

Subject:	Eastwood Events and Promotions Committee	Page 1 of 2
File No:	COR2013/208/4	
Document Ref:		
Venue:	Eastwood Women’s Rest Centre, Hillview Road - Eastwood	
Date:	Monday, 27 May 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:	Minutes of the Granny Smith Festival Sub Committee – 8 May 2013.	

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 OAM	President	AAAB
	x	Mr Peter Sullivan		Community

Additional Attendees

Name	Position Title	Organisation
Ms Julia Gyomber	Community Project Officer	City of Ryde
Mr Derek McCarthy	Manager Community Relations & Events	City of Ryde
Ms Carol Mikaelian	Councillor Support Coordinator	City of Ryde

Details

		Action	Responsibility and Date
1.	Apologies: Councillor Perram, Ms Lor, Mr Tang and Ms Gallo	Noted	
2.	Adoption of Minutes	Endorsed	

Subject:	Eastwood Events and Promotions Advisory Committee – Draft Minutes of Meeting	Page 2 of 6
	Date - 27 May 2013	

Details	Action	Responsibility and Date
<p>2. Granny Smith Festival Update:</p> <p>Mr McCarthy advised that the first Granny Smith subcommittee meeting was held on 08 May 2013 and circulated the minutes.</p> <p>Mr McCarthy updated the committee on the discussions of the subcommittee meeting, details as follows:</p> <ul style="list-style-type: none"> - It has been confirmed that the event will be held on 19 October 2013. - The Ryde Youth Council (RYC) usually run an activity at the Glen St reserve; however the RYC feel they're spending a lot of time and resources with not a lot of reward. Therefore it is proposed that it will be moved closer to the festival, to create a youth area. - Packages will be sent out to sponsors so that fees can start being charged for stalls. - Other topics discussed were parade and performance applications, invitations, security and other administrative items. <p>Councillor Li raised an issue regarding the Eastwood Hotel, and that he felt that the event may not work alone as an island, if everyone is on the other side of the railway for the festival. He asked if there had been any discussions on whether they can move the event to the other side.</p> <p>Derek advised that event run by the Eastwood Hotel on their premises in the car park is a trial, and other activities on that side of the railway can be utilised.</p> <p>Mr Lee advised that it would be good to integrate both sides of the railway as discussed in the Eastwood Chamber of Commerce meeting.</p>		
<p>3. Future Eastwood Plaza Events:</p> <p>3.1 International Milk Tea Competition - Australia Region</p> <p>Mr Lee advised that the International Milk Tea competition is an international event to determine the best Chinese Milk Tea. The tea is quite specialised and each Chinese Restaurant would have their own unique recipe.</p> <p>This International Milk Tea Competition will be held on 27 July 2013 to select the best Chinese Milk Tea. The agent for Australia has moved the competition from Melbourne to Sydney.</p> <p>It is proposed that the event be held at the Eastwood Plaza and the organisers will liaise with the Eastwood Chamber of Commerce to make arrangements.</p>		

Subject:	Eastwood Events and Promotions Advisory Committee – Draft Minutes of Meeting	Page 3 of 6
	Date - 27 May 2013	

Details	Action	Responsibility and Date
<p>Eastwood Shopping Centre has offered the use of their venue should the weather not permit for the event to be held in the Plaza.</p> <p>Entry to the competition is by invitation only.</p> <p>Public won't have access to taste the tea, but can watch the event and Mr Lee has offered to ask the organisers if free tasting of milk tea can be arranged.</p> <p>Mr Lee confirmed that the local restaurants will be invited to compete.</p> <p>Mr Lee also confirmed that the event organisers will arrange for the winner of the competition to be flown to Hong Kong (sponsored by Cathay Pacific) to participate in International Competition.</p> <p>Mr Lee put in a request on behalf of the Eastwood Chamber of Commerce that the City of Ryde supply the equipment for the event, as was done for the Cooking Competition. Such as tables, chairs, sound system and access to power.</p> <p>Mr McCarthy confirmed that this can be arranged, and also advised that the City of Ryde will promote the event through Council's media outlets.</p>	<p>Mr McCarthy to arrange equipment for this event.</p>	
<p>3.2 Noodle Market</p> <p>Clr Laxale advised that the local shop owners are in favour of having a recurring Noodle market, as it is perfect fit for Eastwood and the culinary influence in the area would be fantastic.</p> <p>Clr Laxale further advised that local stores should get first option in running a stall.</p> <p>Mr McCarthy agreed and advised that rates and fees are to be further discussed upon confirmation of the event.</p> <p>Mr McCarthy suggested that it would be a better option to have commercial operator run the market as Council does not have the resources to run such an event on a permanent basis.</p> <p>Mr McCarthy further advised that a model could be used based on Council set up of festivals and events and take it further from there.</p> <p>Clr Li advised that there are Commercial Operators who do that, for example one is used in Chine Town.</p>		

