



Performance of Principal Activities

Promoting a Healthy, Safe and Accessible Lifestyle for the Community

A safe City with a sense of pride and positive citizenship amongst the diverse communities of Rockdale

Intended Outcomes	Key Achievements
<p>The Community is inclusive and harmonious</p>	Lebanon fundraising event held.
	Council in partnership with Hurstville, Bankstown and Sutherland Councils organised the Peace Train project which involved drumming and other musical performance by young people from different cultural backgrounds. The event was a huge success with very positive media coverage.
	Participated in joint Community Harmony Day celebration with Kogarah and Hurstville Councils.
	Participated in regional Youth Week 2007.
	Community Harmony event was a project of Rockdale, Kogarah and Hurstville Councils. This involved four local primary schools. A song called Reaching Out Our Hands was written and performed on Community Harmony Day. All schools involved also performed a short piece which they developed. A DVD was produced covering the event.
<p>Opportunities exist to meet the diverse needs of the community</p>	Anti-Racism Forum held.
	Migrant information Day held.
	Multicultural Recognition event for the Greek Community held.
	Council supported the International Day of Women by funding the Young Women's Festival at St George Youth Service. The focus was on fun and information workshops on protective behaviours, self-defence and careers.
	A series of bus trips, coffee cruises and a concert to celebrate Seniors Week (12-16 March 2007).
	Rockdale Meal Service formed a new partnership with Marrickville, Fairfield and Canterbury Food Services to supply the Sydney Metropolitan area with culturally and ethnically diverse meals. This is a great breakthrough for food services in Sydney.
	Planning for International Day of Disability has commenced. The event will be held in late November 2007 and will be a project of Hurstville, Kogarah and Rockdale City Council and the St George Migrant Resource Centre.
<p>Compliance with Public and Environmental Health Standards</p>	Compliance Standards were met and appropriate penalty notices for breaching the conditions were issued.
	Rockdale Meal Service achieved full accreditation in food safety and OH&S audits.

Intended Outcomes	Key Achievements
<p>The Community is safer</p>	<p>Safety audits conducted at Coronation Hall, Pines Reserve Dolls Point, Boulevard Walkway Brighton Le Sands, and Dowsett Reserve Kingsgrove.</p>
	<p>Fully operational CCTV control room. It is used by the local police as a command unit during special operations.</p>
	<p>Continuing rigorous parking enforcement. Inspectors continuing high visibility throughout the City at problem areas/hot spots.</p>
	<p>Regulation inspectors rigorously enforced new dangerous and restricted breed dog legislation in the interest of community safety. The result was a reduction from 90 to 25 restricted breed dogs in our community, and reinforcement of muzzling and dogs being leashed to avoid attacks.</p>
	<p>The St George Emergency Risk Management (ERM) report has been finalised and forwarded to the State Emergency Management Committee (SEMC) for adoption. This is a combined report for the St George area which highlights the five most likely hazards and treatment options that may impact on the St George area.</p>
	<p>A total of 64,135 square meters of graffiti was removed from private, commercial and utilities buildings, and Council properties. Regular anti-graffiti awareness campaigns were run.</p>
<p>Events that enhance the quality of the Community's life</p>	<p>Carers Week program conducted.</p>
	<p>Bexley Spring Fair held.</p>
	<p>Regulation Reduction Incentive Fund (RRIF) Program commenced. A federally funded program to reduce red tape for small businesses in their dealings with local government.</p>
	<p>Two Christmas trees were erected; one in King Street Rockdale and the other in Brighton Le Sands. Tree lighting event held in King Street combined with Carols by Candlelight.</p>
	<p>Supported El Eid Festival and Brighton Beach Festival.</p>
	<p>Council supported a number of community events, including Australia Day, Seniors Week, Chinese New Year, New Zealand Community Festival and a Fun Run.</p>
	<p>Acquired grant from the NSW Department of Education and Training for Transition to School activities in the City of Rockdale.</p>
	<p>Coordinated Community Development Support Expenditure (CDSE).</p>
<p>The Community has improved access to information</p>	<p>Infomaster installed for applicants to track their Development Applications.</p>
	<p>Published large text and audio CD formats of the Community Newsletter - <i>Rockdale Review</i> - to assist vision impaired members of our community.</p>
	<p>Free community workshops on a wide range of council services. Programs are held each monthly by our Customer Service Centre.</p>

