

Communications Report
'Living for the Future' Home Expo

September 2014

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Introduction

The 'Living for the Future' Home Expo was launched in 2013 as a free, family-friendly event offering a one-stop-shop of stalls and practical workshops to help people embrace sustainable living principles and find out more about smart housing designs and renovations.

The event provides a unique opportunity for businesses, community organisations and not-for-profit groups that fit the sustainability theme of the event to promote their products and services to a large audience of local residents. It also provides a platform from which to promote Council's various sustainability initiatives.



Figure 1: Home Expo graphic

In 2014, the event was held at the Tweed Heads Civic Centre on Saturday 23 August from 9am until 2pm.

This year, the 'Home Expo' also marked the opening of Tweed's celebration of Local Government Week, which showcases the day-to-day work of Council in the community.

To guide the communications and promotional activity relating to the event, a detailed communications plan was prepared in line with Council's Community Engagement Strategy. This report provides details of the various communications tools and methods that were used, and an evaluation of the overall effectiveness of the communications plan in achieving the stated objective.

Communications objective

The communication objective, as articulated in the communications plan was:

*To **maximise attendance** at the 2014 Home Expo and in doing so, **increase the education** of Tweed Shire residents and ratepayers about opportunities to **improve sustainability in the home.***

Level of engagement and target audiences

In accordance with Council's Community Engagement Strategy, the level of engagement identified for this project was 'Inform', so our promise to the community was:

We will keep you informed.

The following primary stakeholders / target audiences were identified:

- Tweed Shire residents
- Tweed Shire ratepayers
- Business/industry
- Community organisations and groups
- Interest groups

In particular, the event and associated communications targeted urban-based residents (both home owners and renters) and businesses and community groups with a core focus on environmental sustainability.

Budget

A budget of \$3800 was allocated for communications activities.

The total expenditure on these items was \$3292.68, meaning the communications activities were delivered under budget with a balance of \$507.32 remaining.

A detailed budget is included as *Attachment 1*.

Internal communications

The importance of internal communications is two-fold. Firstly, Council employees need to be informed about the programs being delivered by the organisation, both for their personal awareness and to ensure they are able to appropriately direct any questions or comments from the community. Secondly, with over 600 employees, Council's staff represents a large and diverse audience base, capable of disseminating key messages to broader networks in the community.

Corporate Knowledge Base

Council's custom-built Corporate Knowledge Base (CKB) is the organisation's multi-purpose corporate business system, comprising 600 pages of content-managed information including both public content that feeds through to Council's websites and supporting notes and information for staff reference.

Activity summary

At the commencement of event preparations in late June, content on the CKB was updated to advise staff of the 2014 event date, venue and basic details. As preparations continued, this information was refreshed and added to.

As part of this process, the Contact Centre was briefed about the event and what to expect in terms of customer enquiries in the coming months.

Cost

Nil

Outcome

Providing timely details about the Home Expo on the CKB ensured any Council staff member with computer access was able to be informed about the event and was appropriately equipped to deliver high quality customer service to community members with enquiries or comments.

InsideOUT

InsideOUT is Council's monthly internal newsletter, used to keep staff up to date on current projects, initiatives and general news. Each issue of InsideOUT is distributed to all of Council's 685 staff, either by email (365 copies for indoor staff) or in hard copy, stapled to payslips (320 copies for those without computer/intranet access at work).

Activity summary

In the August 2014 issue of InsideOUT, Home Expo was mentioned in the General Manager's column (page 1) as heralding the start of Local Government week. Also in that issue (page 3) the Home Expo was allocated two-thirds of a page under the heading '2014 Home Expo will help you live better in the future'. An article detailing what would be on offer at the event was accompanied by a testimonial from a staff member who had attended in 2013, as well as photographs from the inaugural event.



Figure 2: Home Expo was promoted Council's staff newsletter, InsideOUT

The Home Expo was also featured in the September 2014 issue of InsideOUT (page 5), which included a wrap up of the event and acknowledgement of the staff involved in its coordination and delivery.

Cost

Nil

Outcome

Promotion of the Home Expo in InsideOUT ensured all of Council's 685 staff members were made aware of the event and provided with adequate information to share with their families, friends and networks.

Emails to 'All Recipients'

An email to 'All Recipients' is distributed to all Tweed Shire Council staff with email access at work. This is approximately 365 people.

Activity summary

On the Monday prior to the event (18 August), and again the day before the event (Friday 22 August), emails were sent to 'All Recipients' inviting them to the Home Expo and providing an overview of activities and prizes on offer.

Cost

Nil

Outcome

These emails provided a timely reminder about the event to approximately 365 people.

Councillor briefing pack

A Councillor briefing pack comprises a small compilation of communications materials (prepared as part of the communications plan) intended to provide to all Councillors with basic information about a particular project/program/event.

Activity summary

On the Monday prior to the event (18 August) a briefing pack including a copy of the event program, promotional poster and the latest media release, was provided to all Councillors.

Cost

Nil

Outcome

Provision of this briefing pack ensured all Councillors were made aware of the event and given the opportunity to attend.

External communications

A range of communications tools were used to disseminate messages about the 2014 Home Expo to the Tweed community.

Tweed Shire Council website

With more than 30,000 hits per month, the corporate website www.tweed.nsw.gov.au is an important medium for Council when communicating with the community.

Activity summary

Since 2013, the Home Expo has had a dedicated page on the website at www.tweed.nsw.gov.au/HomeExpo. Commencing in late June 2014, the content on this page was refreshed and added to in the lead up to (and also following) the 2014 event.



Figure 3: Banner on the Council website

The Home Expo page on the Council website was the main hub for detailed information about the event, with all other communications directing people to the website for further information.

Traffic was also directed to the Home Expo page by click through promotional banners on the Council homepage and the Energy page www.tweed.nsw.gov.au/energy, which were live from Tuesday 12 August through to Sunday 24 August.

In addition to general information about the event, the following files were available for download from the Home Expo page:

- Event program 2014
- Flyer: Meet our local stallholders
- Flyer: Attend a workshop
- 2014 Home Expo poster

The following information about the 2013 Home Expo also remained available:

- 2013 Home Expo flyer
- 2013 Home Expo presenter profiles
- 2013 Home Expo video

Cost

Nil

Outcome

There was a demonstrated increase in traffic to and activity on the Home Expo page on the Council website as a result of the communications undertaken during the month leading up to the event (Wednesday 23 July 2014 - Saturday 23 August 2013) when compared to the previous month (Saturday 21 June 2014 - Tuesday 22 July 2014).

Month on month, some notable figures include:

- An 858.49 per cent increase in the number of direct 'entrances' to the Council website via the Home Expo page (from 53 to 508 entrances). This demonstrates that people were coming to the site for the specific purpose of seeking information about the Home Expo and knew where to find it.
- An 8.46 per cent increase in the amount of time visitors spent on the Home Expo page (up from 3 min 47 sec, to 4 min 06 sec), which suggests visitors to the page took the time to review the additional resources and downloads that were provided on the page (i.e. event program, speaker and stallholder flyers, 2013 Home Expo video etc).

This marked increase in traffic and activity on the Home Expo page highlights the importance of the Council website as a core source of information for the community and a valuable, free communications tool.

It is also interesting to note the origin of traffic to the Home Expo page. Of the 508 'entrances' during the month preceding the event:

- 321 came directly to the URL
- 120 came from Google
- 17 came from myGC.com.au
- 16 came from Bing

- Nine came from echo.net.au
- Six came from Facebook
- Three came from Tweed Daily News websites

With more than 60 per cent of users coming directly to Home Expo page, it is evident that the strategy of creating a 'friendly URL' that is easy to remember (i.e. www.tweed.nsw.gov.au/HomeExpo) and reiterating this in all communications activity, is an effective one.

Significantly, approximately one quarter of the 508 'entrances' directly to the Home Expo page (108 users), used a mobile operating system (i.e. iOS, Android), while the majority (400 users) used a computer-based operating system (i.e. Windows, Macintosh, Linux). The relatively high usage of mobile devices to access content reinforces the value of Council's website having a responsive design. It is also an important consideration in the future design of supporting documents and materials.

Tweed Link

Tweed Link is a gazetted weekly newspaper, produced in-house at Tweed Shire Council and distributed to 40,100 households across the Tweed. According to an independent survey conducted in May 2010, it has a readership rate of 79 per cent. Tweed Link is the only newspaper to cover the entire geographic footprint of the Tweed Shire.

Activity summary

The following table outlines the 2014 Home Expo editorial and advertising content published in the Tweed Link:

Issue run date	Content type	Details	Cost
Tuesday 8 July 2014	Advertisement	Call for stallholders and presenters (p.5)	\$178.20
Tuesday 15 July 2014	Editorial	Call for stallholders and presenters (p.4)	Nil
Tuesday 5 August 2014	Editorial	What's on at this year's Home Expo (p.1)	Nil
Tuesday 12 August 2014	Editorial	Home Expo as part of Local Government Week activities (p.1)	Nil
	Editorial	Profile of Home Expo presenter, Roman Spur (p.2)	Nil
	Advertisement	What's on at this year's Home Expo (p.3)	\$263.70
Tuesday 19 August 2014	Advertisement	Home Expo - on this weekend (p.3)	\$263.70
Tuesday 2 September 2014	Editorial	Home Expo major prize winner (p.3)	Nil
TOTAL	3 ads, 5 stories		\$712.80

Copies of the published Tweed Link content are provided in *Attachment 2*.

Cost

\$712.80

Outcome

Based on a readership of 79 per cent across 40,100 households, the three advertisements and five stories about the Home Expo across several issues of the Tweed Link would have resulted in approximately 253,432 impressions of the event.

Of the 256 responses to the feedback survey distributed to participants at the Home Expo, 56 per cent (144 people) listed Tweed Link as one of the ways they found out about the event. This was the highest of all information sources.

Media coverage

Council's Communication and Customer Services Unit, through the Communications Officer - Media, maintains relationships with key media contacts and issues regular media releases and story suggestions for their consideration. This often results in coverage across a range of media including print, radio, television and online.

Activity summary

The following media releases were distributed during the lead up to the 2014 Home Expo:

- Monday 21 July 2014 - 2014 'Living for the Future' Home Expo
- Thursday 7 August 2014 - City dwellers to inspire sustainable living
- Monday 18 August 2014 - Second 'Living for the Future' Home Expo is here
- Thursday 21 August 2014 - Ironman star is special guest at Expo

Copies of these media releases are included as *Attachment 3*.

Cost

Nil

Outcome

During the promotional period, a total of five media stories were published about the Home Expo, details of which are as follows:

Run date	Publication	Details
Saturday 2 August 2014	Tweed Daily News	Future expo (<i>brief</i>)
Thursday 7 August 2014	Tweed Daily News	City dwellers to inspire sustainable living (<i>Profile of Home Expo presenter, Roman Spur</i>)
Thursday 14 August 2014	Tweed Sun	Expo focus on home environment
Thursday 14 August 2014	Tweed Valley Weekly	Expo shows the way to sustainable future
Wednesday 20 August 2014	ABC North Coast (online)	Building a bird friendly backyard (<i>Profile of Home Expo presenter, Scott Hetherington</i>)

Media clippings are included as *Attachment 4*.

Paid advertising

Whereas media coverage is subject to editorial considerations and perceived 'newsworthiness', paid advertising is a way of ensuring that the key messages are published and communicated to the target audience(s).

Activity summary

Stockland Hundred Hills supported the 2014 Home Expo as a media sponsor, donating \$2000 to the promotional budget in exchange for the display of '*Proudly sponsored by Stockland Hundred Hills*' on all print advertising (excluding Tweed Link).

This boost to the communications budget enabled the negotiation of an \$1800 multimedia promotional package with Hot Tomato and myGC.com.au, which comprised the following elements:

Run date	Medium	Details	Cost
Monday 18 August - Saturday 23 August 2014	Hot Tomato radio	20 x 15 second radio news sponsorship ads	\$1500
Thursday 21 August - Saturday 23 August 2014	myGC.com.au	300 x 100px web ad with link to Home Expo page on Council website	\$300
Tuesday 12 August - Saturday 23 August 2014	myGC.com.au	3 x blog posts focusing on simple tips for sustainability to appear on the myGC.com.au website. Content was provided by Council's Program Leader Sustainability, Debbie Firestone and a link provided back to the Home Expo page on Council's website.	Nil
Thursday 21 August - Saturday 23 August 2014	myGC.com.au	Filmed interview with Council's Program Leader Sustainability, Debbie Firestone promoting the Home Expo, for inclusion in a 'What's On' video to be featured on the myGC.com.au website	Nil
Friday 22 August 2014	Hot Tomato radio	Live cross from outside the Tweed Heads Civic Centre promoting the Home Expo (on tomorrow).	Nil
TOTAL			\$1800

Details of the Hot Tomato advertising package are included as *Attachment 5*.

In addition to the Hot Tomato/myGC package, the following paid advertisements were run during the promotional period:

Run date	Publication	Details	Cost
Monday 11 August - Monday 25 August 2014	Echo Netdaily (online)	300 x 100px web ad with link to Home Expo page on Council website	\$150.00
Saturday 9 August 2014	Tweed Daily News	92 x 129mm print ad, full colour	\$193.94
Saturday 16 August 2014	Tweed Daily News	92 x 129mm print ad, full colour	\$193.94
Thursday 21 August 2014	Tweed Valley Weekly	85 x 125mm print ad, full colour (p.3)	\$242.00
Sub total	1 online, 3 print		\$779.88
Plus Tweed Link	3 print		\$712.80
TOTAL PRINT	1 online, 6 print		\$1492.68

Copies of these display advertisements are included as *Attachment 6*.

Cost

\$3292.68

Note: This figure includes the \$712.80 spent on Tweed Link advertising.

Outcome

Although there is no way to comprehensively assess the reach of each paid advertisement, the relative success of each placement can be observed through two evaluation mechanisms: feedback from event participants, and for online content, the direction of traffic to the Home Expo page on the Council website.

The participant feedback form distributed on the day of the event asked "*How did you hear about today's event?*". Of the 256 responses, the following answers were provided (shown with the relevant advertising spend for comparison purposes):

Source	Number	% converted	Ad spend	% spend
ABC (radio, online)	7	3%	\$0	N/A
Council (all)	17	7%	\$0	N/A
Council (website)	12	5%	\$0	N/A
Echo Netdaily	0	0	\$150.00	5%
Hot Tomato / myGC.com.au	10	4%	\$1800	55%
Tweed Daily News	89	35%	\$387.88	12%
Tweed Link	144	56%	\$712.80	22%
Tweed Valley Weekly	54	21%	\$242.00	7%
Word of mouth / personal interaction	36	14%	\$0	N/A

Thirty-two per cent of respondents said they found out about the event from two or more sources.

These figures highlight the Tweed Link as having the greatest return on advertising investment, although it is important to note that this advertising was also supported by five editorial articles, which would have contributed to the awareness raised by this publication.

By this measure, Tweed Daily News and Tweed Valley Weekly also represented good value for money.

Conversely, the significant spend on the Hot Tomato / myGC.com.au campaign, despite providing good exposure across multimedia channels, does not appear to have directed a large number of people to the event.

The Echo Netdaily advertisement was not mentioned at all in the feedback survey.

