



TAFE NSW Hunter Institute Campus Director Steve Frost; Vigneron Bruce Tyrrell; Mayor Clr Alison Davey; CCC General Manager Bernie Mortomore; Vigneron John Drayton; and, Weston Aluminium Manager Tony Temelkovski at the launch

Marketing initiative set to reap rewards

Cessnock City Council has launched a marketing initiative aimed at attracting businesses and skilled workers to the local government area.

The 'Pick of the Bunch' campaign, which includes the production of an e-book and other promotional materials, is part of a program to create a sustainable future for our city," Mayor of Cessnock, Councillor Alison Davey said.

"The material showcases the many advantages Cessnock has for people looking to relocate their businesses or for those seeking employment opportunities. We have a diverse economy, including our thriving wine and tourism industries, and much to offer people looking to build a secure future for themselves or their business."

An e-book, videotaped messages from the Mayor and Council's General Manager Bernie Mortomore, and a beautifully designed booklet are combined in the 'Pick of the Bunch' package to highlight Cessnock's many advantages as a place to live and work.

Councillor Davey said the materials, developed by Cessnock City Council's Economic Development Manager, Kavita Payall-Phelan, would be sent to potential investors, handed out at career fairs, and are included on Council's website.

"With the Lower Hunter region population predicted to grow by 120,000 people over the next 25 years, Cessnock needs to attract the industries and workers who will create and sustain employment in our city into the future," she said.

"We want to show potential investors why they should choose Cessnock."

The Cessnock Pick of the Bunch brochure and videos can be viewed on Council's website at www.cessnock.nsw.gov.au.



No smoking near playgrounds

Council has joined a growing number of local councils which have introduced no smoking policies near children's playgrounds.

More than 40 councils across New South Wales have already introduced no smoking outdoor areas within their localities and in 2007 Council introduced a no smoking policy at each of our aquatics facilities.

The smoking ban is effective at all of Council's 41 playgrounds across the LGA within 10 metres of children's play equipment.

New website

Council has reinvented its website, increasing the information available and making the site easier to navigate.

Users will notice a major difference in the look and feel of the website as well as the way information is presented.

Please take the time to look around the website and if you have any comments or suggestions please contact Council either by email, council@cessnock.nsw.gov.au or by phoning the Customer Service Centre on 4993 4300.

Our City honours outstanding citizens

Mrs Marie Davies and Mr Harold Sternbeck AM received the honour of Freeman of the City on 24 July at a civic ceremony held at Cessnock Community Performing Arts Centre.

Dating from the 13th Century, the award is an honour of distinction and carries no privileges but is the means by which an individual is given recognition for an outstanding sense of duty - recognition not merely by a person but by a City. Few Australians carry this prestigious award and Marie and Harold join John Munro, Neville Bothwell and Elsie Doyle as Cessnock's only surviving Freemen.



o Mrs Marie Therese Davies is recognised for her involvement of the highest quality with the community and in the true spirit of voluntary services over a lifetime. Mrs Davies was awarded the Premier's Award in 1991 and Senior Citizen of the Year in 1994 for her valuable community work. She has been involved with numerous organisations within the City including Kurri Kurri View Club, Coalfields' Healthy Heartbeat, Coalfields' Stroke Support Group, Red Cross, Kurri Kurri Senior Citizens, Cessnock Dementia Support Group and Abermain Eisteddfod. Mrs Davies is presently involved on a voluntary basis with community radio station 2CHRFM, and the Jacaranda Singers satisfying a need for Hostel and Nursing Home residents to enjoy life through singing.

o Mr Harold James Sternbeck AM, a former Cessnock Alderman from 1962 until 1987, has provided extraordinary service to the City of Cessnock community. He is the longest serving active member of Cessnock Lions Club (1954 to date) and was awarded the Melvin Jones Fellow Award. Mr Sternbeck has played a prominent role in regional matters within the Hunter Catchment Management Trust and Floodplain Management Authorities of NSW and as a Trustee on the Hunter Valley Conservation Trust for many years. He was appointed a Member of the Order of Australia in 1996 in recognition of his efforts for the local community, the Hunter Valley and the region, HJ Sternbeck Park was named in his honour in 2000 in recognition of his contribution to the Cessnock community and in 2009 he was awarded Senior Citizen of the Year in recognition of his community work.



