National Marketing Award for Hobart City Council

Congratulations to the Hobart City Council which emerged as the national winner of the Australian Marketing Institute’s Loyalty Program category for the Hobart Advantage Card. Council launched the Hobart Advantage Card in May 2007 to focus attention on the shopping diversity of Hobart. The program offers something for everyone - from retail shopping to health and fitness, tourism and business services to great café and dining deals. Participation is free for any business offering an appropriate incentive for cardholders. The program achieved 150% of targeted business memberships before the launch date and annual retention of businesses is 100%. Six times the number of targeted cardholders have enrolled. The AMI awards are presented to organisations and marketers who have achieved extraordinary success from innovative and effective marketing practices. For further details, visit www.hobartcity.tas.gov.au.

Frankston Curbs Anti-social Behaviour

Frankston City Council has improved community safety by employing laws officers as ‘ambassadors’ to engage with the community, to help curb anti-social behaviour on the city’s streets. The local laws officers patrol the streets in designated target areas, acting as community liaison officers and building positive relationships with people. By building relationships and providing an approachable presence within the community, the officers are able to diffuse potentially anti-social behaviour more easily, and with reduced levels of confrontation, before the behaviour becomes a problem. The officers work in partnership with local traders, police and train operators to identify potential problem hotspots for anti-social behaviour. Since commencing the program in late 2006, Council has reported a reduction in the level of anti-social behaviour, a decrease in the number of dogs in restricted areas, and a decline in alcohol consumption within the areas being patrolled. For more information, contact Frankston City Council on 1300 322 322.

Parramatta Creates Jobs for Disadvantaged

Parramatta City Council has recently launched the first ‘Social Enterprise Hub’ in New South Wales as part of an initiative to help disadvantaged local residents find employment. The hub, the second of its kind in Australia, aims to provide resources to help non-profit businesses known as ‘social enterprises’ provide employment opportunities for marginalised local people with disabilities, illness or other social disadvantages. The metropolitan Sydney council established the hub in partnership with Social Ventures Australia and Alco Foundation. Social Ventures Australia, a not-for-profit organisation, plans to roll out 10 hubs across Australia by the end of 2009, working in partnership with Local Government and private enterprises.

Parramatta’s hub will work with up to 10 local social enterprise organisations, each aiming to employ between 10 and 15 disadvantaged people, through an ‘accelerator’ program. The accelerator program will provide participating social enterprises with skills, expertise and resources which may not have been available or affordable without the assistance of the hub. For more information, contact Joanne McNeill at Parramatta City Council on (02) 9806 5102.
Queensland councils and the Local Government Association of Queensland (LGAQ) were big winners at the National 2007 Economic Development Excellence Awards presented at Sydney’s Cockle Bay in October. Of the 68 city and regional organisations from all parts of Australia competing for the awards, five of the top eight winners were Queenslanders. Maroochy Shire Council was the winner of the Best Overall Performance Award, and won in two other categories.

Queensland winners were:
- **Strategy Award:** LGAQ
- **Promotion - Business Attraction Award:** Gold Coast City Council
- **Promotion - Publications Award:** Maroochy Shire Council
- **Promotion - Internet Award:** Maroochy Shire Council
- **Leadership Award:** Cr Paul Pisasale, Mayor Ipswich City Council

**Seeking Sprinkler Spies**

Darwin City Council has moved to involve its residents in the constant quest to preserve water, by inviting residents to spy on council sprinkler systems. Residents are told they should let council know about sprinklers that are leaking or vandalised. The Darwin City Council has placed a map on their website showing who is responsible for all the parks and watered areas in the region, and explaining that not all are owned by them, that not all can be managed by timers, and that more than 80% of council-managed sprinkler systems are computer controlled with rain sensors. This leads to better community understanding of the issues and turns a potential resident complaint over a leaking system into a collaborative and positive action. For further information, visit www.darcity.nt.gov.au.

**TV Campaign Wins National Award**

A television advertising campaign to promote Local Government in Western Australia has won a national award for marketing excellence. The WA Local Government Association (WALGA) won the Consumer Insight category of the Australian Marketing Institute’s annual awards for developing their campaign around the critical finding of the importance of trust to community satisfaction in council performance. WALGA recently created additional television advertising to target skill shortages in specific vocations and to encourage voter participation in the Local Government Elections. The advertisements can be seen at www.walga.asn.au.