In terms of the direction of traffic to the Council website, the following direct site 'entrances' to the Home Expo page were recorded:

- 17 from myGC.com.au
- Nine from echo.net.au
- Three from Tweed Daily News websites

The number of entrances from myGC.com.au suggests there is value in the online content (i.e. ad and blog) component of the Hot Tomato / myGC package, which was a free 'value-add'. This figure neither supports nor negates the assessment of the value of this package based on the event participant feedback.

The Echo Netdaily advertisement, despite being low-cost and generating some leads, did not provide a strong return on investment.

Online events listings

Given the focus of the Home Expo was on simple and cost-effective ways to be more sustainable at home, it made sense to target members of the community interested in attending free events. Online community events listings provided a platform already recognised and used by the community, from which to spread the word about the event.

Activity summary

Free online events listings were posted on the following sites:

- ABC North Coast Events
<http://www2b.abc.net.au/EventCentral/View/event.aspx?p=15&e=16545097>
- Destination Tweed Events
<http://destinationtweed.com.au/events/living-for-the-future-home-expo/>
- myGC Events
<http://www.mygc.com.au/events/living-for-the-future-home-expo/>

- Tweed Daily News Events
<http://www.tweeddailynews.com.au/things-to-do/living-for-the-future-home-expo/73636/>
- Tweed Shire Council What's On
<http://www.tweed.nsw.gov.au/whatson>

A listing was also submitted to mycommunityconnect.com.au, but was not posted.

Snapshots of these event listings online are included as *Attachment 7*.

Cost

Nil

Outcome

The following direct 'entrances' to the Home Expo page on the Tweed Shire Council website were reported:

- 17 from myGC.com.au
- Three from Tweed Daily News websites
- Two from the Destination Tweed website

In addition to this, seven of the respondents to the participant feedback survey (3%) noted ABC as one of the sources from which they learned about the event.

It is unclear whether the traffic from the ABC, myGC and Tweed Daily News websites was generated from these events listings or other content on the site.

Nevertheless, given that these listings were free and took a very small amount of time to generate, there is no reason to exclude them from future campaigns of this nature.

Participant feedback survey

As has been previously mentioned, a participant feedback survey was distributed at the Home Expo to seek comment about the event.

Activity summary

The survey was designed to be quick and easy to complete, while providing useful information to the Home Expo organising team about event communications, attendance, feedback on the workshops and opportunities for improvement.



Figure 4: Attendees completing the feedback survey

To encourage people to provide their feedback, the survey doubled as an entry form for a number of prize draws on the day. Participants were required to complete the feedback form in order to enter the prize draws.

The survey was designed, printed and analysed in-house by Council staff.

A copy of the survey is included as *Attachment 8*.

Cost

Nil

Outcome

A total of 256 responses were received. Key findings include:

- 25 per cent of respondents (61 people) were return visitors who also attended the 2013 event.
- 88 per cent of respondents (224 people) lived within the Tweed Shire, and 49 per cent (125 people) lived within the core target postcode areas of 2485 (Tweed Heads, Tweed Heads West etc) and 2486 (Tweed Heads South, Banora Point, Bilambil etc).
- 56 per cent of respondents (144 people) listed Tweed Link as one of the ways they found out about the event. This was the highest of all information sources.
- 93 per cent of respondents (237 people) said they would return to another, similar event.
- When asked for 'One thing I'd keep' and 'One thing I'd change', responses included:

One thing I'd keep	One thing I'd change
A lovely rainy day	A few more options
All of it	Add roof insulation
All try solar power	Airconditioning
Beekeeping presentation	Better signage on exhibits
Brochures	Bigger next year
Competitions	Bird friendly yards
Debbie	Champagne tent
Displays	Change date to Sept/Oct
Diverse stalls	Composting
DIY cabin	Easier setup of plant area
Everything	Heaps of small pencils
Extended time	Hot water systems
Food	Info on ceiling insulation
Friendly welcome	Less cleaning products
Get bigger	Less non-house related stands
Good undercover venue	Less selling products more info stands
Granny flats	Less weird people
Great location	Let more people know
Green Clean	Lighting in Civic Centre is very dull
Green energy	Loudspeaker talking too loud
Healthy food stall	Map for venue used for talks
Ideas, architectural and design vendors	More building info
Indoors	More community/NGOs
Info in other formats (not just talking)	More construction type stallholders
Information stalls	More details and times of workshops
Keep it local	More displays
Kids' activities	More environmental building products
Layout good	More exhibits

One thing I'd keep	One thing I'd change
Local businesses Local eco business shows Lots of stalls Love the hemp More green products Native garden display outside Nursery Plants/garden info Pool info Prizes Rainforest gardens Saving power, vege growing Solar energy Spurtopia Stallholders Sustainable living free entry & prizes The event The food The music The variety of stalls The venue Tweed Climate Action Now Variety of events/workshops Verbal presentations, workshops Voice over info Workshops	More flyers re: workshops More home insulation products More info on solar (stand alone system) More info on storage batteries More kid interests Much more publicity about workshops More off-grid stuff More on insulation More on solar More parking More plants for sale More solar hot water More stallholders Music too loud Name tags for visitors No cleaning systems with micro plastics Non slippery floor Poster of workshops posted at entrance Rain Somebody on the door Vegetable plants for sale Weed samples, education Worm farming

- When asked "What is one thing you learned or will take away from today's Home Expo", responses included:
 - A lot more about solar power....a lot ...merit
 - A lots of space is not needed to have a vege garden
 - About design/solar/spurtopia/wall insulation
 - Affordable housing
 - Affordable ways to wash, clean, save \$ on gardening & the sharing of ideas THANK YOU
 - All different products available to purchase. Great to see the variety on show.
 - Amount of solar power that can be produced
 - Any information is good information
 - Architectural design
 - Awareness of local council & businesses
 - Backyard food garden
 - Battery storage of solar generated power
 - Beekeeping
 - Benefit of healthy environment
 - Better building materials are very accessible
 - Better mulching options
 - Bird friendly backyard information, other useful eco friendly information
 - Cleaning materials
 - Climate change & bank divestment
 - Community support
 - Confirmation that we are on the right track in our home
 - Council is a good resource for sustainable living
 - Council is trying to help sustain the environment
 - Different types of solar
 - Discovered mono walls - new product
 - Eco options for the house

- Energy efficiency of LED lighting
- Environment is important
- Everyone can make a difference
- Everything can be natural
- Fun
- Gardening tips, cleaning products
- General improvement of knowledge
- Growing own fruit & veg
- Help with asbestos (Systemx)
- Hemp products, cleaning products
- Home improvements to reduce cost & improve our community
- Hose connection to adjust water flow, save water and save money
- How simple & easy to do things naturally
- How to grow organic foods
- How to incorporate green ideas into building
- How to live more sustainably
- How to look after environment a lot better
- How to refurbish polished items
- How we all must be wiser about our environment
- I can install a 10000L water tank without approval
- Info about native plants
- Inspiration
- Install 20 sq cabin without approval
- interesting building materials
- Interesting, useful
- Keep thinking green
- Learned about new products and companies
- Live green
- Local pure products and native plants
- Many great things to improve home & garden
- Modern technology how it helps
- Mono wall
- More and more pursuits in eco-friendly outcomes
- More info on native gardens
- More interest in sustainable living to reduce costs and help environment
- More ways to help sustain environment and reduce costs and wastage
- Native plants in Tweed
- People are increasing their consciousness
- Phone power company for off peak tariff
- Planning a house
- Power saving pool pump
- Price on solar power to energy bill. LED new lighting
- Reusing household items to make useful garden aids
- Save power costs & environment
- Self watering from 'Roman' was great
- So much great info/brochures everywhere. Keen to come again next year
- Solar energy
- Sustainability can be done cheaply & easily
- Sustainability is the key to savings
- Sustainability needs to become the "norm...FAST!!
- Sustainable building products including hemp masonry
- Sustainable buildings, insulation
- Sustainable garden
- Sustainable living is the key to the future
- Sustainable living tips re: solar panels (make your own)
- Systemx has possibilities
- Tap attachment to reduce water pressure to reduce water usage

- That in today's climate we have to start living sustainably
- That the price of materials needs to be affordable to be utilised more
- The benefits of solar power
- The different sustainable products
- The no. of people concerned about the environment
- There are ways to be economical around the home without a lot of cost
- There is a lot more sustainable/eco choices around than one would think
- Thermal mass
- Things that can be used to extend homes different from usual bricks/wood
- Vegie/herb garden plan. Inspiration to do better!
- Vinyl wallpaper is toxic

Digital signage (QFlow)

Digital signage (known as QFlow screens) in Council's customer service centres at Murwillumbah and Tweed Heads displays information about Council programs and services. This content is managed internally by Council officers.



Figure 5: Image used on digital signage

Activity summary

Digital signage promoting the 2014 Home Expo was added to the screens at both Murwillumbah and Tweed Heads from Wednesday 9 July until Monday 25 August 2014.

A copy of the content displayed on the QFlow digital signage screens is included as *Attachment 9*.

Cost

Nil

Outcome

Together the Murwillumbah and Tweed Heads customer service centres receive several hundred walk-in customers per week. Based on an 'active' period of (approximately) six weeks, the message on the digital signage had significant potential reach.

While there is no sure way to measure the reach of this message, it has value as a passive information source, at a time and place where people are already engaged and thinking about Council and its services.

Venue signage

Venue signage fulfils dual purposes of pre-event promotions and aiding navigation to the event site on the day.

Activity summary

Two 1200 x 1800mm signs were designed and printed in-house for display at the roadside entrance to the Tweed Heads Civic Centre from Monday 4 August until after the event.

A copy of the venue signage design is included as *Attachment 10*.

Cost

There was a cost of \$180 for the production of the two roadside signs, which was covered in the project budget, and therefore imposed no cost on the communications budget.

Outcome

The venue signage provided a promotional and navigational aide.

Printed materials

Printed materials such as posters, flyers, brochures etc are a simple, attractive and cost-effective way of communicating additional detail about Council initiatives.

Activity summary

The following printed materials were created to promote the Home Expo:

- Event program 2014
- Flyer: Meet our local stallholders
- Flyer: Attend a workshop
- 2014 Home Expo poster

Printed copies of these materials were put up in the customer service areas of Council's Murwillumbah and Tweed Heads offices, and were distributed electronically to stallholders and presenters to be put up in their businesses and distributed to their networks.

A small number of these files were also printed for use at the Home Expo itself. To minimise costs all printing was done in-house and carbon neutral paper was used.

Digital copies of these files were available for download from the Home Expo page.

Copies of the printed materials are included as *Attachment 11*.

Cost

Nil

Outcome

In the lead up to the event, and on the day, the event program, flyers and poster provided the community with important details about the types of businesses and organisations that would be present at the event, the timing and content of the workshops, and details of the prizes that would be available on the day. Without these materials, there would have been limited opportunities for the public to learn about these details.

Evaluation

In preparing the communications plan for the 2014 'Living for the Future' Home Expo, the following measures of a successful communications program were identified:

Objective	Result
Broad community awareness of the 2014 Home Expo	<p>The broad and diverse communications schedule included:</p> <ul style="list-style-type: none"> • 20 x radio advertisements • 3 x Tweed Link advertisements • 3 x print advertisements • 2 x online advertisements • 5 x Tweed Link articles • 5 x media releases • 5 x media stories • 5 x online events listings • 3 x online blog posts • 1 x online video content • 1 x radio live cross • plus printed and online information materials and internal communications. <p>The participant feedback survey revealed that more than 32 per cent of respondents found out about the Home Expo from two or more information sources.</p>
Increase year on year attendance at the Home Expo	<p>2013 attendance was around 600; 2014 attendance was around 350-400.</p> <p>Although this year's attendance did not meet last year's, given the cold and rainy weather on the day, and the positive feedback received from attendees, presenters and stallholders, it is considered a positive result.</p>

A series of evaluation questions was also set to determine the success of the communications program.

1. Was the original communications objective met?

The objective was to:

Maximise attendance at the 2014 Home Expo and in doing so, increase the education of Tweed Shire residents and ratepayers about opportunities to improve sustainability in the home.

The event organising team was satisfied with the number of attendees (350-400) at the 2014 'Living for the Future' Home Expo, which despite being less than the 2013 attendance figures (600) was a positive result given the cold and rainy weather on the day and the positive feedback received from participants, presenters and stallholders.

In terms of increasing the education of Tweed Shire residents and ratepayers, the feedback obtained from the participant surveys (in response to the question 'What is one thing you learned or will take away from today's Home Expo?') suggests an increase in both interest in and awareness of opportunities to improve sustainability in the home.

2. What are the main lessons learned and why?

Lesson learned	Why
Tweed Link is an invaluable communications tool	<p>More than half of respondents to the feedback survey said they heard about the Home Expo through the Tweed Link.</p> <p>The return on investment was the highest of all paid promotional tools, accounting for just 22 per cent of the overall advertising expenditure.</p> <p>Being produced in-house, the Tweed Link presents a unique ability for Council to control the timing and detail of editorial messages as well as the placement of ads.</p> <p>It is the only newspaper to be delivered to all households in the Tweed Shire.</p>
An event of this scale requires a significant human resource investment, particularly in relation to communications.	Development and delivery of the communications program, particularly in the month leading up to the event, demanded almost full-time attention from one member of the communications team.
The Hot Tomato / myGC advertising package was perhaps not the best fit for this event.	The return on investment was not as strong as had been anticipated, which suggests a disconnect between the Home Expo message and the Hot Tomato / myGC audience.
In spreading the sustainability message, the Home Expo is also a positive exercise for Council's own image and reputation.	<p>Verbal feedback received by Council officers at the event, and comments made in the feedback survey indicated a positive perception of Council by event attendees. Comments included:</p> <ul style="list-style-type: none"> • Council is a good resource for sustainable living • Council is trying to help sustain the environment • Thank you for being a proactive council. We enjoy the things you do for our community.

Conclusion

A strategic and robust communications program contributed to the second 'Living for the Future' Home Expo being a well attended event that received considerable positive feedback from attendees, stallholders and presenters alike. A broad, multimedia approach to promotions ensured the key messages were disseminated to the core communities of interest, creating a positive impact on Council's image and reputation in the community and boosting the profile of local businesses.

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Attachment 1
Communications budget



Home Expo 2014

Communications Budget

Page 1



Medium	Budget	Actual	Run date	Details
Tweed Link	\$ 750.00	\$ 178.20	25-Jun	Call for presenters, stallholders
		\$ 267.30	12-Aug	What's on @ Home Expo this year
		\$ 267.30	19-Aug	Home Expo is on this weekend
<i>Subtotal</i>	<i>\$ 750.00</i>	<i>\$ 712.80</i>	<i>\$ 37.20</i>	
Print advertising	\$ 1,250.00	\$ 150.00	11-25 Aug	Echo Netdaily (online)
		\$ 193.94	09-Aug	Tweed Daily News
		\$ 193.94	16-Aug	Tweed Daily News
		\$ 242.00	21-Aug	Tweed Valley Weekly
<i>Subtotal</i>	<i>\$ 1,250.00</i>	<i>\$ 779.88</i>	<i>\$ 470.12</i>	
Subtotal PRINT	\$ 2,000.00	\$ 1,492.68	\$ 507.32	
Hot Tomato / myGC	\$ 1,500.00	\$ 1,500.00	18-23 Aug	20 x radio news sponsorship ads
		\$ 300.00	21-23 Aug	What's On? banner ad 300 x 100px
		\$ -	21-23 Aug	What's On? video content
		\$ -	25 Jul - 23 Aug	myGC.com.au blog content
<i>Subtotal</i>	<i>\$ 1,800.00</i>	<i>\$ 1,800.00</i>	<i>\$ -</i>	
TOTAL	\$ 3,800.00	\$ 3,292.68	\$ 507.32	

Attachment 2
Tweed Link content



Tweed Link

Tuesday 8 July 2014

'The Cup' comes to Tweed as part of national tour

One of the most treasured prizes in Australian sport will go on display in Tweed Shire in August, when the district is included in a national tour of the Melbourne Cup.

