



GENERAL PURPOSE STANDING COMMITTEE No. 2

Friday 23 September 2005

Examination of proposed expenditure for the portfolio areas

TOURISM, SPORT AND RECREATION, WOMEN

QUESTION

1. The Hon. Catherine Cusack asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

Does it surprise you that Dr Elizabeth Coombs was in communication with the Opposition about that matter [a request made by a number of male Coalition members to attend with recipients they had nominated for International Women's Day awards that were being conferred by Premier Carr]?

RESPONSE

The IWD reception and the Women of the Year and Women's Honour Roll were an outstanding success. The IWD reception was particularly popular and many calls were received requesting extra guest passes to the reception.

A call was received from the Office of the Leader of the Opposition which was returned by the Assistant Director General, Office for Women and Performance Development Division, Premier's Department regarding the protocol for the invitation list. It is protocol to invite all Ministers to a Premier-hosted reception. The tradition for International Women's Day functions is that all female MPs are invited.

A Leader of the Opposition would not be invited unless the position was held by a woman.

To ensure that the reception represented women from across NSW, all women who were awarded the local electorate Woman of the Year award across the state were also invited. The Minister's office was approached by a small number of male Members of Parliament from rural areas who asked if they could also attend as their nominees were not confident about travelling such a distance without their presence at the reception. Those Members of Parliament were also issued invitations.

Approved

SANDRA NORI MP

Minister for Tourism and Sport and Recreation

Minister for Women

Minister Assisting the Minister for State Development

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2. The Hon. Catherine Cusack asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

Are you aware of how many people experience sexual harassment in the workplace?

RESPONSE

In the most recent annual report from the Anti-Discrimination Board of New South Wales, sex discrimination (which includes discrimination on the basis of pregnancy and sexual harassment) was identified as the most frequent ground of complaint, with 206 complaints or 21.8 per cent (compared with 23.4 per cent in the previous year). 176 of the complaints, or 85 per cent, were work place related.

In July 2003, the Human Rights and Equal Opportunity Commission commissioned the Gallup Organization to undertake a national telephone survey on the incidence and nature of sexual harassment in the Australian community. This is the first such national survey conducted in Australia to provide both an incidence rate of sexual harassment generally and insight into the nature of sexual harassment experienced in Australian workplaces within the last five years. Of the 1,006 persons between the ages of 18 and 64 years that participated in the survey, twenty-eight per cent of interviewees said they had experienced sexual harassment. Breaking this down by gender, a total of 41 per cent of women and 14 per cent of men surveyed stated they had experienced sexual harassment. Approximately two thirds of the harassment had occurred in the workplace. The Commission noted that these survey findings are comparable with other Australian and international surveys on sexual harassment.

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3. The Hon. Catherine Cusack asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

What aspects of that issue [sexual and other harassment in the workplace] have you been promoting?

RESPONSE

As Minister for Women I support those institutions that have statutory responsibility for preventing and resolving sexual harassment in the workplace, such as the Anti-Discrimination Board of New South Wales and the Human Rights and Equal Opportunity Commission.

The Office for Women, located in the Premier's Department, benefits from operating under the *Harassment Free Workplace Policy: Combating harassment and bullying* policy available to all Premier's Department employers and employees.

The New South Wales government provided \$100 0000 funding per year to the Working Women's Centre from 1997 until its voluntary closure in June 2005. The Office for Women had allocated \$100, 000 annual funding to the Centre in 2005 – 2006.

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4. The Hon. Catherine Cusack asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

What is the grievance procedure for women in your workplace?

RESPONSE

Staff in my office are employed by the NSW Premier's Department, which is committed to ensuring that all employees are treated fairly and equitably, and that they work in an environment free of all forms of harassment and bullying. This commitment is set out in their Harassment Free Workplace Policy: Combating harassment and bullying. This policy was released in 1996 and government agencies have a responsibility to implement it at a workplace level.

In the event of workplace harassment, employees are able to access the Premier's Department Grievance and Dispute Resolution Procedures. In line with this Procedure, my office has a nominated Grievance Officer.