**Unique Panel Promotes City of Salisbury**

The City of Salisbury has formed a unique multi-government panel to help attract businesses to the municipality. The recently formed ‘Investment Attraction Panel’ will serve as a one-stop-shop for businesses looking to establish themselves in Salisbury, and will actively market the municipality to prospective businesses operators. Businesses seeking to set up operations in Salisbury can use the panel to access information from various levels of government on services, planning, zoning, infrastructure and other issues relevant to business operations in the city. The panel is currently working with the SA Department of Trade and Economic Development to develop an ‘attraction pack’. For more information, contact David Penfold on (08) 8260 8967.
Local Government Meetings and Events

March

5-6  General Managers’ Workshop
     6233 5966
12   General Meeting
     Hobart
     6233 5966
12   General Management Committee Meeting
     Hobart
     6233 5966
15-16 Elected Members’ Workshop
     Launceston
     6233 5966

Conferences and Professional Development

January

8 & 22  Developing Partnerships
        Hobart
        6231 6300
10 & 24 Managing Yourself and Your Time
        Hobart
        6231 6300
15 & 29  Leading a Productive Team
         Hobart
         Ph. 6231 6300
17 & 31  Working with Change
         Hobart
         6231 6300

February

6-9   3rd National Congress of the Australian Council for New Urbanism
      Brisbane, QLD
      www.acnu.org
13-15 Local Government Professionals ‘What if?’ Conference
      Melbourne, VIC
      www.lgpro.com
14-16 EcoEDGE 2 Conference
      Melbourne, VIC
      ecoedge2@melbourne.vic.gov.au
17-21 Old Forests, New Management Conference
      Hobart, TAS
      www.oldforests.com.au
17-21 3rd International Solar Cities Congress
      Adelaide, SA
18-19 Ageing Population Policy and Planning Conference
      Canberra, ACT
19-20 AIME
      Melbourne, VIC
      http://aime.amlinkevents.com/2008
19-22 Memory of the World Conference
      Canberra, ACT
      www.amw.org.au/
20   LGPerformance Middle Managers Program
      Launceston, TAS
      Ph. 6236 9055
20   LGPerformance Senior Managers Program
      Launceston, TAS
      6236 9055
20-22 National Housing Conference
      Sydney, NSW
      www.iceaustralia.com/housing2008/

March

6   LGPerformance Communication Program
    Launceston, TAS
    6236 9055
11-14 Australian Disasters Conference 2008
     Canberra, ACT
     www.ema.gov.au
diary dates

December

25-29 Global Mural Fest Conference
Sheffield, TAS

26-29 World Congress of Health Professionals
Perth, WA
www.worldhealthcongress.org

27 How to Attract More Sponsors’ Workshop
Melbourne, VIC
www.richardwoodward.com.au

Community Events

December

16 Triathlon Pink
Hobart, TAS

18 International Migrants’ Day
www.un.org

27 - 6 Hobart Summer Festival
Hobart, TAS
www.hobartcity.com.au

29 - 1 The Falls Festival
Marion Bay, TAS
www.fallsfestival.com

January

11-13 Cygnet Folk Festival
Cygnet, TAS
www.cygnetfolkfestival.org/

19 St Helens Carnival
St Helens, TAS
www.tascarnivals.com

19-22 Wildside Mountain Bike Ride
West Coast, TAS
www.wildsidemtb.com

20 Tasmanian Fruit Wine Festival
Bellerive, TAS
6253 5135

26 Soundscape Festival
Hobart, TAS
www.thesoundscapefestival.com

February

9-11 Royal Hobart Regatta
Hobart, TAS
www.royalhobartregatta.com/

16 MS Fest
Launceston, TAS
www.msfest.com

29 Schools Clean Up Day

March

1-16 St Patrick’s Festival
Westbury, TAS
6393 1576

2 Clean Up Australia Day

7-24 Mountain Festival
Hobart, TAS
www.mountainfestival.org

8 International Women’s Day

8 Fingal Valley Festival
Fingal, TAS
6377 1245

9 Taste the Harvest
Devonport, TAS
www.tastetheharvest.org.au

9-10 A Taste of the Huon
Ranelagh, TAS
www.tasteofthehuon.com

13-15 World’s Greatest Shave
www.worldsgreatestshave.com/

15 Bream Creek Show
Bream Creek, TAS
6253 5270

15 Forth Valley Blues Festival
Devonport, TAS
www.forthvalleyblues.com

22-29 Global Mural Fest
Sheffield, TAS

23 Southern Roots Tasmania
Hobart, TAS
www.bluesfest.com.au

29-30 Kellevie 12/24 hour Mountain Bike Race
Kellevie, TAS
www.kellevie24.com
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