Tweed will be one of only 34 destinations for the 2014 Emirates Melbourne Cup tour, after Council combined with Destination Tweed and the Tweed River Jockey Club in their bid to bring the cup to the area.

The \$175,000, 18-carat gold cup will begin a three-and-a-half month tour of Australia in July, accompanied by Melbourne Cup veterans and riding legends who will share their personal stories throughout the tour.

A day of activities will be held throughout Tweed Shire when the Melbourne Cup arrives in the Tweed on Wednesday 27 August.

Destination Tweed Marketing Manager Emma Cox said initial plans for the day included a visit to Tweed Heads in the morning, a community celebration and display of the cup in Murwillumbah in the afternoon and a Destination Tweed charity cocktail fundraiser at Sail in the evening.

"We want a celebration that incorporates the Tweed Heads area, the Murwillumbah district and the Tweed Coast, to bring the whole shire into the event," she said.

"This rare opportunity for the Tweed community to celebrate and view the Australian icon, will also help to turn the spotlight on the Tweed's many



Tweed River Jockey Club Chairman Bernie Quinn (left) and Deputy Chairman Eric Lever at the Murwillumbah Cup race day. They announced the Melbourne Cup will be on show during August.

attractions, including our World Heritage-listed rainforests and national parks and our stunning coastline."

Tweed Shire's inclusion in the tour was announced by Tweed River Jockey Club Chairman Bernie Quinn and Deputy Chairman Eric Lever during the club's Murwillumbah Cup race day last month.

Lismore and Ballarat are also included in the tour, which incorporates cities and towns in every State and Territory of Australia, and locations in New Zealand. The cup returns to Melbourne on 27 October, ahead of this year's Melbourne Cup Carnival and the 154th running of the race that stops a nation on the first Tuesday in November.

Further details about Melbourne Cup tour activities in Tweed Shire on 27 August will be featured on Council's website, www.tweed.nsw.gov.au, and the destination Tweed site <http://destinationtweed.com.au>.

NOTIFICATION OF INTEGRATED DEVELOPMENT APPLICATION DEVELOPMENT APPLICATION NO. DA 14/069

A development application has been lodged by Mormalai Investments Pty Ltd at Wingham Plaza Unit Trust seeking development consent for re-use of existing buildings for a proposed tourist facility comprising tavern, cafe, restaurant, shop, playground and parking at Lot 1 DP 107424, No. 130-150 Dry Dock Road TWEED HEADS SOUTH. Tweed Shire Council is the consent authority for the application.

The proposed development constitutes 'Integrated Development' pursuant to Section 91(1) of the Environmental Planning and Assessment Act, 1979. The following approvals are required in this regard:

Provision	Approval	Authority
Sections 89, 90 & 91 of the Water Management Act 2000	Water use approval, water management work approval or activity approval under Part 3 of Chapter 3	Department of Environment, Climate Change and Water (NSW Office of Water)

The development application and the documents accompanying it may be viewed on Council's DA Tracking site located at www.tweed.nsw.gov.au/Property/Equity or inspected at Council's Murwillumbah and Tweed Heads Civic Centres.

Inspection may be undertaken during ordinary office hours for a period of 30 days from Wednesday 2 July 2014 to Friday 1 August 2014.

Any person may, without charge, make a written submission to the General Manager of Council. It should also be noted that Council has adopted a policy whereby on request, any submission including identifying particulars will be made public. Council will give consideration to the 'Public Interest' and requests for confidentiality by submitters in determining access to submission letters. However, the provisions of the Government Information (Public Access) Act, 2009 - GIPA may result in confidential submissions being released to an applicant. Any submission objecting to the proposed development must state the ground upon which such objection is made.

Please Note - Requirements regarding Disclosure of Political Gifts and Donations

A disclosure is required to be made in a statement accompanying the relevant development or planning application by a person who makes the application. In addition, a person who makes a written submission either objecting to or supporting a relevant development or planning application must also make a disclosure if the person has made a reportable political donation. Disclosure forms are available on Council's website www.tweed.nsw.gov.au/Planning/Information. Further information is available at the Department of Planning's website www.planning.nsw.gov.au/disclosure.

WANTED: SUSTAINABILITY EXPERTS TO BE STALLHOLDERS AND PRESENTERS AT COUNCIL'S 2014 HOME EXPO

Do you have specialist knowledge, expertise, a product or service to help people be more environmentally-friendly at home and in their daily lives? Put yourself forward to be a presenter or stallholder at this year's 'Living for the Future' Home Expo event.

Applications close on Wednesday 23 July 2014 and successful applicants will be notified by Monday 28 July 2014.

For details and application forms, visit www.tweed.nsw.gov.au/HomeExpo. Mark your calendar and save the date! 'Living for the Future' Home Expo: Saturday 23 August 2014, 9am until 2pm, Tweed Heads Civic Centre.

ON EXHIBITION: MURWILLUMBAH LIBRARY POND LANDSCAPE PLAN

Tweed Shire Council is exhibiting its Murwillumbah Library Pond Landscape Plan, which addresses safety issues identified with the existing pond while maintaining the site's amenity in line with community expectations.

A revised plan has been produced which retains a water element and provides a functional civic forecourt, while addressing public safety risk and building damage caused by the pond.

Council invites feedback on the revised plan from interested stakeholders and members of the community. Submissions may be made to fo@tweed.nsw.gov.au or post to:

Murwillumbah Library Pond Landscape Plan, General Manager, Tweed Shire Council, PO Box 616, Murwillumbah, NSW 2484.

The plan will be on exhibition until Wednesday 30 July 2014 and public submissions must be received by close of business on that day.

To view the plans and find out more during the exhibition period:

- visit Council's website at www.tweed.nsw.gov.au/OnExhibition
- visit Council's offices at Tambourgen Road, Murwillumbah or Birt Street, Tweed Heads;
- visit the Murwillumbah library
- see page 4 of this issue of the Tweed Link or
- contact Council by phone at (02) 6670 2400.

Advertisement: Call for stallholders, presenters

WANTED: SUSTAINABILITY EXPERTS TO BE STALLHOLDERS AND PRESENTERS AT COUNCIL'S 2014 HOME EXPO

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'Living for the Future' Home Expo:

Saturday 23 August 2014, 9am until 2pm, Tweed Heads Civic Centre.

Tweed Link

Tuesday 15 July 2014



Destination Tweed Marketing Manager Emma Cao, Calders Art Coordinator Andy Reimanns (centre) and Council Bushland Officer John Turnbull with copies of the book.

New book captures Tweed's essence

Artists, tourism promoters and environmental authorities have joined forces to create a new book which captures the essence of the Tweed. Tweed residents and visitors have been quick to snap up copies of the book. The Tweed - Heart of Australia's Green Cauldron, produced by Calders Art in conjunction with Council and Destination Tweed.

"The concept was to publish a mini coffee table book for visitors and residents, using stunning photographs and artworks and easily-read text to convey the essence of the Tweed. We wanted to create an over-all snapshot of Tweed Shire, while highlighting many of the attractive and defining characteristics of the area we love so much," Calders Art Coordinator Andy Reimanns said.

Council's Natural Resource Management (NRM) Unit was a key contributor to the book's content about Tweed flora, fauna and habitats. Council Bushland Officer John Turnbull said NRM staff assisted with chapters about the formation and development of the Tweed landscape, the coastline and waterways and the estuarine and tidewaters flora, fauna and habitats that have developed over the millennia.

Mr Turnbull said there were many contributors to the project, ensuring all aspects of Tweed life were represented - including social, historical, cultural, agricultural and natural environment aspects. Council's Tweed River Committee also provided funding to the venture, through the Waterways Program.

Mr Reimanns said the support from the Tweed River Committee, Tweed Shire Artistic Advisory Committee, Natural Resource Management Unit, Community and Cultural Services including the Tweed Regional Gallery and Tweed Regional Museum provided the necessary expertise to turn the concept into reality.

The book is available from various outlets throughout Tweed Shire, including the Visitor Information Centres in Murwillumbah and Tweed Heads and the Tweed Regional Gallery. Further information is available by contacting Andy Reimanns on (02) 6672 1340 or at info@caldersart.org.au

NOTICE OF MAJOR SURF LIFE SAVING EVENT

The SLSA Australian Inshore Rescue Boat (IRB) Championships will be held this weekend at Kingscliff Beach, 17 - 20 July. Event Coordinator Daniel McAtamney mobile 0412 584 613 or email events@slsa.asn.au. More information on Council's Calendar of Events.

NOTICE OF INTENTION TO DISPOSE OF SURPLUS LAND BURREINGBAR QUARRY

Tweed Shire Council hereby gives notice of its intention to dispose of surplus land being Burreingbar Quarry located at Outpura Creek Road, Burreingbar and comprised in Lot 6 in DP 888345.

Any person may make submissions to the Tweed Shire Council with respect to the proposed sale of land. Any such submissions should be made in writing, addressed to the General Manager, Tweed Shire Council, PO Box 816, Murwillumbah, NSW, 2454, within twenty one (21) days from the publication of this advertisement.

A plan identifying the land proposed to be sold is available for inspection during normal business hours at the following places:

- Murwillumbah Civic Centre, Tinsbury Road, Murwillumbah.
- Tweed Civic Centre, Brett Street, Tweed Heads.

Stallholders and presenters wanted

Expressions of interest for presenters and stallholders at this year's 'Living for the Future' Home Expo event are closing on Wednesday 23 July 2014. The Home Expo will take place on Saturday 23 August 2014, from 9am until 2pm at Tweed Heads Civic Centre.

More than 600 people attended last year's event and this year promises another exciting program with more hands-on workshops and personal interaction with local sustainability experts.

Successful presenters and stallholders will be notified by Monday 28 July 2014. For details and application forms, visit www.tweed.nsw.gov.au/HomeExpo

ARE YOU A JP OR WANT TO BECOME ONE?

Are you a JP or would you like to become a JP and volunteer your services to the local community. Our association is currently performing our duties at three shopping centres within the Tweed Shire and stretching our members to the limit. Last year we helped over 3000 people and witnessed approximately 10,500 documents and these figures are gradually increasing each year. To become a NSW JP an application form can be downloaded from website jdps.nsw.gov.au. After completing the form, simply take it to your local state member, and the rectis handled by their office. There is no cost involved, except membership fees to join our association. No formal training is required but you would always be kept well-informed and up to date by our association and provided with a copy of the latest handbook. Please call Margaret Mathews on (07) 5590 4541 or call into our voluntary tables to discuss the matter further with one our members.

TENDERS

EC2014-101 Construction of a Noise Barrier Fence along Kitwood Road Tweed Heads South NSW.
Tenders close: Wednesday 4pm 30 July 2014.

EC2014-118 Supply and Laying of Asphalt Surfacing to Tweed Valley Way at Leddays Creek.
Tenders close: Wednesday 4pm 6 August 2014.

Hard copy documentation is available and costs will be in accordance with Council's advertised photocopying fees. Tenders must be lodged as specified in the tender documentation. Tender documentation is available at no charge from Council's website at www.tweed.nsw.gov.au/tenders

All tenders will be opened at closing time and will be considered by Council in accordance with the provisions of the Local Government Act 1993 and the NSW Local Government (General) Regulation 2005.

The lowest or any tender is not necessarily accepted and canvassing of Councilors or staff will disqualify. For further information please contact Sean Harvey (02) 6670 2606.

POSITIONS VACANT

COMMUNITY DEVELOPMENT OFFICER - CULTURAL PLANNING (Part-time)

COMMUNITY DEVELOPMENT OFFICER - SOCIAL PLANNING (Full-time)

PERSONAL ASSISTANT TO THE MAYOR AND COUNCILLORS (Full-time)

UNIT COORDINATOR - WASTE MANAGEMENT (Full-time)

The closing date for these positions is 12 noon NSW time on Friday 25 July 2014.

For more information and to apply:

- Visit Council's website www.tweed.nsw.gov.au/jobs
- Contact Human Resources on (02) 6670 2495
- Visit the customer service office at the Murwillumbah Civic Centre
- Scan the code with your smartphone's QR reader:

*Download a QR reader from your smartphone or iTunes store



Editorial: Call for stallholders, presenters

Stallholders and presenters wanted

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Tweed Link

Tuesday 5 August 2014



A TWEED SHIRE COUNCIL PUBLICATION | (02) 6670 2400 or 1300 292 872 | ISSUE 870 | 5 AUGUST 2014 | ISSN 1327-8630

Nostalgia motoring event set to rock Murwillumbah

Council has supported a new major event in the Tweed by providing seed funding of \$20,000 to organisers of the Cooly Rocks On festival to hold a nostalgic car festival in Murwillumbah.

At its meeting on 17 July, Council agreed to provide \$10,000 up front, with a further payment of \$10,000 once organisers secure an additional \$20,000 from other sponsors.

The Murwillumbah Motorist and Swap is expected to be held on 5-7 December 2014 and will include a show of cars of pre-1985 vintage, a swap meet, evening car cruises and music and dancing from the 1970s and '80s and also memorabilia displays.

Coolangas On currently organises Australia's largest rock 'n' roll nostalgia festival focused on the 1950s and '60s in Tweed Heads and



Classic cars from pre-1985 could be cruising the streets of Murwillumbah in December. Organisers hope for a great turnout like the festival parade pictured above at Cooly Rocks On in Coolangatta earlier this year.

Coolangas each June. This year, registrations for 1300 car entries were sold out within 40 minutes of opening, the new event planned

for Murwillumbah will enable an expansion by Cooly Rocks On into a new event featuring the 1970s and '80s era.

The endorsement of a funding agreement, to be signed between Council and Cooly Rocks On, will also require organisers to prepare a comprehensive event management business plan, satisfactory performance report, an evaluation of economic impacts and audited financial reporting.

A report to Council said the 1970s nostalgia theme provided a range of attractions not just for car enthusiasts but also those with design, fashion, music and broader cultural interests. The report said if Cooly Rocks On was given the opportunity to establish the new event with the support of Council, it could be a major boost to businesses in the region.

For more information go to coolyrocks.onmygovernment.co.uk/shows-murwillumbah-motorist-and-swap

Bigger and better Living for the Future Home Expo

The annual 'Living for the Future' Home Expo is looking bigger and better.

The event will be held on Saturday 23 August 2014 from 9am until 2pm at Tweed Heads Civic Centre.