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5. The Hon. Catherine Cusack asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

Did he (the then Chief of Staff) resign from his position prior to the finalisation of this investigation?

ANSWER:

No.

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6. The Hon. Catherine Cusack asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

The former Department of Women was a stand alone agency with a \$6 million budget and a staff of 48. The new Office for Women has a budget this year of \$2.3 million and a staff of 14. Can you please advise the Committee of the programs that have been deleted that were formerly undertaken by the Government and the programs that are not available?

RESPONSE

Some Department for Women programs ceased when the Department was abolished. Particular programs no longer available or reduced after the Department for Women was replaced with the Office for Women are:

- Women on Wheels
- Aboriginal and Torres Strait Islander Unit
- NSW Women's Grant's Program was reduced (\$1.25m to \$150,000).

Approved

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QUESTION

7. The Hon. Dr Arthur Chesterfield-Evans asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

How have the key performance indicators of progress for women gone in terms of their equality with men?

RESPONSE

Indicator - 2005	Women	Men
Labour force		
Female participation rate in the labour force August, seasonally adjusted series	55.7 %	70.1 %
% small business operators	31.2 %	68.8 %
Full time adult ordinary time average weekly earnings – August quarter original series (\$AUD)	\$951.00	\$1104.00
Leadership		
% State/territory Parliamentarians who are women	22 %	78 %
Education/training		
Year 12 apparent retention rates	76.23 %	66.2 %
% higher education students (total students)	53.9%	46.1 %
% VET students (total students)	48.8 %	50.1 %
% apprentices/trainees (total apprentices/trainees)	30.3 %	65.2 %
Violence		
Rate per 100 000 population of reported sexual assault (2004)	115.7	21.8

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QUESTION

8. The Hon. Dr Arthur Chesterfield-Evans asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

I am interested in what indices you have of progress within society; what you can give in data terms and what changes there have been over time. Do you have that sort of data available?

RESPONSE

In May 2005, women comprised 26.2% of the Chief Executive Service (CES) and Senior Executive Service (SES) Officers in the NSW Public Service. This is a significant increase from 15.5% recorded in March 1995.

In the April – June quarter 2005 women held 37% of NSW government board positions. This represents a significant increase from 19% recorded in 1995.

According to the *2004 EOWA Australian Women in Leadership Census* across the top 200 ASX listed companies, women hold only 8.6% of Board Directorships (compared to 8.2% in 2002).

While the situation is improving, Australia is still some way behind the United States where 13.6% of Board Directors in 2003 were women (up from 8.3% in 1993). Similarly, in Canada 11.2% of Board Directors were women in 2003, (up from 6.2% in 1998).

The NSW Premier's Department, Office for Women produces and updates a series of twelve *Taking Action* Facts Sheets which provide statistical information on the current status of women in a range of different areas. These publications are available online at www.women.nsw.gov.au. Another Office for Women online publication is the *Statistical Profile of Women in NSW (September 2003)* which also provides a comprehensive profile of women in NSW.

The Office for Women is collaborating with the Commonwealth and state jurisdictions on a National Statistical Leadership Annual Report entitled *2005 Measuring Women's Involvement in Leadership and Decision Making*. When complete, the Report will

provide a standardised recording framework that is comparable across all jurisdictions, embraces all aspects of women's leadership and allows for ongoing monitoring of progress.

The aim is for the document to be updated annually by jurisdictions who will report on how they are faring statistically in a range of areas, including: government, education, judiciary, boards and committees, unions, public service, senior police service, indigenous and ethnic leadership positions, recipients of honours and awards and private sector executive positions.

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9. Ms Lee Rhiannon asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

Would you like to tell us what you are doing to improve the situation [of court experience for women who have been sexually assaulted]?

RESPONSE

The Government has introduced a raft of new initiatives to improve courts' responses to sexual assault victims, including new legislation to:

- require courts to disallow improper questions in cross-examination;
- prevent circulation and unauthorised copying of sensitive evidence;
- require the court to be closed while the victim gives evidence, but allow a support person to remain;
- make it clear that a complainant is entitled to use alternative methods, such as Close Circuit TV, for giving evidence;
- prevent unrepresented accused directly cross-examining victims;
- exempt child complainants in sexual assault matters from attending committal hearings to give oral evidence; and
- allow a transcript or recording of a complainant's evidence to be used in a retrial ordered following an appeal, so that the complainant can't be forced to give her evidence again, unless she chooses to.