Councillor Davey said, "It is a fitting tribute to Marie and Harold to be awarded Freemen of the City for their magnificent contributions to our City."

Remembering the June long weekend

A booklet entitled *Flooding in June 2007* which tells the story of the June 2007 long weekend storms and subsequent flooding which occurred in the Cessnock LGA has been printed by Council.

"This booklet is a vital contribution to the history of our City but more than that it serves as a permanent tribute, and a salute, to those who experienced the great devastation of that flooding," Mayor Councillor Alison Davey said.

"It is projects like this that demonstrate the soul and spirit of our residents, particularly when they face extreme adversity in the midst of a crisis."

A number of residents took the time to record their individual experiences. Some are heartbreaking stories but all reflect the immense courage and determination of those caught up in the extreme conditions of that weekend.

As well as individual reflections, articles from *The Advertiser* and *The Branxton Greta Vineyards News* are included in the booklet in addition to historical and meteorological information.

Sponsorship for the booklet was secured through the Hunter Community Recovery Fund which was established by the NSW and Federal Governments to assist communities in the Hunter region to recover from the effects of the storms.

"Recovery from such an experience not only involves the cycle of anger, grief and restoration. It involves acknowledgement and recognition, thanks, and closure but above all events such as these have to be remembered - not only by those who were directly affected but by their entire communities," the Mayor said.

Copies of the booklet are available at Cessnock and Kurri Kurri Libraries and will be distributed to schools in the LGA.

Free microchipping day a huge success

Council's free microchipping day held at the beginning of August saw 309 animals microchipped which means that if those animals are ever lost, we can return them to their owners.

Administration Centre
62 - 78 Vincent Street Cessnock
Postal Address:
PO Box 152 Cessnock NSW 2325
Phone: 02 4993 4100
Fax: 02 4993 2500
Email: council@cessnock.nsw.gov.au
Web: www.cessnock.nsw.gov.au

General Manager
Bernie Mortomore
Council Departments
City Planning
Director: Darryl Fitzgerald
Corporate and Community
Director: Craig Bennett
Infrastructure and Services
Director: David Pavey

Council meetings
Council meetings are open to the public and all are welcome. Meetings start at 6.30pm in the Council Chambers.
Council meeting dates:
2 and 16 September
7 and 21 October
4 and 18 November

Councillors
To contact Councillors, please phone Council's Administration Centre on 02 4993 4100 or view their contact details on Council's website.

Mayor: Councillor Alison Davey
Ward A
Cordelia Burcham
James Hawkins
Rachel Main
Ward B
Ian Olsen
Bob Pynsent
Dale Troy (*Deputy Mayor*)
Ward C
Jeff Maybury
Allan McCudden
Christopher Parker
Ward D
Neil Gorman
James Ryan
Graham Smith

Dumping on our doorstep

Illegal dumping is ugly, a danger to our health and an environmental hazard which can kill wildlife, destroy natural vegetation and contribute to flooding.

If you see anyone dumping illegally, please notify Council on 4993 4300 during business hours or 4940 7816 after hours.

In some instances, a reward of up to **\$1,000** is paid to people who provide us with information about illegal dumping or vandalism if that information leads to a conviction.

Please help us stop illegal dumping and vandalism - it is costing you money.

We'll be asking what you think

During the past few weeks, many residents across the Cessnock LGA would have received a phone call asking them to participate in a survey being conducted on behalf of Council. Every four years Council undertakes a survey to find out how our residents feel about Council's services and facilities as well as their opinions about what it's like to live in the Cessnock LGA.

Results from the survey will be collated over the coming weeks and will be reported through the media as well as on Council's website.

As well as the survey this year, Council will soon undertake extensive consultation and engagement with all sectors of our community to gather information about what is important to our residents for the future planning of our LGA.

A series of community meetings will be held along with other means by which you can let Council know what you think and which directions need to be taken.

The consultation is expected to take over six months and Council is committed to ensuring that as many people as possible contribute to the planning process, which will result in a 10 year plan for our area.

The Community Plan, as it will be known, will cover social, environmental, cultural and economic factors which will affect our quality of life and lead to long-term sustainability for our local government area.

If you have any questions about the consultation process, please contact Council's Corporate Governance Manager on 4993 4100.

