Park.</p> <p>Mr McCarthy advised that is isn't advisable due to issues such as labour of set up, staffing, storage etc.</p> <p>Clr Laxale asked if there any stalls at the Cinema in the Plaza.</p> <p>Ms Long advised that Stall holders such as beverages and snacks vendors no longer wish to attend the Eastwood Plaza Cinema as there is too much competition from retailers. The attendees of the Cinema in the Plaza should be encouraged to purchase from local retailers.</p> <p>Ms Long asked committee members if she can send posters, pamphlets to help with distribution.</p> <p>Mr McCarthy suggested for a Christmas Event, instead of Carol's to run a Christmas movie, but still have a Santa etc.</p>	<p>Ms Long to provide soft and hard copies of posters/pamphlets to committee members.</p>	

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<p>Mr McCarthy asked committee members to suggest some ideas and options of events to be brought forward to be put on the next Agenda for the committee.</p> <p>Mr Hugh Li suggested the Moon festival which falls on 19 September. He advised that the Moon festival in the Chinese Calendar is the second biggest festival.</p> <p>Mr McCarthy suggested having events focusing more on food.</p> <p>Ms Long gave an overview of the Flavours of Ryde Guide which is currently being completed.</p>		
5.	Next Meeting: 27 May 2013	