The expo will feature more great prizes, discounts, workshops, and local businesses to help people reduce their household costs, make homes more comfortable, and be more environmentally friendly.

This is the second year Council has coordinated the Expo, which will again showcase the latest ways to help make homes more economical, energy-efficient and self-sufficient.

Council's Program Leader Sustainability Debbie Firestone said the response so far has been fantastic.

"We have 23 stallholders locked in and this exceeds the number of stalls we had involved last year," Ms Firestone said.

"There will be lots of new products and services on offer as well as generous prize donations and discounts for Home Expo visitors."



Former Ironman Trevor Hendy will be lending support to the Living for the Future Home Expo.

"We're looking forward to showcasing the fantastic local businesses and sustainability experts that this area has to offer and provide a one-stop shop of solutions to help cut water and power bills, make homes healthier, more comfortable and more environmentally sustainable," she said.

New stallholders will be on hand to help with backyard garden advice, native plants for sale, hemp building materials, and eco-wall coverings.

On the day, one lucky visitor to the Expo will win a 1.5kw solar panel system.

Other prizes include free garden consultations donated by local businesses.

Former Ironman champion Trevor Hendy will also be at the Expo.

More information can be obtained at www.tweed.nsw.gov.au/HomeExpo or by calling Council's Sustainability Program Leader on (02) 6670 2400.

Art gallery to close for three extra days in September

The Tweed Regional Gallery & Margaret Olley Art Centre and Gallery Café will be temporarily closed for three days in September 2014 to allow for an environmental audit.

The affected days are Wednesday 10 September, Thursday 11 September and Friday 12 September.

As the Gallery is closed on Mondays and Tuesdays, this means the Gallery will close on Sunday 7 September at 5pm and re-open on Saturday 13 September at 10am. The Gallery Café will also re-open on Saturday 13 September.

"The closure is to allow for necessary routine, optical conservation and monitoring assessment and we apologise for any inconvenience," Gallery Director, Sue Muddiman, said.

"The good news is that a new exhibition will open in the Margaret Olley Art Centre on Wednesday 17 September, featuring an exclusive selection of Margaret's Yellow Room interiors and still life," she said.

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More information can be obtained at www.tweed.nsw.gov.au/HomeExpo or by calling Council's Sustainability Program Leader on (02) 6670 2400.

Editorial: What's on at this year's Home Expo

Tweed Link

Tuesday 12 August 2014

POSTAGE PAID



Tweed Link

A TWEED SHIRE COUNCIL PUBLICATION | (02) 6670 2400 or 1300 292 872 | ISSUE 871 | 12 AUGUST 2014 | ISSN 1327-8630

Rail Trail steams ahead after significant donation

A significant donation towards the proposed Murwillumbah to Casino rail trail has been received by members of Northern Rivers Rail Trail Inc.

A cheque for \$10,000 was received as a donation from the Bangalow Shire and the event which was held last Saturday.

The organisers of the successful road and made with a grant named the Rail Trail group as the principal beneficiary and the money raised will be used for the ongoing work towards a grant of the ground.

The donation will be used to ensure that the group can continue to provide and promote their efforts to gain community and government support for the project.

Northern Rivers Rail Trail members, director Cade Roberts, president Tony Casselle and director Stephen Average at Murwillumbah railway station.

The group will be able to secure a significant economic driver for the region. The money will help pay the costs in terms of addressing the rail trail expansion to the region and will be available towards the further development of the project and the wellbeing of the region.

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Northern Rivers Rail Trail members, director Cade Roberts, president Tony Casselle and director Stephen Average at Murwillumbah railway station.

Join in Local Government Week activities

Local Government Week is fast approaching and this year will be celebrated in the Tweed from 22 to 30 August.

Local Government Week is an initiative of Local Government NSW which aims to increase awareness of the broad range of programs and services provided by local government in our community.

The 2014 Living for the Future Home Expo will kick off the week on Saturday 23 August from 10am until 2pm at Tweed Heads Civic Centre.

Come along to get some great tips on ways to make your home more energy efficient and save money along the way.

See the story on page 10 in this issue.

Then on Thursday 28 August, members of the public are invited to join a free guided tour of the Indusville Environmental Park from 10am to 12.30pm and then again from 4.30pm to 5.30pm.

Experiences a week through a suite of engaged ecological communities that offer built a range of innovative and creative nature centres such as the basic, very needed thing for and bush-urban car line.

The week will also provide an opportunity to see the results of ongoing bushland restoration works.

There will be a maximum of 20 people per session with the public invited to join a free guided tour of the Indusville Environmental Park from 10am to 12.30pm and then again from 4.30pm to 5.30pm.

Drop-in session for Pottsville lane change

Members of the public are welcome to attend a drop-in information session about the proposed formation of a new lane behind a number of business premises in Pottsville.

At its meeting on 17 July 2014, Council decided to provide a drop-in information session about the construction of a new lane off Carrington Avenue, improving the way traffic flow.

Council had previously considered creating one-way traffic flow in Pottsville Lane, the construction and works to the lane will be a great benefit to the community after a number of public submissions were received supporting a two-way traffic flow.

Anyone wishing to discuss the proposal with Council officers or view maps of the proposed lane location and traffic flow is invited to drop in anytime to the Staffroom at the Pottsville branch neighbourhood centre in Elizabeth Street, Pottsville on Wednesday 20 August between 4.30pm and 5.30pm.

City dwellers out to show us how to live sustainably

Among the cityscapers of Brisbane is what Roman Spur and Jana Ogden so call their "small kingdom".

Their small residential and outdoor space is beautiful, drop, inspirational and shows all sustainable. Council's Sustainability Program Leader, Debbie Fretwell, said:

"It's the way of showing that city-dwelling Australians can live in a world progressive and still make sustainable choices."

Roman and Jana will be bringing their tips on a sustainable lifestyle through an exhibition stand at the 2014 Living for the Future Home Expo on Saturday 23 August 2014 from 10am until 2pm at Tweed Heads Civic Centre.

"We want to inspire people to live more sustainably lives," Roman said.

"We thought it would be a good idea to come to Tweed because people in the area are very interested. We will be sharing our experiences on many things like growing your own food, gardening, household water saving, and how renters can enjoy sustainable living."

Formerly of the Greening Brisbane, Roman is a sustainable building enthusiast, designing buildings in the most energy-efficient and sustainable way. Jana works in childcare, where she says she helps to bring up "a new generation of bright and environmentally conscious children."

"Our preferences were driven by the functionality and simplicity of a small flat, close proximity to work, opportunity for growing our food and creating a local community. And we thought - it was a bit of the wish with a big backyard in New Fern."

Despite living in an apartment block for the past few years, the couple have successfully adopted a self-sufficient lifestyle, saying it enhanced their lives, lowering expenses and enabled them to be environmentally aware without compromising comfort and luxury with costs.

"It's all about creating a lifestyle that is possible to achieve if you do what you love best," Roman said.

This is the second year Council has coordinated the Expo, which is again set to showcase the ways that help make homes more economical, energy efficient and self-sufficient. Debbie Fretwell said the response has been fantastic.

"We're looking forward to showcasing the amazing local businesses and sustainability experts that this year we have to offer and provide a one-stop shop of resources to help you get started on your own sustainable journey."

More information can be obtained at www.tweed.nsw.gov.au/home-expo or by calling Council's Sustainability Program Leader on (02) 6670 2555.



TWEED SHIRE COUNCIL

Father's Day Memorial Service

A combined memorial service by the Murwillumbah Churches Together and Tweed Valley Cemeteries.

Saturday 6 September 2014, 2pm

A shared moment for fathers to remember or to remember a treasured father

Light refreshments provided

For details phone (02) 6670 2405 or visit www.tweed.nsw.gov.au/Cemeteries



TRAC Trainers in Schools

TRAC Swim Schools - Leaders in Learn to Swim

Term 4 Bookings open Monday 18 August Term 5 Commences Tuesday 7 October to Saturday 20 December

Call or bring a pre assessment form to arrange a test

• Murwillumbah (02) 6670 2750 • Kingscliff (02) 6674 0195
• Tweed Heads South (07) 3800 9120
Website: trac.tweed.nsw.gov.au

This Middy needs a top-up of love

Middy is a three-year-old English Shetland Mare. She is sweet but shy girl. We don't think she's had a very good time before the point so she needs a gentle and patient owner. To adopt a pet, call the Tweed Shire Council Forum on (02) 6670 6000 from 10am until 4pm every day a week or visit www.tweed.nsw.gov.au/Forum. All pets are desexed and vaccinated. Use your smartphone to scan the QR Code below.

Check out the Posters of the Middy and see how other people are available. Download the code QR to the Page.

Feedback sought on Council's network approach to deliver community and cultural facilities

Tweed Shire Council is inviting feedback on its draft Community Infrastructure Framework, which aims to support a network approach to planning and delivery of community and cultural facilities across the Tweed.

The draft framework is currently open for public exhibition until 12 September 2014 and acknowledges that Council's community and cultural facilities are at different stages of planning, design and delivery.

A Community Infrastructure Framework considers the network of Council facilities and spaces that support community and cultural activities across Tweed Shire including community centres and events, human services and programs, performing arts, cultural activities and exhibitions, as well as libraries.

The Community Infrastructure Framework will be a tool for coordinating these diverse activities across the network and to ensure Council has the information required to make good investment and managed decisions for local communities and across the whole Tweed Shire. Council's Community Development Officer - Social Planning, Ian O'Neill, said:

"A network approach means that we will coordinate how facilities can be designed, located and managed to contribute to the full complement of community facilities and spaces required across Tweed Shire, rather than just operating as individual facilities."

Council will consider all feedback on the draft framework in October 2014, and once the framework is endorsed Council officers will then prepare a Community and Cultural Facilities Network Plan.

Work on the network plan is scheduled to commence in January 2015 and will consider ongoing requirements for facilities across Tweed Shire. "This will include looking at how facilities are used to benefit the community and finding new and innovative ways for improving our community and cultural facilities network," O'Neill said.

The Community Infrastructure Framework is an important step in establishing a more coordinated approach to planning, design and delivery of our facilities, and will assist Council to source the funds required to deliver important facilities for community and cultural activities in the Tweed.

For more information or to have your say visit www.tweed.nsw.gov.au/trac or email or contact Council's Community Development Section on (02) 6670 2276.

LIVING FOR THE FUTURE

FREE

HOME EXPO

Saturday 23 August, 10am-2pm
TWEED HEADS CIVIC CENTRE

For more information, phone 02 6670 2555 or visit www.tweed.nsw.gov.au/HomeExpo

- local experts
- discounts
- prizes
- kids' activities
- organic food
- local coffee
- workshops
- LUTS MGR!

On the job training under the supervision of an experienced team

On completion of this traineeship you will attain a nationally recognised qualification (Certificate III) NOT essential.

Basic understanding of Excel, Word & Outlook

An interest and understanding of areas relating to Human Resources

To apply for this position it is essential that you are an Aboriginal or Torres Strait Islander descendant and are able to provide a Certificate of Confirmation of ISAT Descent.

Closing date for all applications is Tuesday 2nd of September. Please visit www.skills4equitytraining.com.au to apply for this position.

For all enquiries, please call SKILLED on 1300 440 794. Be part of a team that is passionate about people. SKILLED

Editorial: Home Expo as part of Local Government week activities

Editorial: Profiling presenter Roman Spur

Advertisement: Home Expo

Tweed Link

Tuesday 19 August 2014



A TWEED SHIRE COUNCIL PUBLICATION | (02) 6670 2400 or 1300 292 872 | ISSUE 872 | 19 AUGUST 2014 | ISSN 1327-8630

Living for the Future Home Expo is all set to go

Want to live comfortably for less? Come and explore all things sustainable at the Living for the Future Home Expo at Tweed Heads Civic Centre this Saturday, 23 August.

This fun, free, family-friendly event celebrates eco-living at home and in the community and will be a hub of information and ideas for sustainable homes and in our community.

Over 23 local suppliers of home design, renovation and sustainable living products and services will be there and one lucky visitor to the expo will win a 1.5 kilowatt solar power system. Former tourism champion Trevor Hensley will also be at the Expo, and is donating free registration to join his 12-week on-line program.

The Living for the Future Home Expo will bring together a range of local product and service providers with solutions to cut water and power bills, make homes more environmentally sustainable and more liveable for people of all ages. This is the second year Council has coordinated the Expo, which



An \$3500 1.5 kilowatt solar power system is what one lucky winner could take home from the Living for the Future Home Expo at Tweed Heads Civic Centre this Saturday, as shown by SAE Operations Manager Nathan Godsell, who is donating this prize.

is again set to showcase the latest ways to help make homes more economical, energy-efficient and self-sufficient.

Council's Program Leader - Sustainability, Debbie Firestone, said the response has been fantastic.

that have solutions to cut water and power bills, make homes more comfortable and environmentally sustainable.

"There's something at the expo for everyone, whether you rent or own your own home or if you are considering building or renovating in the future."

Council is playing a leading role in helping people with practical ways to reduce our impact on the environment.

"We're also inviting community members to participate in free workshops to gain practical knowledge about how to be more sustainable at their place," Ms Firestone said.

"There are some amazing, innovative and affordable solutions being adopted in other areas and the event will examine how they can be adapted to the Tweed environment and the lifestyles of our residents."

"This event is also another way Council is working with the business community, to meet the local economy."

For more information, see www.tweed.nsw.gov.au/HomeExpo

Museum's opening just a whistle stop away

Collectors have begun the journey back to the Tweed Regional Museum Murwillumbah in readiness for the facility's re-opening to the public on Sunday 31 August.

A collection of artefacts associated with cedar-getting and early settlement in the Tweed Valley, the historic Powanhouse White and old favourite "Sassafras Jim", are the first items to be installed as part of the new displays.

"The extensive redevelopment process is now almost complete," said Museum Director Judy Hean.

"The last two and a half years have involved almost every single aspect of museum work - and then some. We have disconnected and packed up the collection, built and fitted out a new collection store, unpacked and built a new Museum, restored a wind-erect heritage building and developed new displays. It has been an extraordinary journey," she said.

The steam-powered whistle was installed in the

Murwillumbah Powanhouse in 1934. It was in daily use until 1980 when the Powanhouse closed. The whistle was part of the everyday sounds and rhythm of life in Murwillumbah and nearby farms.

The whistle also marked events of importance and urgency in the community, such as when the river was in danger of breaking its banks. It was used to mark the 11 minutes of each Remembrance Day to announce blackout exercises during World War II and was also used to herald the end of the War in 1945.

The collection going back on display has been carefully prepared by Museum staff and volunteers and has involved many hours of research and specialist preparation.

RIGHT: The Museum's history Andrew with the Powanhouse Whistle which was a part of everyday life in Murwillumbah until 1980.



Harold standing taller after Council's healthy donation

Primary school children from the Tweed region will continue to receive and enjoy the educational benefits of Healthy Harold through the support of Council.

Council also used \$5000 to the Tweed Life Education Life Action Group at a launch at Portville Beach Public School this morning to ensure that Life Education programs are delivered to the children in our region, helping to keep our kids safe.

Through the use of Mobile Learning Centres and its much-loved mascot, Healthy Harold, Life Education teaches children to respect their bodies, be healthy and active and to make wise choices in life with drug and alcohol education.