Environmental Quality

An ecological sustainable City which protects and enhances its natural assets

Intended Outcomes	Key Achievements
<p>Living in accordance with sustainability principles</p>	<p>Submitted two (2) Urban Sustainability Grants to undertake water quality and air quality projects.</p>
	<p>Commenced development of an Energy and Water Performance Contract for Council Buildings.</p>
	<p>Achievement of Milestone 3 in International Council for Local Environmental Initiative (ICLEI) Greenhouse Purchasing Project.</p>
	<p>Significant reductions in electricity usage and greenhouse gas emissions as a result of installation of energy efficient lighting in the town hall building.</p>
	<p>Supported Kogarah street fair Sustainability Street which provided a range of information about biodiversity, sustainable transport, waste minimisation and water conservation.</p>
	<p>Acceptance into the International Council for Local Environmental Initiative (ICLEI) Cities for Climate Protection (CCP) Plus Sustainable Transport project.</p>
	<p>Amenity block upgraded with water efficient fittings and tanks installed at West Botany St netball courts.</p>
	<p>Installation of water efficient fittings and tanks at branch libraries.</p>
	<p>Received \$10,000 grant from the DECC Regional Resource Recovery Program.</p>
	<p>Implementation for 2006/07 Council's Water Savings Action Plan has been achieved and exceeded.</p>
	<p>Biodiversity education workshops in Cantonese and Mandarin have been conducted in conjunction with the Ethnic Communities Council which were highly successful.</p>

Intended Outcomes	Key Achievements
<p>Improved City Environment</p> <ul style="list-style-type: none"> • Cleaner Air and Waterways • Reduction of greenhouse gas emissions • Protect and enhance bush and wetland areas • Enhance natural assets • Environmentally aware and responsible community 	Awarded Natural Resources Advisory Council grant to complete the Why Wollie is Wonderful project.
	Received Adopt a School grant to undertake biodiversity and waste education for a local high school.
	Assisted with organisation of National Tree Day Planting and the Schools Tree Day.
	Staff education for National Ride to Work/Walk to Work Day.
	A grant of \$125,000 was received from the Department of Natural Resources for Pollution Control at Scarborough Ponds.
	Conducted a Youth Environment Forum for Year 9 students in the St George region.
	New Kid Power School Project book completed and published.
	Pesticide Notification Plan finalised.
<p>Less Waste - Generated, Collected and Disposed</p>	100 per cent of the profile material from resheeting program, excavated concrete, and excavated soil are being recycled.
	Public Place recycling partnership with Beverage Industry Environment Council (BIEC) has commenced with funding of \$10,000 for Council.
	Conducted National Recycling Week education activities.
	Council endorsed new Alternative Waste Technology (AWT) Garbage and Organics Recovery Bin.
	Conducted Clean Up Australia Day.
	Jointly with Kogarah and Hurstville Councils, Council received \$50,000 grant from the Department of Environmental and Climate Change (DECC) in relation to an education campaign called Multi Dwelling Illegal Dumping Campaign.
	Ministerial launch of OceanWatch Australia's T Angler Bin Project at Brighton Le Sands. Council is one of the lead councils, and the first to install a network of T Angler Bins in NSW.

Liveable City

A planned and vibrant City where residents are provided with a range of services and assets that are well managed and meet their needs

Intended Outcomes	Key Achievements
Managing the agreed City Vision for the future	Work commenced on the preparation of a new comprehensive LEP 2008.
Quality Design and Development	<p>An aircraft noise strategy was adopted.</p> <p>Consultants have been engaged to prepare the Kogarah West town centre plan. Site investigations and preliminary work on building massing has been undertaken.</p> <p>Streetscape Master Plans for five Town Centres and design for King Street completed.</p> <p>Bardwell Valley Plan of Management is being prepared.</p> <p>Detailed design for King St Mall complete and project implementation plan completed for construction.</p> <p>Strand levee design completed and implementation plan completed for construction.</p>
Positive City Image	<p>Graffiti continues to be removed within the Guarantees of Service.</p> <p>Received the Best New South Wales Metropolitan Council Flower Display as part of the 2006 Local Government Flower Garden Awards.</p> <p>Design review has been completed in relation to City wide appearance improvement program.</p> <p>Upgraded colourful floral display has been installed at Bexley North City Entrance, and Slade Road/Devon Road traffic device.</p>

Intended Outcomes	Key Achievements
Appropriately Located Land Uses	Rezoning of: <ul style="list-style-type: none"> • 213 & 108 Princes Hwy Arncliffe were exhibited and a moderation meeting was held. • 524-544 Rocky Point Rd Sans Souci was adopted by Council and referred to the Department of Planning for gazettal.
	Exhibition and public hearing for rezoning of 213 and 108 Princes Highway Arncliffe.
Conservation of our heritage	In support of the National Trust Heritage Festival usually held in April each year, preliminary work on possible displays promoting the City's past, present and future recreation has been undertaken.
	Heritage Festival Display conducted.
	Inaugurated the Ron Rathbone Local History Prize (\$5,000) to encourage research and documentation of local history.
Appropriate infrastructure to support all forms of access	Asset Management Plan reviewed.
	Mount Olympus Boulevard in Wollie Creek completed, creating a more direct route to the Wollie Creek train station.
	During the year, Council infrastructure maintenance reconstructed 2400 square metres of concrete path, 620 metres of concrete kerb and gutter, 1800 square metres of asphalt pavement repairs plus a large number of minor drainage, potholes, nature strips and other requests.
Sustainability	Removal of mangroves from tidal waterway from Riverside Drive to South Street in Scott Park, Dolls Point.
	Wollie Creek road works project stage 2, contract value \$1.4 million (95 per cent complete).
Less risk of flooding	Flood awareness campaign conducted.
	Flood study for the Kogarah West Town Centre completed.