The Government has also established the Criminal Justice Sexual Offences Task Force to examine measures that might make it easier for women to report sexual assault and give evidence in court. This Task Force will help the Government decide the next steps and has representatives from the legal system, government agencies and community based services that respond to sexual assault. It is looking at overseas specialist courts, whose staff receive special training to help them deal more appropriately with victims of sexual assault, as well as judges' directions to juries and evidence issues. The Taskforce will report back to the Attorney General at the end of 2005.

Last November, I launched *Negotiating Consent*, a resource kit and website developed by the Attorney General's Department, to help teachers and group facilitators discuss safer sexual relationships, the issue of consent and date rape with young people.

Other improvements still to come include:

- conducting a sexual assault awareness campaign; and
- providing judicial education around directions to juries.

Grants provided in 2004 under Women's Grants Program:

Coonamble Neighbourhood Centre: auspice for Coonamble Domestic Violence Committee	<i>Linking Women with Safety in Coonamble Shire</i>	Organise and offer social events to support initiatives such as Domestic Violence Week, Reconciliation Week, Reclaim the Night and White Ribbon Day. Organise motivational speakers to visit the community.
Liverpool Women's Health Centre	<i>Young Women and Photography</i>	Raise awareness about healthy relationships among young women aged 14-16 years through the production and use of photographic imagery to promote discussion of safety issues.
Multicultural Disability Advocacy Association of NSW	<i>Improving access to services for women from a non-English speaking background with disability experiencing violence</i>	Provide opportunities for service providers to learn skills and strategies to deal with issues which affect women from a non-English speaking background with disability or who are carers of a person with disability, who are experiencing violence.

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10. Ms Lee Rhiannon asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

Is it true that the funding provided to the Rape Crisis Centre does not include a rent component?

RESPONSE

All NSW Health funded non-government organisations are expected to meet their accommodation costs from their funding allocations. The NSW Department of Health funds the NSW Rape Crisis Centre to provide a state-wide telephone counselling and referral service to women who have been recently sexually assaulted. The NSW RCC currently receives (2005/06) \$166,147 pa (this includes 2.75% cpi) from the Australian Government's Public Health Outcome Funding Agreement, National Women's Health Program. The Centre also receives \$561,426 pa (this includes 2.75% cpi) from the NSW Health Department's NGO Grant Program. The NSW Department of Health has also allocated the NSW RCC \$139,000 over two years (2005/06 and 2006/07) for an online counselling service.

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11. Ms Lee Rhiannon asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

Is it true that the Office of Community Housing has written to the Rape Crisis Centre asking it to pay rent of \$90 from October?

RESPONSE

I undertook to find advice from the Minister for Health. NSW Health advises that the Rape Crisis Centre paid \$76 per week rent until 1999. An administrative error in a new lease lead to rent not being required. The administrative error has been rectified and the Office of Community Housing advised the Centre on July 18th 2005, that rent of \$90 per week was payable and that payment was to begin from October 27th 2005. The Centre is funded by NSW Health which advises that the Centre is funded sufficiently to pay rent.

Approved

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12. The Hon. Catherine Cusack asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

Part of the role of the Premier's Council is providing an avenue for women to communicate with government on issues affecting women, and this is achieved through consultation with the community and peak women's organisations, including rural and regional areas with non English-speaking and indigenous communities. What consultations of that type have been held over the past 12 months, particularly with indigenous communities?

RESPONSE

Premier's Council for Women (PCW) members attended the Women's Gathering 2005 in Bega Fri 30 Sept to Sun 2 Oct 2005. The Council members participated in the Gathering and conducted workshops on women & small business, with particular focus on tourism. The Gathering was attended by women from across rural and regional NSW. Bega has a population of approximately 617 Aboriginal and Torres Strait Islander (ATSI) people.

3 members of the OCW are Aboriginal. These members participated in the National Indigenous Women's Gathering 2005, hosted by NSW 15 – 16 Sept 2005.