Chairman of Tweed Life Action Group, Tony van't Riet said the organisation greatly appreciated the support of Council.

"Without their support in many practical ways, we would not be able to continue to deliver the program to improve children's health in the Tweed Valley."

For more information go to www.lifeeducation.org.au/



Healthy Harold was on hand at Portville Beach Public School to spread the important message about good living.

The people have chosen

You may remember this photo on the front of the Tweed Link on 24 June.

Well, the Burleigh Heads artist Stuart Mathews, who did the portrait of his 90-year-old grandfather, Keith Rowe, was judged an overwhelming winner in the 2014 Border Art Prize-Peter's Choice Award held at Tweed Regional Gallery in Murwillumbah.

Almost 25,000 people visited the 2014 Border Art Prize exhibition.



cocktail charity night



melbourne cup tour 2014

From the race that stops a nation...

THE CLIP is coming to the Tweed. Bring your girls and glamour to Saltbar and celebrate at the Cocktail Charity Night to raise funds for our local Riding for the Disabled Association where the \$175,000, 18-carat gold Melbourne Cup will take pride of place amidst the celebrations on Wednesday 27 August. Tickets \$40. Visit eventsforntweed.com.au or phone 1300 725 822.

Melbourne Cup in Murwillumbah

Council has secured a day in the Melbourne Cup Year 2014 program of the Victorian Racing Club.

The Melbourne Cup will be displayed at Palm Court, Corner of Queens and Murwillumbah (Main) Street in Murwillumbah on Wednesday 27 August.

The event will kick off in the Courtyard Palm Court at 12.30pm featuring an Australian racing legend and Melbourne Cup winning jockey, John Marshall. John rode Rogan Josh to victory in the 1990 Melbourne Cup.

See adjacent advertisement for details on the evening event on the Tweed Coast hosted by Destination Tweed.

LIVING FOR THE FUTURE

FREE

Be there to go into the draw to WIN a 1.6kW solar system valued at \$3500 thanks to SAE Group.

HOME EXPO

on this Saturday 9am-2pm
TWEED HEADS CIVIC CENTRE

For more information, phone (02) 6670 2555 or visit www.tweed.nsw.gov.au/HomeExpo

TWEED REGIONAL GALLERY
A MARGARET OILLY ART CENTRE | MURWILLUMBAH

Free admission
Gallery open Wed-Fri
10am-5pm

Margaret Olilly Art Centre now open

8 August - 12 October
Illumination: the art of Philip Wolfragen
A Newsworld Children and Families Museum and Art Gallery proudly presents
Objects and Ornithology: Deb Mostert
The Mulumbimbie Kid: Edwin Wilson

On display until 30 November
The Prince, the Tiger and a Fox: Rex Hanks
On display until 7 December
Hearsay: Euan Macleod, Lloyd Jones & Ron McLurrie

PUBLIC PROGRAM
Sat 20 Aug 12.30pm-5.30pm Tweed's Indigenous Gallery Star Pip - Yoo City Kid
Clock Tower, Museum of Orithology, Queen Street Mall, the Murphy Gallery, Photo
Bacon Galleries and more. Booking are essential - please contact Gallery - 640
655 1020 2760 | 2 Miles, Tweed, Murwillumbah NSW 2484 | gallery.museum.ntweed.com.au
Museum 02 6670 2555

Tweed Link

Tuesday 2 September

Win brightened Peter's day

Good fortune shone on Murwillumbah artist Pete Goodlet when he won a 1.5-kilowatt solar system at last month's Living for the Future Home Expo.

The \$3,473 solar system, provided by expo exhibitor SAE Group, was a lucky draw prize at the second annual Home Expo, held by Council at Tweed Heads Civic and Cultural Centre.

Mr Goodlet was one of hundreds of Tweed residents who braved wet weather to attend the expo.

"It was a fantastic expo and anything that encourages and promotes sustainability gets my vote every time," he said.

RIGHT: SAE Group Sales and Training Manager Lee Duke, prize winner Pete Goodlet and Senior Energy Consultant Freya Thew.



Editorial: Home Expo major prize winner

Students plant for koala's future

Students from Mt St Patrick College's environment group last month planted 300 trees as part of Council's Koala Connections project.

After receiving presentations from Council staff on koala ecology, conservation and recovery earlier in the year, the 21 students from the Murwillumbah college asked if there was any practical way they could assist the Tweed koala population.

"We identified a suitable site at Cudgen Nature Reserve for the students to undertake the planting, connecting another large planting project with existing koala habitat," Koala Connections Project Manager Scott Herberington said.

He said the keen and dedicated students planted all 300 trees in just two hours, together with weed mats and tree guards.

"Having the group contribute to this site was very enjoyable and rewarding and a great extension to the existing partnership underway at the site between Council, National Parks and Wildlife Service and the Friends of Cudgen Nature Reserve," Mr Herberington said.

"Many of the students discussed their interest in future study and careers in natural resource management, which is a fantastic opportunity for the Tweed."

During the afternoon in Cabarita, the group met with Cabarita Dunecare representatives to find out about their work to restore the dunes and Morries Headland.

Win brightened Peter's day

Good fortune shone on Murwillumbah artist Pete Goodlet when he won a 1.5-kilowatt solar system at last month's Living for the Future Home Expo.

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Mr Goodlet was one of hundreds of Tweed residents who braved wet weather to attend the expo.

"It was a fantastic expo and anything that encourages and promotes sustainability gets my vote every time," he said.



RIGHT: SAE Group Sales and Training Manager Lee Duke, prize winner Pete Goodlet and Senior Energy Consultant Freya Thew.

ALZHEIMER'S AND DEMENTIA AUSTRALIA AND HOPE

Dementia Awareness Month Event

'Access + Inclusion = Healthy Ageing'

It all adds up to create a Dementia Friendly Community!

Where: Banora Point Community Centre
Our Leisure and Woodlands Drives
BANORA POINT, 2485

When: Monday, 8 September 2014
8.30am - 12.30pm

- Take for a walk/stroll around the local area
- Challenge your brain
- Quick Tick Memory Clinic
- Blood pressure, glucose and cholesterol levels checked
- Seniors' Information Hub
- Dentara Public School Choir

Morning tea provided

For more information: christine.vanucci@alzheimers.org.au
or call (07) 5523 0731.

YOUR BRAIN MATTERS.ORG.AU

Dementia Awareness Month is supported by financial assistance from the Australian Government and the NSW Government.

Natural resources, lands and water and Tweed Shire Council will consider the closing of sections of Council public roads in connection with road closure applications as listed in Schedule 1.

Schedule 1.

- Road reserve being approximately 360.4m² adjacent to Lot 5 in DP586420 at Rippe Road, Stokers Siding
- Road reserve being approximately 16m² adjacent to Lot 1 in DP584105 at Ophir Glen Road, Upper Bunningbar

Diagrams of the proposed road closures may be view at either Murwillumbah Civic Centre or Tweed Heads Civic Centre.

All interested persons are invited to make submissions concerning the proposal to the General Manager, Tweed Shire Council, PO Box 816 Murwillumbah NSW 2484, within twenty-eight (28) days of the date of this advertisement. Submissions received may be referred to the Minister's delegate for a decision.

Regarding the provisions of the Government Information (Public Access) Act, information contained in such submissions may, at the discretion of Tweed Shire Council and NSW Trade & Investment (Crown Lands), be referred to the person(s) who initiated the proposal for appropriate consideration.

Council Ref: PN15015/11901

Enquiries: Ms Vanessa Barr Email: vbarr@tweed.nsw.gov.au

GENERAL MANAGER - TWEED SHIRE COUNCIL

Attachment 3
Media releases



Media Release

Monday 21 July 2014



2014 'Living for the Future' Home Expo *Registrations closing soon*

Don't miss your chance to share your specialist knowledge, products or services to help people be more sustainable at home.

Presenters and stallholders for this year's '2014 'Living for the Future' Home Expo need to get registered by this Wednesday 23 July at close of business.

The Home Expo will take on Saturday 23 August 2014, from 9am until 2pm at Tweed Heads Civic Centre and successful presenters and stallholders will be notified by Monday 28 July.

"We're looking forward to showcasing the fantastic local businesses and sustainability experts that this area has to offer as we advertise the Home Expo over the next month" says Debbie Firestone, Council's Program Leader-Sustainability.

"Register by this Wednesday to make the most of our promotions."

This is the second year Council has coordinated the Expo, which will again showcase the latest ways to help make homes more economical, energy-efficient and self-sufficient.

Applications have already been received from local businesses who are offering some generous discounts and prizes.

Exciting workshop presenters have registered to share their knowledge about easy, practical ways to improve the cost, comfort, health and environmental impact of our homes and lifestyles.

The 'Living for the Future' Home Expo will once again bring together a range of local product and service providers with solutions to help cut water and power bills, make homes more environmentally sustainable and more liveable for people of all ages.

More information can be obtained at www.tweed.nsw.gov.au/HomeExpo or by calling Council's Sustainability Program Leader on (02) 6670 2400

- ends -

Thursday 7 August 2014

City dwellers to inspire sustainable living

Living for the Future Home Expo on show soon

Amongst the skyscrapers of Brisbane is what Roman Spur and Jana Cejnarova call their "small kingdom".

It is beautiful, simple, inspirational and above all sustainable.

It's their way of showing that city-dwelling Australians can live in rental properties and still make sustainable choices.

Roman and Jana will be bringing their tips on a sustainable lifestyle to the 2014 'Living for the Future' Home Expo on Saturday 23 August 2014 from 9am until 2pm at Tweed Heads Civic Centre.

"We want to inspire people to live more sustainable lives," Roman said.

"We thought it would be a good idea to come to the Tweed because people in the area are very interested. We will be sharing our experiences on many things like growing your own food, gardening, health and urban farming, and how renters can enjoy sustainable living."

Formerly of the Czech Republic, Roman is a Sustainable Building Engineer, designing buildings in the most energy-efficient and sustainable way. Jana works in childcare, helping to bring up a new generation of bright and environmentally-conscious children.

"Our preferences were driven by the functionality and simplicity of a small flat, close proximity to work, opportunity for growing our food and creating a local community. And we found it – a unit in a block of five units with a big backyard in New Farm."

Despite living in an apartment block for the past five years, the couple have successfully adopted a self-sufficient lifestyle, saying it has enhanced their lives, lowered living expenses and enabled them to be environmentally aware without compromising comforts and incurring extra costs.

"For us it's all about sharing. Anything is possible to achieve if you do what you love to do," Roman said.

This is the second year Council has coordinated the Expo, which is again set to showcase the latest ways to help make homes more economical, energy-efficient and self-sufficient and Council's Program Leader-Sustainability Debbie Firestone said the response has been fantastic.

"We're looking forward to showcasing the amazing local businesses and sustainability experts that this area has to offer and provide a one-stop shop of solutions to help cut water and power bills, make homes healthier, more comfortable and more environmentally sustainable," Ms Firestone said.

More information can be obtained at www.tweed.nsw.gov.au/HomeExpo or by calling Council's Sustainability Program Leader on (02) 6670 2400.

- ends -

Second 'Living for the Future' Home Expo is here

The one stop annual event for sustainability at home

Want to live comfortably for less? Come and explore all things sustainable at the 'Living for the Future' Home Expo at Tweed Heads Civic Centre on Saturday 23 August.

This fun, free, family-friendly event celebrates eco-living at home and in the community, and will be a hub of information and ideas for sustainable homes and in our community.

Over 23 local suppliers of home design, renovation and sustainable living products and services will be there and one lucky visitor to the expo will win a 1.5-kilowatt solar power system. Former Ironman champion Trevor Hendy will also be at the Expo, and is donating a free registration to join his 12-week online 'Boot Camp for the Soul'.

The Living for the Future Home Expo will bring together a range of local product and service providers with solutions to cut water and power bills, make homes more environmentally sustainable and more liveable for people of all ages.

This is the second year Council has coordinated the Expo, which is again set to showcase the latest ways to help make homes more economical, energy-efficient and self-sufficient and Council's Program Leader-Sustainability Debbie Firestone said the response has been fantastic.

"Trade stalls will make it easy for people to see a range of the options available and at the same time, talk to experts on many issues of sustainability," she said.

"The expo will feature some fantastic offers from local businesses that have solutions to cut water and power bills, make homes more comfortable and environmentally sustainable.

"There's something at the expo for everyone, whether you rent or own your own home or if you are considering building or renovating in the future."

Mayor of Tweed, Councillor Barry Longland, said Council was keen to play a leading role in helping people with practical ways to reduce our impact on the environment.

"We're also inviting community members to participate in free workshops to gain practical knowledge about how to be more sustainable at their place," Cr Longland said.

"There are some amazing, innovative and affordable solutions being adopted in other areas and this event will examine how they can be adapted to the Tweed environment and the lifestyles of our residents.

"This event is also another way Council is working with the business community, to boost the local economy."

- ends -

Ironman star is special guest at Expo

Opening is just days away

Ironman champion Trevor Hendy will be the special guest at this Saturday's free 'Living for the Future' Home Expo.

Trevor is a former professional athlete, reaching the pinnacle of his sport, winning several World Ironman Championships in the sport of Surf Life Saving and will be giving one lucky person the chance to join his 'Boot Camp for the Soul', a 12-week online transformation for your soul, mind and body.

"I am honoured to put my name behind the second annual Living for the Future, sustainable home expo. True sustainability comes from internal and external changes, we have to not only change the way we do things but also the way we see things," Trevor said.

"Often when we talk about sustainability, we are introducing more things 'to do' to live sustainably. I am totally in support of the necessary changes we need to make but also convinced that true sustainability comes from taking a different perspective to the same old argument or situation. When we change our mind and look at things from a more holistic perspective, we also make magic possible."

Trevor believes true sustainability and true progress comes from new thinking, most importantly, comes from new thinking that is inspired by issues of the heart.

"I realise there are so many things I can do better. For that reason I am looking forward to what I can learn at the expo and how I can contribute."

The 2014 'Living for the Future' Home Expo will showcase hands-on practical ways to cut costs, make homes more comfortable and be more environmentally friendly.

With free activities for the kids, great food and local organic coffee on-site, there's sure to be something for everyone who comes along:

- Meet Roman Spur, Spurtopia Sustainability Guru as featured on ABC Gardening Australia, who's transformed his place in Brisbane into an urban example of sustainable living
- Join in any of the free 20 minute workshops about beekeeping, climate change, sustainability in rental properties, site design, external shading options, healthy homes and more
- Go in the draw for prizes including native tree nursery vouchers, backyard garden consultations, and a solar power system valued at \$3,500.

Council's 'Living for the Future' Home Expo was launched in 2013 as a free, family-friendly event offering a one-stop-shop of stalls and practical workshops to help people embrace sustainable living principles and find out more about smart housing designs and renovations.

