

MM-1 MAYORAL MINUTE - COUNCIL WINS MUMBRELLA AWARD

Department Executive Services

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REPORT

I would like to bring to Council's attention that the City of Canada Bay won a national communications award at the Mumbrella CommsCon Awards for Best Issues Management.

The Mumbrella CommsCon Awards are Australia's premier event for public relations, social media and communications professionals.

The award was in recognition of our approach in dealing with the huge crowds that gathered in Rhodes to play PokémonGo in July 2016.

Council, led by our Communications team and Rhodes Place Manager, coordinated an excellent team effort that involved staff across several departments in response to the huge crowds converging on Peg Paterson Park.

Issues included:

- Traffic and parking management – including some street closures
- Signage to discourage inappropriate behaviour
- Cleansing teams to respond to excess waste
- Barricades to keep gamers off playground equipment
- Community engagement with local groups that were assisting Council
- Responding to all resident calls, letters, emails and social media posts

We lobbied the game developer to remove the intersecting Pokéstops, which resulted in Peg Paterson Park being one of only three sites globally that is recognised as having successfully lobbied to have Pokéstops removed.

All in all, it was an excellent achievement by Council staff in responding to the unexpected impact of Pokémon on our community. I ask Council to join me in congratulating and thanking the staff for their hard work in our coordinated response.

RECOMMENDATION

THAT Council receive and note the report.