

## Shoalhaven City Mayor's Relief Fund

**Meeting Date:** Thursday, 27 April, 2023

**Location:** Email Meeting

**Time:** 4.00pm

**Please note:** Council's Code of Meeting Practice permits the electronic recording and broadcast of the proceedings of meetings of the Council which are open to the public. Your attendance at this meeting is taken as consent to the possibility that your image and/or voice may be recorded and broadcast to the public.

### Agenda

1. **Apologies**
2. **Confirmation of Minutes**
  - Shoalhaven City Mayor's Relief Fund - 23 February 2023 ..... 1
3. **Declaration of Interests**
4. **Reports**
  - MR23.4 Homelessness Mayoral Relief Fund Update.....4
5. **General Business**

**Membership**

Clr Findley – Chairperson  
All Councillors  
Chief Executive Officer or nominee  
Director City Performance  
Mr Matthew Reeves  
Mr Peter Dover  
Mr Adam Carney

Quorum – Three (3)

**Purpose**

The fund has been established and maintained as a public fund for the relief of persons in Australia who are in necessitous circumstances and it is intended that the public be invited to contribute to the fund.

A person will be in necessitous circumstances where his or her financial resources are insufficient to obtain all that is necessary, not only for a bare existence, but for a modest standard of living in the Australian community.

Necessitous circumstances may result from a disaster caused by flood, fire, drought, tempest or other calamity.

**Delegated Authority**

The management of the fund is vested in the Shoalhaven City Mayor's Relief Fund Committee. Rules have been adopted by Council.

## MINUTES OF THE SHOALHAVEN CITY MAYOR'S RELIEF FUND

**Meeting Date:** Thursday, 23 February 2023  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 4.00pm

The following members were present:

Mayor Amanda Findley - Chairperson  
Clr Matthew Norris  
Clr Liza Butler  
Clr Patricia White  
Clr Mark Kitchener  
Mr Matthew Reeves – RFS (Remotely)  
Mr Peter Dover – SALT Ministries

Others Present

Ms Sara McMahon – Manager Business Assurance & Risk – Joined 4:11pm  
Mr Michael Paine – Manager Community Connections (Remotely) – Joined 4:20pm

**The Chairperson opened the meeting and acknowledged the traditional custodians of the land and paid respect to Elders past, present and future.**

### Apologies / Leave of Absence

An apology was received from Clr Moo D'ath.

### Confirmation of the Minutes

**RESOLVED** (By consent)

That the Minutes of the Shoalhaven City Mayor's Relief Fund held on Tuesday 16 August 2022 be confirmed.

CARRIED

### Declarations of Interest

Nil

## REPORTS

### **MR23.1 SALT Ministries - Safe Shelter Shoalhaven - Expenditure of Mayoral Relief Fund** **HPERM Ref: D23/8008**

#### **Recommendation (Item to be determined under delegated authority)**

That the Shoalhaven City Mayor's Relief Fund Committee confirm the expenditure of \$20,000 to SALT Ministries to continue the operation of the Safe Shelter Shoalhaven as an immediate and interim step to allow the shelter to remain open for four weeks while more funding and support was sought from the State and Federal Governments.

#### **RESOLVED** (By consent)

That the Shoalhaven City Mayor's Relief Fund Committee confirm the expenditure of \$20,000 to SALT Ministries to continue the operation of the Safe Shelter Shoalhaven as an immediate and interim step to allow the shelter to remain open for four weeks while more funding and support was sought from the State and Federal Governments.

CARRIED

### **MR23.2 Mayoral Relief Fund - Transfer residual monies from the 2019 Currowan bush fires** **HPERM Ref: D23/54130**

#### **Recommendation (Item to be determined under delegated authority)**

That the Committee confirm the transfer of \$25,261.76 to The Mayoral Relief Fund BL 13955 from the following funds consistent with MR21.3:

- a. Mayors Relief Fund 2019 Fires BL 13853 \$25,036.09
- b. Mayors Drought Relief BL 13597 \$225.67

#### **RESOLVED** (By consent)

That the Committee confirm the transfer of \$25,261.76 to The Mayoral Relief Fund BL 13955 from the following funds consistent with MR21.3:

- a. Mayors Relief Fund 2019 Fires BL 13853 \$25,036.09
- b. Mayors Drought Relief BL 13597 \$225.67

CARRIED

### **MR23.3 Mayoral Relief Fund For Homelessness Proposal** **HPERM Ref: D23/11430**

The Committee raised concerns that the current campaign has not been as successful as it was hoped. Ideas were discussed that could be employed to raise the profile of the campaign, such as appeals for donations of a \$30 amount, being the amount for a care pack, or aligning specific amounts to tangible items.