Subject:	Eastwood Events and Promotions Advisory Committee – Draft Minutes of Meeting	Page 4 of 6
	Date - 27 May 2013	

Details	Action	Responsibility and Date
<p>Mr Lee suggested that it would be good to arrange this event with a main goal, such as an occasion like a long weekend or a festival as a trial. One option could be the Lunar New Year where the Rotary Club or a commercial operator can organise. Another option to consider is the Moon Festival, as a night market. Mr Lee believed that it won't be difficult to find sponsors.</p> <p>Clr Laxale advised that this may be something that Council can take a heavy role in to set up initially.</p> <p>The committee recommends that the Noodle Market be looked into as an option for Eastwood Events.</p>		
<p>3.3 TVBA Jeweworld Carnival</p> <p>Clr Li advised that TVBA is a major TV channel in Hong Kong that also provides a channel in Australia.</p> <p>TVBA run a few events themselves each year, one being the TVBA Jeweworld Carnival which is similar to the Korean festival.</p> <p>In previous years the carnival has been held in Kogarah, and this year the organisers have shown interest in having the festival at the Eastwood Oval.</p> <p>Mr McCarthy advised that the festival will most likely have to be after the Granny Smith Festival.</p> <p>Clr Li advised that the festival was held on 22 September last year but seem to be flexible on the date.</p> <p>Clr Li advised that he will send through more information regarding the event.</p> <p>Support from the Council will be required for the event.</p> <p>Mr Lee advised that an event like this will attract a lot of people, and TV stars from Hong Kong may also be invited to attend.</p>		
<p>Moon Festival</p> <p>Mr Lee advised the committee on behalf AAAB on the proposed Moon Festival event which will be held in the carpark of the Eastwood Hotel.</p> <p>It is proposed that people sit at tables and watch the festival. The sit down area will be provided dinner.</p>		

Subject: Eastwood Events and Promotions Advisory Committee – Draft Minutes of Meeting Page 5 of 6
 Date - 27 May 2013

Details	Action	Responsibility and Date
<p>The proposed date is 21 September, which gives enough time to determine if this is commercially viable.</p> <p>Mr Lee advised that support is not required from Council for this event as it is a commercial venture for the Eastwood Hotel.</p> <p>Mr McCarthy advised that this may need to be approved by Council.</p> <p>Mr McCarthy further advised that the City of Ryde can promote the event through Council's media outlets.</p>	<p>Mr McCarthy to check if the car park can be used for this event and get back to the committee.</p>	
<p>Christmas Event - Cinema</p> <p>Mr McCarthy advised that the Carols over the years have been fairly successful. However we are looking at the Plaza to see what else we can offer such as a Christmas Movie, but still incorporate Santa and other traditional activities.</p> <p>Cinemas have been better patronised than the Carol's.</p> <p>It was suggested that both the Carol's and the Christmas movie events can be combined.</p> <p>It is proposed that the Cinemas would start at 8pm, with entertainment beforehand. Looking at a Friday night as the movie night.</p> <p>Performances would need to be arranged on a smaller platform for schools to perform prior to the movie.</p> <p>Mr McCarthy advised that he will put a proposal together with costing of the event and options which will be distributed to the committee members prior to the next meeting.</p>	<p>Mr McCarthy to arrange a package for the next meeting for committee meeting proposing.</p>	
<p>General Business</p> <p>Soccer Match</p> <p>Mr Lee advised that on 12 June 2013, a Harmony Soccer Cup match will be held between the Eastwood Police and the Australian Chinese Association as a fundraising event to coincide with the passing of a police officer. The event will be starting at noon with a BBQ.</p>		

Subject: Eastwood Events and Promotions Advisory Committee – Draft Minutes of Meeting Page 6 of 6
 Date - 27 May 2013

Details	Action	Responsibility and Date
<p>Community Project Officer – Julia Gyomber</p> <p>The committee welcomed Julia Gyomber who has recently been appointed as the Community Project Officer, directly reporting to Derek McCarthy, Manager Community Relations & Events.</p> <p>Julia previously worked as a consultant on behalf of Council on some consultations that were held after the fire in Eastwood.</p> <p>Ms Gyomber advised that based on the outcomes of the consultations, her focus is to get the list of actions running in the West Ryde and Eastwood Town Centres. She furthered advised that she welcomes any ideas and ways of supporting groups and individuals in the area.</p> <p>Mr McCarthy advised that they are currently looking to get kits together for groups that are running activities and events.</p> <p>Ms Gyomber advised that these kits will be launched through one of the groups in either West Ryde or Eastwood.</p> <p>Ms Gyomber further advised that between the Between the two centres so many things currently happening within the communities and she would like some of these groups to come together.</p> <p>Other Business</p> <p>Mr Lee advised that he is the president of Australian Asian Association of Bennelong (AAAB), and not the Eastwood Chamber of Commerce.</p>		
5.	Next Meeting: meeting closed at	