For more details or visit www.tweed.nsw.gov.au/homeexpo

- ends -

Attachment 4
Media clippings



Media coverage

ABC North Coast



The screenshot shows the ABC North Coast NSW website. The top navigation bar includes links for Radio, TV, Shop, News, Sport, Local, Children, Science, Environment, and more Topics. Below this is a secondary navigation bar with Home, Programs, News, Weather, Emergencies, Sport, Events, Promotions, Recipes, and Photos & Videos. The main content area features a date and time stamp: '20 August, 2014 4:50PM AEST'. The article title is 'Building a bird-friendly backyard' by Margaret Burin. A short introductory paragraph reads: 'Keen to have more feathered friends in your garden? Scott Hetherington explains the key ingredients for providing an appealing habitat for native birds.' Below the text is a photograph of Scott Hetherington, a man in a light blue shirt, standing in his backyard with his arms crossed. A wooden nest box is visible in a large tree behind him. A caption below the photo states: 'Scott Hetherington has seen several wood ducks lay their eggs in the nest box he's put up in a large old tuckeroo tree. He uses his own backyard to share tips on creating a bird-friendly garden. (ABC Local :Margaret Burin)'

Wednesday 20 August 2014

<http://www.abc.net.au/local/photos/2014/08/20/4071174.htm>

Scott is presenting a *Building a bird-friendly backyard* workshop as part of the Tweed Council's 'Living for the Future' expo on Saturday 23 August.

Media coverage

Tweed Daily News

City dwellers to inspire sustainable living

7th Aug 2014 10:04 AM



Roman Spur and Jana Cejnarova (pictured with their 15-month-old daughter Lada) of SpurTopia, will be among the exhibitors at the second 'Living for the Future' Home Expo at the Tweed Heads Civic Centre later this month.

AMONG the skyscrapers of Brisbane is what Roman Spur and Jana Cejnarova call their "small kingdom".

It's their way of showing that city-dwelling Australians can live in rental properties and still make sustainable choices.

Mr Spur and Ms Cejnarova will be bringing their tips on a sustainable lifestyle to the 2014 'Living for the Future' Home Expo on Saturday 23 August 2014 from 9am until 2pm at Tweed Heads Civic Centre.

"We want to inspire people to live more sustainable lives," Mr Spur said.

"We thought it would be a good idea to come to the Tweed because people in the area are very interested.

"We will be sharing our experiences on many things like growing your own food, gardening, health and urban farming, and how renters can enjoy sustainable living."

Thursday 7 August 2014

Future expo

TWEED Shire Council's Living for the Future Home Expo will this year be held on Saturday August 23. Running from 9am to 2pm, the expo will give the community access to businesses and services. For more information, visit [tweed.nsw.gov.au /HomeExpo](http://tweed.nsw.gov.au/HomeExpo)

Saturday 2 August 2014

Media coverage

Tweed Sun

Thursday 14 August 2014

Expo focus on home environment

BOB ANTHONY

bob.anthony@news.com.au

LOOKING to the future from a home perspective is the primary focus of this year's Living For The Future Home Expo in Tweed Heads this month.

The expo, a Tweed Shire Council initiative, will provide the public with information and advice on how to make homes more sustainable, energy efficient and environmentally friendly in an affordable manner.

Council's Program Leader in Sustainability, Debbie Freestone, said this was the second year for the expo and would be building on the community summit that was held last year as to what people wanted.

"The feedback we got from that summit was that people wanted more practical information on how to apply sustainable measures to their homes and how to save money by being more energy and self-sufficient," Ms Freestone said.

This year, we have more stall holders, a lot of new products and for the first time a number of workshops with local experts providing tips on a wide range of issues from bird-friendly backyards to growing organic food and even having a bee hive.

"Our exhibitors will cover solar power, hemp building materials, native plants, food gardens, green cleaning prod-



Tweed Coast gardener Sophie Carnell and Nourish Backyard Food Gardens' Anneliese Simke inspect Sophie's healthy veggie patch. Ms Simke, who can help people establish sustainable veggie gardens, will be one of a number of experts at the Tweed Living For The Future Home Expo at the Tweed Heads Civic Centre on August 23.

Picture: RICHARD COSLING

Get top tips on how renters can live sustainably

A HOME may be a man's castle but for Brisbane's Roman Spur and Jana Cejnarova, their apartment unit is a "small kingdom". Living in a rental property doesn't mean people have to forego being sustainable in terms of what is grown, and the couple will be bringing tips on a sustainable lifestyle to the 2014 Living for the Future Home Expo. "We will be sharing our

experiences on many things, like growing your own food, gardening, health and urban farming, and how renters can enjoy sustainable living," Mr Spur said. The couple have successfully adopted a self-sufficient lifestyle, saying it has lowered living expenses and enabled them to be environmentally aware without compromising comforts or incurring extra costs.

from their Burringbar rainforest nursery and plenty of special expo discounts and offers."

A special guest at the expo will be former ironman Trevor Hendy who will give away a 12-week Bootcamp for the Soul voucher worth \$150 as well as conducting a workshop.

The Living For The Future Home Expo will be held at the Tweed Heads Civic Centre on Saturday, August 23 from 9am-2pm. Entry is free and the event is open to all. For details, go to www.tweed.nsw.gov.au/HomeExpo

ucts, smart 'granny flats', green loans and eco coverings to name a few.

"There will also be oppor-

tunities for Home Expo visitors to win some great prizes simply by attending including a 15kw solar power plant from

SAE Tweed, garden consultations from Nourish Backyard Food Gardens, vouchers from Tweed Landcare for plants

Media coverage

Tweed Valley Weekly

Expo shows way to sustainable future

AN EXHIBITION highlighting ways home owners and renters can contribute to a more energy efficient, economical and sustainable future will be held in Tweed Heads next weekend.

The Living For the Future Home Expo, to be held at the Tweed Heads Civic Centre from 9am to 2pm on Saturday 23 August, is sponsored by Tweed Shire Council and will feature businesses, workshops and presenters promoting self sufficient lifestyles.

Murwillumbah resident and wholefoods chef Linda Ivor will be providing food for the event and said it is important for people to learn about sustainability.

"It is very important for people to attend and to realise how simple it is to recycle or reuse waste as this is of utmost importance to our future," said Ms Ivor.

"I grew up with mum baking bread and some of my early memories are of eating veggies straight from the garden.

"It is also about helping to contribute to our local economy and keeping money flowing within our community rather than leaving it."

This is the second year the expo is being held and the coordinator, Council's Program Leader-Sustainability Debbie Firestone said they are hoping to build on the success of last year's event.

"We're looking forward to showcasing the amazing local businesses and sustainability experts this area has to offer and provide a one-stop shop of solutions to help cut water and power bills, make homes healthier, more comfortable and more



Linda Ivor and Debbie Firestone

environmentally sustainable," said Ms Firestone.

"The day is all about learning from our neighbours, sharing knowledge and produce while also supporting local businesses who are working in this area."

The Managing Director of energy efficient technology provider SAE Group, Glen Ashton, said the expo is a one of a kind event.

"This is the only event we have in Tweed which gives local companies

the opportunity to present themselves to the local community, I just wish they would do it more often," said Mr Ashton.

"It's a great event, very reasonably priced and well run, last year we got a great response.

"This year as our way of saying thank you we are having a giveaway of a complete 1.5Kw solar system."

More information can be obtained at www.tweed.nsw.gov.au/HomeExpo or by calling 6670 2400.

Thursday 14 August 2014

Attachment 5
Hot Tomato advertising



CLIENT:
Tweed Shire Council

Tumbulgum Road
Murwillumbah Nsw 2484



Proposal			
Printed:	21/07/2014 10:13:59AM	Booked By:	Scott Green
Proposal:	15787	Account Manager:	Kirk Koster
Campaign Name:	Tweed Shire Council	Start Date:	18/08/2014
Order Number:		End Date:	23/08/2014

Aug-14	Station	Timezone	Len	Type	Tail	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	Count	Rate	Amount
	Hot Tomato	News Credit	10	A										4	4	4	3	3	2										20	75.00	1,500.00	
	myGC	myGC What's On 300(w) x 100(h)												1															1	300.00	300.00	
																21		1,800.00														
	<u>Station</u>																												<u>Count</u>	<u>Avg Rate</u>	<u>Amount</u>	
	Hot Tomato																												20	75.00	1,500.00	
	myGC																												1	300.00	300.00	

Date	Description	Station	Amount
22/08/2014	Live Cross - Fri 22/8 at 12.30pm	Hot Tomato	0.00

Special Instructions:
Please note, the "What's On?" package includes both an on-line banner advert to start on myGC on Monday the 18th and is supported by inclusion in the weekly video segment (to be recorded on Wed 20th and uploaded on Thu 21st of August).

Authority To Broadcast	
Proposal Amount (excluding tax)	1,800.00
GST	180.00
Net Due	\$1,980.00

I, hereby accept this schedule, and Investment with the Terms and Conditions outlined in the campaign presentation which will be broadcast on the Hot Tomato Broadcasting Company, 102.9 Hot Tomato. All payments are to be made in advance unless approved as per Credit Application and conditions.

Client Approval

Name _____

Signature _____

Date _____

Office Use Only

Sales Manager _____

Date _____

Recoveries _____

News Credit Script



Client:	Tweed Shire Council
Product:	Home Expo and Summit 2014 - THIS
Length:	10 SEC Recorded

Date written:	1/08/14
Acc Mgr:	Kirk
Writer:	MICH

Start Date:	18/08/14	End Date:	22/08/14
Key No:	TSC180814-NEWS	Cart:	8363

(SFX- Electrical Field Drone Bed)

(MVO- Kirk to Voice for change)

Prizes...Workshops and solutions for sustainable living

At the FREE Living for the Future Home Expo.

This Saturday at Tweed Heads Civic Centre.

See **Tweed Shire Council Website for details**

Client:	Tweed Shire Council
Product:	Home Expo and Summit- 2014 TODAY
Length:	10 SEC Recorded

Date written:	1/08/14
Acc Mgr:	KIRK
Writer:	MICH

Start Date:	23/08/14	End Date:	23/08/14
Key No:	TSC230814 -NEWS	Cart:	8364

Prizes...Workshops and solutions for sustainable living

At the FREE Living for the Future Home Expo.

On Today at Tweed Heads Civic Centre.

See **Tweed Shire Council Website for details**

SCRIPT APPROVAL - Please read and sign.

I have read the above script and agree that all wording and direction is true and correct. I consider this script approved for production and understand that any change(s) requested after my approval may affect my scheduled commercial placement.

Signed:

Client Approval: _____ Date: _____

Please return your approval via email to kmroz@hot-tomato.com.au

Online advertising myGC.com.au



Home Expo
advertisement



What's On page mygc.com.au

Home Expo featured
in 'What's On' video

The screenshot shows the mygc.com.au website. The main content area features a video player with the title "What's On" and the myGC logo. The video player is highlighted with a red border. To the right of the video player is a sidebar with several promotional banners, including "NEW TRACK NEW KIDS TRACK COMING SOON", "myGC tv MUST SEE", and "Cat Revived With CPR". Below the sidebar is a calendar for August 2014, with the 23rd highlighted. The calendar lists several events, including "PLANET CHILL WINTER WONDERLAND PARTY", "NERANG SCOUTS FUNDRAISING GARAGE SALE", and "LIVING FOR THE FUTURE HOME EXPO". The Home Expo event is highlighted with a green box and includes a small graphic of a house and the text "FREE LIVING FOR THE FUTURE HOME EXPO Saturday 23 August, 9am-2pm Tweed Heads Civic Centre".



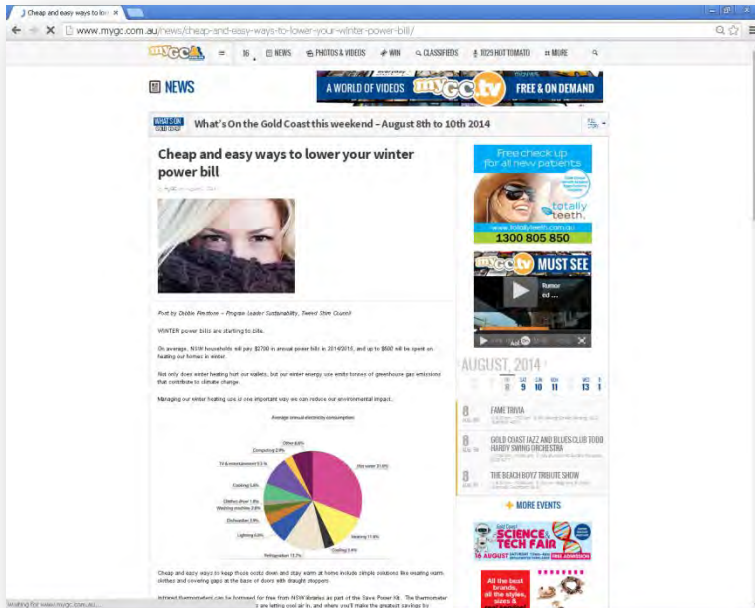
Living for the Future Home Expo

Do you want to reduce your carbon footprint? This Saturday come and explore all things sustainable at the "Living for the Future" Home Expo at the Tweed Heads Civic Centre. This fun, free, family-friendly event celebrates eco-living at home and in the community, and will be a hub of information and ideas. For more information visit tweed.nsw.gov.au/HomeExpo.

<http://www.mygc.com.au/photosvideos/whats-on-the-gold-coast-this-weekend-aug-22nd-to-24th-2014/>

Blog post 01

myGC.com.au



<http://www.mycg.com.au/news/cheap-and-easy-ways-to-lower-your-winter-power-bill/>

Cheap and easy ways to lower your winter power bill

myGC.com.au



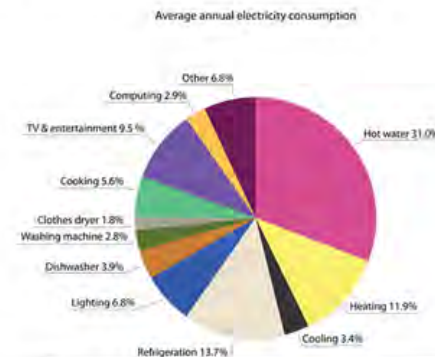
Post by Debbie Firestone – Program Leader Sustainability, Tweed Shire Council

WINTER power bills are starting to bite.

On average, NSW households will pay \$2700 in annual power bills in 2014/2015, and up to \$600 will be spent on heating our homes in winter.

Not only does winter heating hurt our wallets, but our winter energy use emits tonnes of greenhouse gas emissions that contribute to climate change.

Managing our winter heating use is one important way we can reduce our environmental impact.



Cheap and easy ways to keep those costs down and stay warm at home include simple solutions like wearing warm clothes and covering gaps at the base of doors with draught stoppers.

Blog post 02

myGC.com.au



Why you should be eating sustainable food

By Carla Toomey on August 9, 2014



Post by Debbie Firestone – Program Leader Sustainability, Tweed Shire Council

THE FOOD we eat contributes substantially to our carbon footprint. This is largely because considerable energy is used to grow, process, transport and package food.

Choosing food that has less packaging, is from local sources, and has been produced in a way that makes smart use of water, soil and nutrients is a great way to help reduce our impact on the Earth.

Local, fresh and tasty

Locally-sourced fresh fruit, vegetables, flour and grains, pulses, nuts and eggs have the lowest greenhouse gas impact even when you factor in greenhouse impacts of fertilisers, fossil fuel use by tractors and transport, water use and impacts on soils. Highly processed foods, long travel distances, electricity and emissions intensive foods add to the greenhouse gas intensity of our diets.