#### **Recommendation (Item to be determined under delegated authority)**

That the Mayoral Relief Fund Committee:

1. Receive an update on the Mayoral Relief Fund Appeal for Homelessness as detailed in the report.
2. Endorse the proposed Mayoral Relief Fund Appeal campaign and allocation of funds being:
  - a. The first \$15,000 of the funds raised will be allocated towards the creation of 500 crisis 'care packs'.

- b. Any funds over \$15,000 (and up to \$40,000) will be distributed evenly to provide crisis/relief support to community members in need.
- c. After the first \$40,000 of funds raised are allocated, further funds will be available to service providers throughout Shoalhaven via an EOI process for relief/crisis initiatives.

**RESOLVED** (By consent)

That the Mayoral Relief Fund Committee:

1. Receive an update on the Mayoral Relief Fund Appeal for Homelessness as detailed in the report.
2. Endorse the proposed Mayoral Relief Fund Appeal campaign and allocation of funds being:
  - a. The first \$15,000 of the funds will be allocated towards the creation of 500 crisis 'care packs'.
  - b. Any funds over \$15,000 (and up to \$40,000) will be distributed evenly to provide crisis/relief support to community members in need.
  - c. After the first \$40,000 of funds raised are allocated, further funds will be available to service providers throughout Shoalhaven via an EOI process for relief/crisis initiatives.
3. Request a further media push to raise the profile of the campaign, and authorize an extension of the campaign to the end of April if required.
4. Authorise that the funding for part 2 (a) of the recommendation (\$15,000), be paid from the existing funds available in the Mayoral Relief Fund.

CARRIED

There being no further business, the meeting concluded, the time being 4:31pm.

Mayor Amanda Findley  
CHAIRPERSON

## MR23.4 Homelessness Mayoral Relief Fund Update

HPERM Ref: D23/139679

Department: Community Connections

Approver: Jane Lewis, Director - City Lifestyles

### Reason for Report

The purpose of this report is to provide an update on the progress of the 'A Year to Thrive 2023' campaign and propose an extension to the timeline and Give Now link to end of December 2023.

### Recommendation (Item to be determined under delegated authority)

That the Mayoral Relief Fund Committee receive the report for information and endorse the extension of the campaign and the 'Give Now' link to the end of December 2023.

### Options

1. The Mayoral Relief Fund Committee accept the report for information:

Implications: The Mayoral Relief Fund Committee receive the information and support the extension to the timeline for the appeal

2. The Mayoral Relief Fund Committee provide an alternative recommendation:

Implications: The Mayoral Relief Fund Committee do not accept the recommendation as written and provide an alternative recommendation

### Background

The first part of the Mayoral Relief Homelessness Appeal 'A Year to Thrive 2023' commenced on 30 January 2023 and was due to close on 27 March 2023. This report provides an update on the campaign and proposes an extension to the original timeline.

#### Finance update

The 'A Year to Thrive 2023' appeal has raised \$1,064 to date. As this has not reached the milestones set out in the original report it is proposed to extend the campaign and online 'Give Now' link to December 2023 to allow community to continue making donations through to the end of the year.

#### Campaign Promotion update

The 'A Year to Thrive 2023' campaign went live in January 2023 and was launched via a media release and social media messaging including a video with the Mayor and representatives from local Community Service organisations. There was limited response, in terms to donation, received from the initial launch.

Media release:

<https://www.shoalhaven.nsw.gov.au/Council/News/A-Year-to-Thrive-Together-Launch>

In March 2023, a second media release involving Salt Ministries Peter Dover and two community member participants, with lived homelessness experience, was released and this has seen more positive engagement.

Salt Ministries provided Council with two video interviews with two people with lived experience to help promote the campaign on social media. The first video was published on Council social media platforms late March 2023, and the second video is scheduled on Council social media on 18 April 2023.

Due to the relative success of the second approach, future social media will focus on stories from people with lived experience and local service providers in the homelessness space.