Lifestyle Quality

A City with recreational and other lifestyle opportunities which are accessible and valued by our residents

Intended Outcomes	Key Achievements
Opportunities exist to meet the diverse needs of the community	Concept design for skate park facility in Bicentennial Park completed.
	Installed a new Library Management System.
	Book Week celebrations held in our libraries.
	Cooks Cove sportsfield relocation DA approved late 2006.
	Walking trails brochure published.
	Library's Chinese and Arabic books, CDs and DVD etc expanded.
	Rockdale Library in partnership with St George and Sutherland Community College has developed a program of English conversation classes for Library users starting July 2007, to enable participants to gain accreditation towards a recognised certificate in spoken English.
	Boardwalk at Brighton Le Sands almost complete. Official opening by the Premier of NSW planned for August 2007.



The library's collection of Chinese and Arabic books, CDs and DVDs expanded

Developing Reliable Transport and Safe Roads

A City with access to reliable transport networks which meets our residents' needs

Intended Outcomes	Key Achievements
Efficient Movement of People within and through the City	Inspection proposal with Councillors completed regarding relocation of taxi pick-up to the east of the railway. Proposal postponed until phase two of Destinations Rockdale for western side of railway.
	Local Area Traffic Management schemes are being implemented to address the traffic problems in the local areas.
Appropriate Car Parking throughout the City	Resheeting Projects (\$1 million) completed successfully and achieved five per cent savings which has been reinvested in more resheeting works.
Safe and effective transport networks	Implemented the bus shelter and seat program.
	Supported and promoted the following activities: <ul style="list-style-type: none"> • Graduate Licensing Scheme Parent Workshop • Bike Week Event • Motorcycle Safety campaign • Walk week and double demerit points during long weekends
	Received \$64,000 from Federal Government's AUSLINK Blackspot Program to continuously improve traffic and road safety black spots within our City.
	Implemented a wide range of campaigns: <ul style="list-style-type: none"> • Slow Down In My Street • Go 40 for ME school safety campaign • Pedestrian safety in Brighton Le Sands • Drink Driving Campaign - Drinking Kills Driving Skills

Economic Prosperity

A City with viable businesses and employment opportunities

Intended Outcomes	Key Achievements
<p>Appropriate Viable Businesses and Job Growth</p>	<p>Ongoing support provided to the Rockdale, Brighton Le Sands and Bexley Chambers of Commerce via attendance at, and facilitation of, meetings when needed, development of membership drives, and ongoing management support.</p>
	<p>Supported Business Enterprise Centre (BEC) Small Business Expo.</p>
	<p>Council considered and approved the Development Application for 'in principle' support for a major trade and technology park to be constructed on the northern border of the City (Cooks Cove) in close proximity to Sydney Airport and Port Botany. This development will provide 11,000 new jobs in our City. The development is a significant investment and will benefit the community.</p>
<p>Attraction of Investments in the City</p>	<p>Programs designed to improve the functionality of Rockdale Town Centre included: Parking Audit and Survey, Use of Footpath Audit, and Education Program.</p>
	<p>Launched DVD package of the Brighton Pier vision.</p>
	<p>Master Plans for four Town Centres completed and endorsed by Council at a meeting in December 2006. Detailed design of King Street Mall is in progress and an application for road closure has been made to the RTA.</p>
	<p>Improvement grants were awarded to improve the shop front across Rockdale Town Centre.</p>
	<p>A business event was held to educate shopkeepers on the benefits of effective marketing and networking to enhance business practices.</p>
<p>Enhanced Tourism</p>	<p>Marketing strategies to attract visitors to the City and its Town Centres include Business Directory, website improvements to include all business listings, notice boards, weekend markets proposal.</p>
	<p>Advertising program coordinated with Rockdale Chamber of Commerce to attract visitors.</p>
	<p>Assisted Brighton Chamber of Commerce to implement an environmental program to attract visitors.</p>
	<p>Designed and coordinated programs and marketing strategies to improve the functionality of the City and its Town Centres to attract visitors.</p>
	<p>Promoting the City as a conference destination.</p>