By shopping from farm gates, food co-ops and accredited farmers markets, you'll know that your food hasn't travelled far to reach your plate, plus it will stay fresher for longer and you will be eating seasonally, which tastes better, is cheaper and better for the environment.

Eating seasonal fruits and vegetables maximizes your nutritional intake and reduces energy used to grow and transport foods. Out-of-season foods have often been grown in artificial conditions, or grown far away, picked prematurely and transported long distances to get to your local shops. When we eat foods out of season, we miss out on eating food at its prime – when it tastes best and has a higher nutritional value.(1)

Reduce waste & start a compost bin or worm farm

In NSW, we send on average 315 kilograms of food waste to landfill per household per year. By wasting food – fresh fruit and vegetables, leftovers, takeaways, packaged and long-life products, drinks and even frozen food – the average NSW household throws away \$1036 a year.(2)

When we throw out food, we're also wasting the resources that went into growing and transporting food too.

Planning your meals, preparing a shopping list and storing food effectively will help you cut food waste and save you money.

Any food waste that can't be avoided can be reused in the form of food for chooks or compost for soil.

Using a compost bin or worm farm for your food scraps can reduce the waste you send to landfill by up to 50%.(3)

NSW households waste more than \$1,036 worth of food per year

Survey by OzInfo was asked to estimate the cost of lost fresh household produce, alone each week.

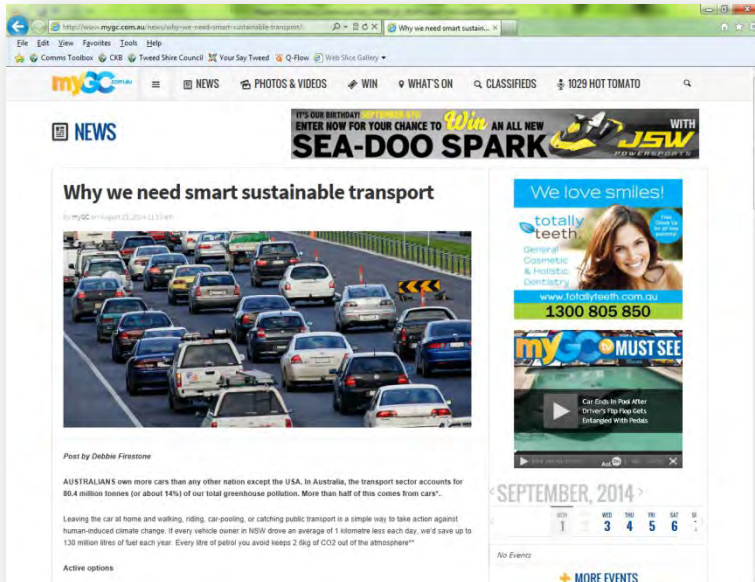
Average weekly household food waste in NSW (\$ dollars)



<http://www.mygc.com.au/news/why-you-should-be-eating-sustainable-food/>

Blog post 03

myGC.com.au



Why we need smart sustainable transport

by myGC on August 22, 2014 11:10 am



Post by Debbie Firsiroti

AUSTRALIANS own more cars than any other nation except the USA. In Australia, the transport sector accounts for 80.4 million tonnes (or about 14%) of our total greenhouse pollution. More than half of this comes from cars*.

Leaving the car at home and walking, riding, car-pooling, or catching public transport is a simple way to take action against human-induced climate change. If every vehicle owner in NSW drove an average of 1 kilometre less each day, we'd save up to 130 million litres of fuel each year. Every litre of petrol you avoid keeps 2.6kg of CO2 out of the atmosphere**.

Active options

The great news is, almost 90 percent of people in regional areas live within easy walking or cycling distance of a local centre, with access to shops, schools, and workplaces***. In our region, many of us prefer 'active transport'. 15% of people walk or cycle regularly, particularly young people and people in the 45 – 54 age bracket****.

Walking is a great form of gentle exercise. To stay healthy, we need 30 minutes a day of moderate physical activity. Walking to work or with the kids to school part can build regular exercise into your daily routine.

Cycling is great for short trips, as well as being easy, environmentally friendly, very cheap and a great way to keep fit. Bike riding is growing in popularity in New South Wales, with well over one million people cycling in a typical week.

Are you going my way?

Carpooling to work or study is a simple and effective way of reducing your carbon footprint, and there are free online services to help you find someone to share your commute. The Northern Rivers Carpool has over 1,600 members and designated carpool spaces in public car parks.



<http://www.mycg.com.au/news/why-we-need-smart-sustainable-transport/>

Attachment 6
Other paid advertising



Online advertising

Echo.net.au



Home Expo ad linked
to Council website

<http://www.echo.net.au/>



Print advertising Tweed Valley Weekly

Page 3, Thursday 21 August 2014
(8.5 x 12.5cm)

LOCAL NEWS
Thursday August 21, 2014

Senator supports trail



Senator John Williams with Toni Zuscovka and Matthew Fraser

AN INFLUENTIAL member of the Federal Senate has thrown his support behind the idea of a rail trail for the Far North Coast, pledging to bring the issue to the attention of the National Leader and Minister for Regional Development Warren Truss.

Senator John Williams visited the proposed terminus of the rail trail at the Murwillumbah train station last week as part of a tour of the Richmond electorate and said the idea is a "win, win, win" situation.

"What we are talking about here is taking an old, unused asset and converting it to a new use which will create jobs and provide significant economic benefits for the region," said Senator Williams.

"Here we are just a stone's throw from an international airport and the prospect for this exciting idea to boost tourism into the area is tremendous."

"I'm glad it has been brought to my attention and I think the next step is to bring Warren Truss to the area so he can see it for himself."

A recent feasibility study for the rail trail coordinated by NSW MP Don Page set the cost for the rail trail between Murwillumbah and Byron Bay at \$37 million which Senator Williams said was not out of reach.

"If you spread the funding out over five years or so it wouldn't be much of a problem, especially as we are talking about something which will generate income for the region," he said.

What we are talking about here is taking an old, unused asset and converting it to a new use which will create jobs and provide significant economic benefits for the region.

"It also seems an ideal project for the new Green Army being set up by the Department of the Environment." The Northern Rivers Rail Trail has been proposed along the route of the

LIVING FOR THE FUTURE



HOME EXPO

ON THIS SATURDAY 23 AUGUST, 9am - 2pm
TWEED HEADS CIVIC CENTRE, BRETT STREET

+ local experts	WIN a 1.5kW solar system valued at \$3500 thanks to SAE Group	+ organic food
+ discounts		+ local coffee
+ prizes		+ workshops
+ kids activities		+ LOTS MORE!

For more information, phone (02) 6670 2555 or visit www.tweed.nsw.gov.au/HomeExpo

Proudly supported by 

Honoured to be your representative

**The Hon Thomas George MP
Deputy Speaker
Member for Lismore**



#NATIONALS

For appointments or information contact
Ph. 1800 336166 Fax. 6622 1403
tismore@parliament.nsw.gov.au
www.thomnrasgeorge.com.au

Tweed Tackle and Marine

TOP TACKLE BRANDS	FISHING LICENCES
MARINE SPARK PLUGS	TRAILER PARTS
BOATING ACCESSORIES	BAIT/BONITO
HIN - BOAT CODE	TINNIES / TRAILERS

YOUR ADVENTURE STORE

WHERE: 47 GREENWAY DRIVE, 5TH TWEED, PH 5523 3535
www.tackleandmarine.com.au



www.tweedshirecouncil.nsw.gov.au

LIVING FOR THE FUTURE



HOME EXPO

ON THIS SATURDAY 23 AUGUST, 9am - 2pm
TWEED HEADS CIVIC CENTRE, BRETT STREET

+ local experts	WIN a 1.5kW solar system valued at \$3500 thanks to SAE Group	+ organic food
+ discounts		+ local coffee
+ prizes		+ workshops
+ kids activities		+ LOTS MORE!

For more information, phone (02) 6670 2555 or visit
www.tweed.nsw.gov.au/HomeExpo

Proudly supported by 

Print advertising

Tweed Daily News

LIVING FOR THE FUTURE

FREE

HOME EXPO

Saturday 23 August, 9am - 2pm

TWEED HEADS CIVIC CENTRE, BRETT STREET

- + local experts
- + discounts
- + prizes
- + kids' activities

WIN a 1.5kW solar system valued at \$3500 thanks to SAE Group

- + organic food
- + local coffee
- + workshops
- + LOTS MORE!

For more information, phone (02) 6670 2555 or visit www.tweed.nsw.gov.au/HomeExpo

Proudly supported by   

Saturday 9 August 2014 and
Saturday 16 August 2014

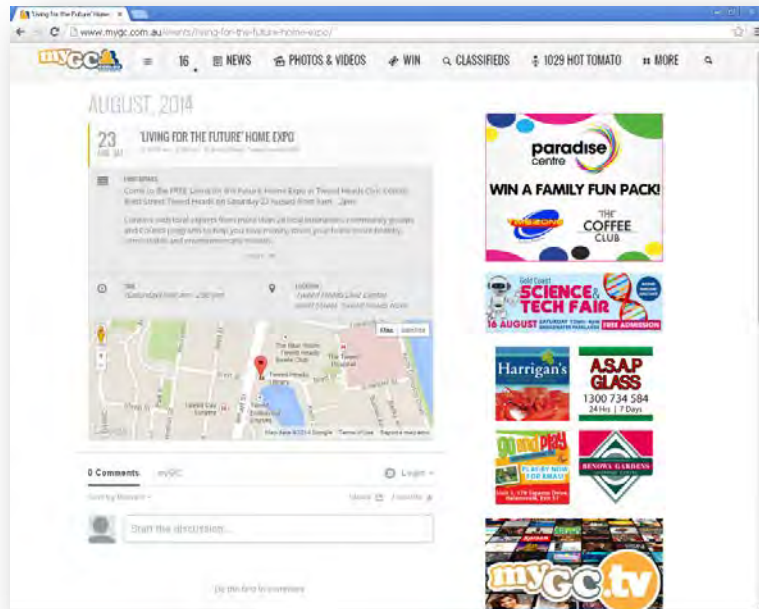
3x3 module (92x129mm)

Attachment 7
Online event listings



Event Listing

mygc.com.au



AUGUST, 2014

23
AUG SAT

'LIVING FOR THE FUTURE' HOME EXPO

9:00 am - 2:00 pm | Brett Street, Tweed Heads NSW



EVENT DETAILS

Come to the FREE 'Living for the Future' Home Expo at Tweed Heads Civic Centre, Brett Street Tweed Heads on Saturday 23 August from 9am - 2pm.

Connect with local experts from more than 20 local businesses, community groups and Council programs to help you save money, make your home more healthy, comfortable and environmentally-friendly.

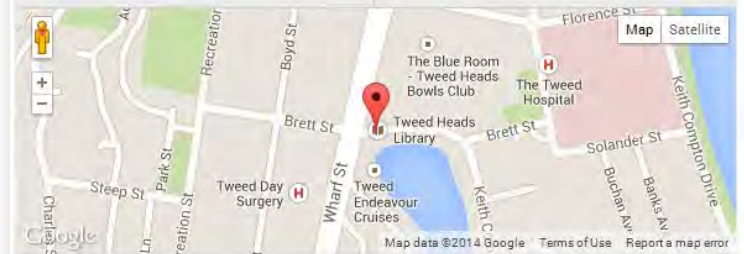
more ▾



TIME
(Saturday) 9:00 am - 2:00 pm



LOCATION
Tweed Heads Civic Centre
Brett Street, Tweed Heads NSW



0 Comments

myGC

Login ▾

Sort by Newest ▾

Share Favorite



Start the discussion...

<http://www.mygc.com.au/events/living-for-the-future-home-expo/>

Event Listing

Tweed Daily News

'Living for the Future' Home Expo

Saturday, 23rd August 2014
9:00am till 2:00pm
DATE

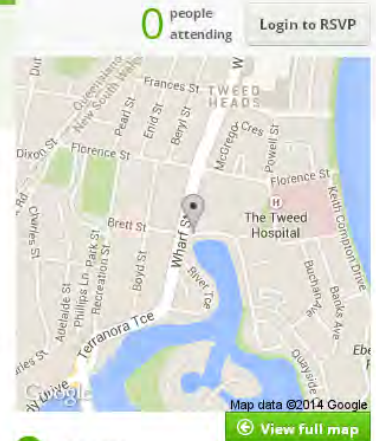
Tweed Heads Civic Centre, Tweed Heads
New South Wales

Print Add to calendar Share Email

Visit: [Event Website](#)
Call: 02 6670 2555.

Cost: FREE

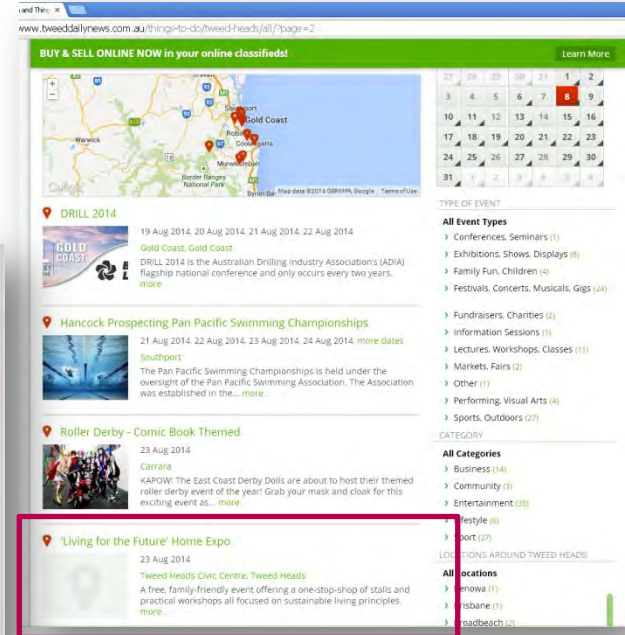
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ADDRESS:
Tweed Heads Civic Centre
Brett Street, Tweed Heads, New South Wales, 2485, Australia

Flag this event as inappropriate

LOCAL PARTNERS

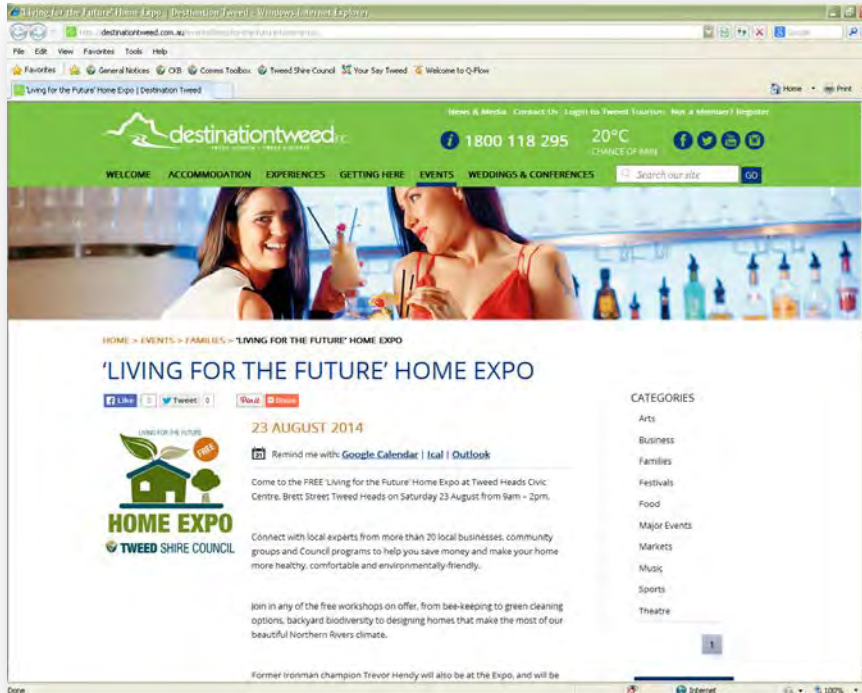


Home Expo event listing

<http://www.tweedailynews.com.au/things-to-do/living-for-the-future-home-expo/73636/>

Event Listing

Destination Tweed



<http://destinationtweed.com.au/events/living-for-the-future-home-expo/>

'LIVING FOR THE FUTURE' HOME EXPO

[Like](#) [Tweet](#) [Print](#) [Share](#)



23 AUGUST 2014

Remind me with: [Google Calendar](#) | [iCal](#) | [Outlook](#)

Come to the FREE 'Living for the Future' Home Expo at Tweed Heads Civic Centre, Brett Street Tweed Heads on Saturday 23 August from 9am - 2pm.