Media release:

<https://www.shoalhaven.nsw.gov.au/Council/News/Donations-vital-to-help-those-doing-it-tough>

Videos of Salt participants:

<https://youtu.be/GyValNzavPo>

<https://youtu.be/eFxNutFxfM>

Report from State of Homelessness and Housing Crisis Study was issued mid-March 2023 with concerning facts and figures from the Shelter NSW Report scorecard. This shows the Shoalhaven as scoring 9/10 for people experiencing financial stress associated with housing - with many paying more than 30% of their income to cover their mortgage or rent - and 10/10 for the number of people on the social housing waitlist. This media release encouraged donations for people with disadvantage.

Media release:

<https://www.shoalhaven.nsw.gov.au/Council/News/Statewide-report-identifies-Shoalhaven-housing-crisis>

Power FM and 2ST have been confirmed for advertising and the Communications & Media Team will be looking to profile participants from local services and shelters including Vinnies, SALT Ministries and Supported Accommodation and Homelessness Services Shoalhaven Illawarra (SAHSSI) for the campaign to continue to engage with community and encourage them to interact with the campaign and donate over the next few months.

Members of the Shoalhaven Homelessness Taskforce will continue to be encouraged to share the media items through their website and social media channels.

#### Mayor's Office Update

Letters to 'Big Business' will be sent out prior to end of financial year in May 2023 to promote the opportunity to donate financially or with items for the Thrive Together Fair care packs. A copy of the letter will also be sent as a letter to the editor for newspapers for potential publication.

Rate payers' letters will be sent out in October 2023 with the message being "anyone can help", to encourage people who may wish to put vacant homes on the private rental market and promote options for donating financially to 'A Year to Thrive 2023' campaign.

#### Distribution of funds

Due to the low response to the campaign, the 'Give Now' link on Council's website has been extended. The funds received will continue to be monitored until such time as they reach the milestones set and agreed previously (below):

#### **Funding raised: \$15,000 or less:**

The first \$15,000 of the funds raised will be allocated towards the creation of 500 crisis 'care packs' that will be given away to attendees of the Thrive Together Fair 2023 (The Fair). As high attendee numbers are expected at The Fair, funds will be used to supplement the goods

donations received through the ‘Give Dignity This Winter’ campaign and ensure that 500 dignity packs are available for distribution. Organisers will ensure methods are put in place for equitable distribution of the Care Packs to all attendees.

*These funds (\$15,000) will now be allocated to the Thrive Together Care Packs in preparation for the Fair in August.*

**Funding raised: Between \$15,000 to \$40,000:**

After the first \$15,000 of funds raised are allocated for the Thrive Together Fair, any funds over \$15,000 (and up to \$40,000) will be distributed evenly to provide crisis/relief support to community members in need.

Three eligible organisations representing North, Central and South Shoalhaven will be selected through an Expression of Interest (EOI) process to distribute funds according to set criteria. To be eligible to receive funding these organisations must be accessible to a broad cross-section of the community.

**Funding Raised: Above \$40,000:**

After the first \$40,000 of funds raised are allocated, further funds will be available to service providers throughout Shoalhaven via an EOI process for relief/crisis initiatives.

At such time as the above is raised services will be able to apply for funding for relief/crisis response initiatives outside of business-as-usual funding/service provision to provide additional support to those in need in community. Individual community members can also request funding through these service providers for relief support.

The funds will be monitored monthly over the coming months and when they reach the above amounts they will be allocated accordingly.

Timeline:

The Mayoral Relief Fundraising campaign began on 30 January 2023 and will run throughout the year until such time as the funds reach the agreed milestones for distribution. The ‘Give Now’ link initially due to close 27 March 2023 will be extended until December 2023 to allow for a longer period of time for community to give, recognising that the beginning of the calendar year is not the optimal time for donations.

Month	Date	Description	Status
January	30 January 2023	‘A Year to Thrive 2023’ commences.	Completed
February	20 February 2023	Mid-point review meeting – review of funds.	Completed
		Preparation for EOI launch	<i>postponed</i> – due to lack of funds
March	27 March 2023	‘Give Now’ link extended to December 2023	
		EOI launch	<i>postponed</i> – due to lack of funds
April	27 April 2023	Review meeting – monitor funds and discuss next steps	
May		EoFY letters to big business for financial and goods donations	
		Thrive Together Fair promotion commences. Call out for organisations, service providers and business to be	

MR23.4



		involved in the fair.	
June	5 June 2023	Give Dignity This Winter, Donations Drive for the Thrive Together Fair care packs begins.	
July	10 July 2023	Promotion for Thrive Together Fair 2023 goes live.	
August	8 August 2023	Thrive Together Fair 2023	
October		Mayors letter to ratepayers sent out to residents	
December		'Give Now' link due to close.	