Nominate now for

• City of Cessnock Hall of Fame

Nominations for the City of Cessnock Hall of Fame are being sought.

Established in 2006 the Hall of Fame recognises people who have a strong association with the communities of the Cessnock Local Government Area and who have achieved prominence in their chosen field at a state, national or international level.

Nominations may be made in the following categories: the Arts; Business; Public Service, Science, Sport and Meritorious Families. Guidelines and nominations forms are available on the Council's website at www.cessnock.nsw.gov.au/comcul/culture/halloffame, from the Administration Centre or the Cessnock and Kurri Kurri Libraries.

Those inducted into the Hall of Fame are from all spheres of the community and are acknowledged and celebrated for their outstanding achievements. As well as being recognised during an induction ceremony, on the Wall of Fame within the Cessnock Community Performing Arts Centre and on the Council's website, bronze plaques are placed in the town or village with which the inductee is most strongly associated. In this way, their achievements can be recognised, shared and celebrated by their communities.

Nominations must be received at the Council's Administration Centre in Vincent Street, Cessnock by close of business on 11 September 2009.

• Floodplain Management Committee

Council is inviting expressions of interest from members of our community to join the Floodplain Management Committee.

A total of four representatives are required, including two from the greater Cessnock area, one from the greater Kurri Kurri area and one from the Rothbury/Branxton/Greta area.

The primary role of the local community representatives is to form a link between the Committee and the local population in flood prone areas. The representatives will also be required to provide historical advice on local problems and perceived solutions, as well as consider in detail implications of matters which may impact on the local community. Representatives will also be required to facilitate formal representations to the Committee on behalf of the members of the public.

Duties include attendance at up to four meetings each year held in Council's Administration Centre to provide community input into the floodplain risk management process across the various catchments in Cessnock LGA.

Further information can be obtained from Council's Infrastructure Strategy Manager Mr Phil Miles on 4993 4300.

Applications in writing setting out your interest and experience in floodplain risk management should be addressed to The General Manager, Cessnock City Council, PO Box 152, Cessnock, 2325.

Submissions will be received at the Administration Centre up until 4.00pm on Friday 25 September 2009.

CESSNOCK COMMUNITY

PERFORMING

ARTS

CENTRE

Sunday 30 August, 3pm

The Shrewd Maid

Adults \$25.00, Concessions \$20.00

Wednesday 23 September, 8pm

Wild World - the Cat Stevens Story

Adults \$45.00 Concessions \$40.00
Groups 8+ and CPAC members \$38.00

Thursday 15 October, 10am and 1pm

James and the Giant Peach

\$18.00 for kids of all ages (Children under 3 years admitted free)

To book please phone 4990 7134.

Tuesday afternoons, 4pm - 6pm

Drama classes

For enrolments and information please contact Hunter Region Drama School on 0416 077 903.

Weeding out the problem

Crofton Weed - a fatal attraction for horses



Crofton Weed is known to cause respiratory illness in horses that have grazed the plant. This disease, known as "Numinbah Disease" or "Tallebudgera Horse Disease" may take several years to become evident, but is irreversible and always fatal.

There is no known treatment for this disease and afflicted horses will never regain lost respiratory function. The first sign of the disease is coughing which becomes worse when the horse is exercised. As the disease progresses the ability of the horse to work decreases severely and in severe cases the horse may lose weight and die.

Horses should not be exposed to Crofton Weed or its relative Mistflower as this plant also has the potential to cause similar symptoms and horses will readily graze both plants.

Crofton Weed can be controlled with herbicides, pasture improvement or by physically removing the plant.



Crofton Weed is a native of Central America and is now naturalised in many parts of Australia. It prefers sheltered and damp sites, though, like any weed it will grow almost anywhere.

Crofton Weed is a many stemmed perennial up to two metres high. The stems are purplish, smooth and upright with broadly trowel shaped leaves. Flowers appear in late winter into spring and are white and in clusters at the ends of the stems. Seeds are wind blown but can also be transported by vehicles, fodder and sand and soil.

Crofton Weed and Mistflower are declared noxious weeds throughout the Cessnock LGA and as such landholders must carry out meaningful works to control these weeds.

Please contact Council's Weeds Officers for further information about this and other noxious weeds or refer to our new website which has a lot of information about weeds in this area.