Connect with local experts from more than 20 local businesses, community groups and Council programs to help you save money and make your home more healthy, comfortable and environmentally-friendly.

Join in any of the free workshops on offer, from bee-keeping to green cleaning options, backyard biodiversity to designing homes that make the most of our beautiful Northern Rivers climate.

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Be there on the day to WIN some fantastic prizes, including a 1.5 kilowatt solar power system from SAE Group. Other prizes include free garden consultations valued at \$70 each from Nourish Backyard Food Gardens, Burringbar Rainforest Nursery's vouchers donated by Tweed Landcare.

More than 600 people attended last year's event and this year promises another exciting program, helping you to make small changes that will make a big difference by:

- > saving energy costs;
- > being water efficient;
- > reusing resources and reducing waste;
- > enhancing our local environment;
- > cutting greenhouse gas emissions; and
- > achieving food and energy self-sufficiency.

Come and enjoy a free, fun, family-friendly event.

For more information visit www.tweed.nsw.gov.au/HomeExpo

Cost: FREE

Tweed Heads Civic and Cultural Centre
Brett Street
Tweed Heads
NSW 2485

Contact: Tweed Shire Council on 02 6670 2555.

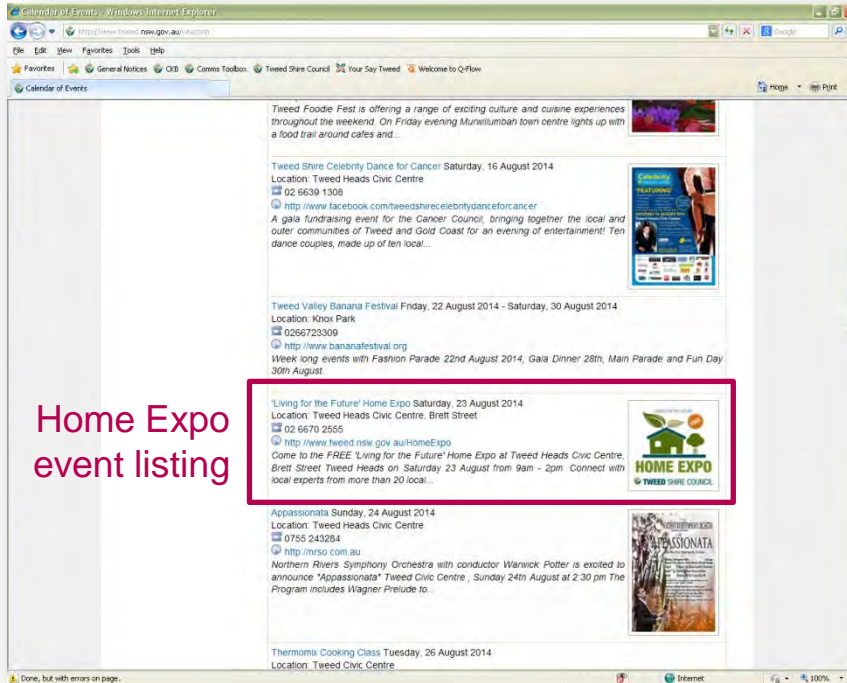
> [Email us](#)
> [Visit website](#)

> [View on map / Get directions](#)



Event Listing

Tweed Shire Council 'What's On'



'Living for the Future' Home Expo

Category: Special Community Events

Region: Tweed Heads

Location: Tweed Heads Civic Centre, Brett Street

Date: Saturday, 23 August 2014

Come to the FREE 'Living for the Future' Home Expo at Tweed Heads Civic Centre, Brett Street Tweed Heads on Saturday 23 August from 9am - 2pm. Connect with local experts from more than 20 local businesses, community groups and Council programs to help you save money and make your home more healthy, comfortable and environmentally-friendly. Join in any of the free workshops on offer, from bee-keeping to green cleaning options, backyard biodiversity to designing homes that make the most of our beautiful Northern Rivers climate. Former Ironman champion Trevor Hendy will also be at the Expo, and will be donating a free registration to join his 12-week online 'Boot Camp for the Soul'. Be there on the day to WIN some fantastic prizes, including a 1.5 kilowatt solar power system from SAE Group. Other prizes include free garden consultations valued at \$70 each from Nourish Backyard Food Gardens, Burringbar Rainforest Nursery vouchers donated by Tweed Landcare. More than 600 people attended last year's event and this year promises another exciting program, helping you to make small changes that will make a big difference by: - saving energy costs; - being water efficient; - re-using resources and reducing waste; - enhancing our local environment; - cutting greenhouse gas emissions; and - achieving food and energy self-sufficiency. Come and enjoy a free, fun, family-friendly event. For more information visit www.tweed.nsw.gov.au/HomeExpo

Close

<http://www.tweed.nsw.gov.au/whatson>

Event Listing

ABC North Coast

ABC North Coast NSW Events

Displaying 1-5 of 5 results

- Byrnie Bazaar**
Byrnie Bay Community Centre
Byrnie Bazaar on Saturday 23 August 2014 at 9:30 am - 2:00 pm
The Bazaar is an... More
- The Channon Folk Club**
The Channon Butter Factory Tavern
The Channon Folk Club is a loose collective of local volunteers who get together on the 4th Sunday of each month to organise an open mic night to The Channon Butter Factory... More
- Alstonville Farmers Market**
Burgin Lane, Alstonville
The Alstonville Farmers Market is held every Saturday in the Burgin Lane car park, Alstonville, opposite the Federal Hotel, behind Oudoube the old post office restaurant... More
- Little Learners Tours**
Lindhurst Anglican Grammar School, Tweed Heads South
Headteacher and Kindergarten, Jo Hetherington, Director of Early Learning, conducts tours of the Early Learning Centre at the Sunnyside Avenue Campus once a term. Our highly... More
- 'Living for the Future' Home Expo**
Tweed Heads Civic Centre, Tweed Heads
Connect with local experts from more than 20 local businesses, community groups and Council programs to help you save money and make your home more healthy, comfortable and... More

Home Expo event listing

<http://www.2b.abc.net.au/EventCentral/View/event.aspx?p=15&e=16545097>

ABC North Coast NSW Events

'Living for the Future' Home Expo

When:
23 August 2014
9:00 AM to 2:00 PM

Where:
Tweed Heads Civic Centre
Brett St, Tweed Heads, NSW
Contact: Debbie Firestone
C/o: Tweed Shire Council
Tel: 02 8670 2555
Email: dfirestone@tweed.nsw.gov.au
Web: www.tweed.nsw.gov.au/homeexpo

Connect with local experts from more than 20 local businesses, community groups and Council programs to help you save money and make your home more healthy, comfortable and environmentally-friendly. Join in any of the free workshops on offer, from bike-keeping to green cleaning options, backyard biodiversity to designing homes that make the most of our beautiful Northern Rivers climate. Former Ironman champion Trevor Hendy will also be at the Expo, and will be donating a free registration to join his 12-week online 'Boot Camp for the Soul'. Be there on the day to WIN some fantastic prizes, including a 1.5 kilowatt solar power system from SAE Group. Other prizes include free garden consultations valued at \$70 each from Nourish Backyard Food Gardens, Burringbar Rainforest Nursery vouchers donated by Tweed Landcare.

Tweed Heads Civic Centre
Brett St, Tweed Heads, NSW

Attachment 8
Participant feedback survey



HOME EXPO PRIZE ENTRY FORM

Complete this form to enter the draw to WIN prizes throughout the day!



Your name: _____

Phone: _____ Postcode: _____

1. Did you attend last year's Home Expo? YES / NO

2. How did you hear about today's event? Tick all that apply.

<input type="checkbox"/>	Online - Council website	<input type="checkbox"/>	Print - Tweed Daily News
<input type="checkbox"/>	Online - myGC.com.au	<input type="checkbox"/>	Print - Tweed Valley Weekly
<input type="checkbox"/>	Radio - Hot Tomato radio	<input type="checkbox"/>	Word of mouth
<input type="checkbox"/>	Print - Tweed Link	<input type="checkbox"/>	Other: _____

3. Help us plan for an even better Home Expo next year:

One thing I'd keep is...

One thing I'd change is...

4. Did you attend any of the workshops today? If so please rate (circle) your experience from 5 for 'excellent' to 1 for 'poor'.

Sustainable living in a rental property	5	4	3	2	1
Creating healthy homes	5	4	3	2	1
A beginner's guide to backyard bee keeping	5	4	3	2	1
Evidence of climate change in the Tweed	5	4	3	2	1
Making the most of your home site	5	4	3	2	1
Cheap external shading for your home	5	4	3	2	1
Bird-friendly backyards	5	4	3	2	1
Growing organic food	5	4	3	2	1

5. Would you come to another event like this one? YES / NO

6. What is one thing you learned or will take away from today's Home Expo?

Thanks for your feedback!

Place your completed form into the entry box and listen out for the regular prize draws throughout the day.

Complete the form over the page to enter the draw to WIN some fantastic prizes from our sponsors and stallholders including:

**A 12-week online
'Boot Camp for the Soul' with
former Ironman, Trevor Hendy**

**Garden consultations,
valued at \$70 each, from
Nourish Backyard Food Garden**

**Burringbar Rainforest Nursery
vouchers donated by
Tweed Landcare**

**...and visit the SAE Group stall to enter
the draw to win a 1.5kW solar system!**

Proudly supported by



Attachment 9
Digital signage





HOME EXPO

Saturday 23 August 2014

9.00am - 2.00pm

TWEED HEADS CIVIC CENTRE

A one-stop-shop of local trade stalls and practical, hands-on workshops to help you:

- ✓ save energy costs
- ✓ be water efficient
- ✓ reuse resources and reduce waste
- ✓ enhance the local environment
- ✓ cut greenhouse gas emissions
- ✓ achieve food and energy self-sufficiency

For more information visit www.tweed.nsw.gov.au/HomeExpo

Attachment 10
Venue signage



LIVING FOR THE FUTURE



HOME EXPO

Saturday 23 August 2014

9am - 2pm

www.tweed.nsw.gov.au/HomeExpo



- + local experts
- + discounts
- + prizes



- + kids' activities
- + organic food
- + local coffee



Attachment 11
Printed materials



LIVING FOR THE FUTURE



HOME EXPO

Saturday 23 August, 9am - 2pm

TWEED HEADS CIVIC CENTRE, BRETT STREET

- + local experts
- + discounts
- + kids' activities
- + organic food
- + local coffee
- + workshops
- + LOTS MORE!

WIN

a 1.5kW solar system valued at \$3500 thanks to SAE Group

Event Program

Live and interactive workshops

10am	Roman Spur <i>Spurtopia</i>	Sustainable living in a rental property
10.30am	Elise Corcoran <i>Natural Designer Homes</i>	Creating healthy homes
11am	Kate Miller <i>Gold Coast Amateur Beekeepers</i>	A beginner's guide to backyard bee keeping
11.30am	Greg Reid <i>Tweed Climate Action Now</i>	Evidence of climate change in Tweed
12pm	John Lynch <i>Tweed Shire Council</i>	Making the most of your site during home design and renovations
12.30pm	Richard Swinton <i>home renovation expert</i>	Cheap external shading for your home
1pm	Scott Hetherington <i>local wildlife ecologist</i>	Bird-friendly backyards
1.30pm	Roman Spur <i>Spurtopia</i>	Growing organic food

Local stallholders

Connect with more than 20 local businesses, community groups and Council programs offering a range of products, services and information to help make your home more healthy, comfortable and environmentally-friendly.

LIVING FOR THE FUTURE



Between workshops, connect with stallholders from more than 20 local businesses, community groups and Council programs who will be on hand with a range of products, services and information to help make your home more healthy, comfortable and environmentally-friendly.

Saturday 23 August, 9am - 2pm | TWEED HEADS CIVIC CENTRE, BRETT STREET

JOIN IN A HANDS-ON WORKSHOP



Creating healthy homes

Elise Corcoran of Natural Designer Homes will help you make your home healthier by selecting safe building materials, furnishings and appliances, wiring the home to minimise electromagnetic fields and improving air quality.

Sustainable living for renters, AND Growing organic food

Roman Spur will share his 'Spurtopia' story of becoming self-sufficient and offer tips on how to grow up to 75% of your fruit and veg needs in a small, self-watering planter box.



A beginner's guide to backyard beekeeping

Kate Miller of the Gold Coast Amateur Beekeepers' Society will provide an introduction to the basics of home apiary including the all you need to know to get started with your own bees in your backyard.

Bird-friendly backyards

Local wildlife ecologist Scott Hetherington will use his own garden as a case study to explore the five key aspects of creating a backyard bird garden that is great for both humans and wildlife.



... and **MORE!**

Be inspired by this year's exciting line-up of local presenters and join in any of the free workshops on offer, from bee-keeping to green cleaning options; backyard biodiversity to designing homes that make the most of our beautiful Northern Rivers climate.



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To learn more about the 2014 Home Expo, visit www.tweed.nsw.gov.au/HomeExpo or contact Council's Program Leader Sustainability on (02) 6670 2555.



TWEED
SHIRE COUNCIL

LIVING FOR THE FUTURE



In between visiting stallholders from more than 20 local businesses, community groups and Council programs, join in any of the free workshops on offer throughout the day.

Topics range from bee-keeping to green cleaning options; backyard biodiversity to designing homes that make the most of our beautiful Northern Rivers climate.

Saturday 23 August, 9am - 2pm | TWEED HEADS CIVIC CENTRE, BRETT STREET

MEET OUR LOCAL STALLHOLDERS



... and **MORE!**

Take advantage of the many special offers available on the day and go into the draw to WIN some fantastic prizes, including:

- A 1.5kW solar power system, valued at \$3500, thanks to SAE Group.
- A 12-week online 'Boot Camp for the Soul' with former Ironman, Trevor Hendy.
- Garden consultations, valued at \$70 each, from Nourish Backyard Food Garden.
- Burringbar Rainforest Nursery vouchers donated by Tweed Landcare.



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