PCW members attended a Peak Women's Organisations meeting held on 11 May 2005

On 1 April 2005 PCW consulted with women at the Chinese Migrant Welfare Association Women's Open Meeting at Ashfield.

In March 2005 PCW members attended events for International Women's Day including a UNIFEM breakfast for approximately 900 women and the reception for NSW Woman of the Year Award.

On 16 February 2005 members of the PCW met with the Rural Women's Network and attended the Rural Industries Research and Development Corporation's Rural Women's Award presentation.

In late 2004 PCW members conducted extensive consultations through a diverse range of women in NSW to examine the impact of an ageing female population on housing and transport. The consultations included women from rural and regional areas, Muslim, Chinese, ATSI, disabled and Peak Women's Organisations. The findings formed the basis for a forum on Housing attended by Chris Johnson, Government Architect and leading property developers. The Council also liaised with the Ministerial Council on Ageing.

PCW members are currently developing a consultation project on the issue of work and family life balance.

2 members of the PCW are based in rural and regional areas in NSW

Individual members consulted with a diverse range of women through the following activities:

- Attended a workshop targeted at violence in ATSI communities 'Sharing Women's Leadership to Address Violence'
- Attended a pilot of an OFW initiative in Dubbo, engaging young ATSI women in rural and regional areas.
- Attended an ATSI disability workshop organised by Department of Ageing and Disability Home Care
- Attended Youth Advisory Committee meetings
- Attended Rural Women's Network State Advisory Committee meetings
- Attended Commonwealth Youth Parliament as the sole female delegate from NSW
- Facilitated a group of twelve rural women to attend the Bankstown Koori Olympics
- Attended an Ecotourism conference in Narromine
- Supervises local youth group in Dubbo area, and arranged a workshop for young ATSI women
- 1 member is Deputy President of Secondary School Principal's Council
- Attended and presented at a Women and Professional Work Seminar
- Participated in United Nations 60 year anniversary activities through UNIFEM
- Presented at a conference hosted by Australian Institute of International Affairs, on Globalisation and its Effect on Women.

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13. The Hon. Catherine Cusack asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

I wanted to ask about the events calendar on the Office for Women web site [which] is incomplete and out of date.

RESPONSE

There have been problems keeping the Office for Women website up to date. Processes for maintaining the website within a Premier's Department operating context are under review. Further work is currently being carried out on the Office for Women website.

Approved

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GENERAL PURPOSE STANDING COMMITTEE No. 2

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QUESTION

14. The Hon. Catherine Cusack asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development, the Hon Sandra Nori MP:

What is the previous accommodation of the Department of Women now being used for?

RESPONSE

The Department of Commerce manages lease agreements for New South Wales government agencies. The previous accommodation of the Department for Women (Level 4, 175 Castlereagh Street, Sydney) is now being leased by the NSW Anti-Discrimination Board.

Approved

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General Purpose Standing Committee No. 2

Friday 23 September 2005

Examination for the proposed expenditure for the portfolio areas

TOURISM, SPORT AND RECREATION, WOMEN

Question: The Hon. Dr ARTHUR CHESTERFIELD-EVANS: Are there any specific restrictions on the nature and type of businesses allowed within Centennial Park and Moore Park? If so, what are they?

Answer:

The Centennial Park and Moore Park Trust (Trust) administers and operates under the terms of the *Centennial Park and Moore Park Trust Act 1983*, Centennial Park and Moore Park Trust Regulation 2004, and a Plan of Management (currently under review). These instruments apply to the operations of the Trust, as well as businesses operating within Trust lands. A number of master plans also provide more detailed development and management guidelines for any business operating within the Parklands.

Each of these documents is prepared in consultation with the community and required to be endorsed by the Centennial Park and Moore Park Trust and the Minister for Tourism and Sport and Recreation.

The conditions under which businesses within Centennial Parklands operate are prescribed by individual lease and licence agreements, and are consistent with the objectives of the above instruments.

Businesses operating under lease / licence from the Trust include bicycle hire in Centennial Park, riding schools at Centennial Parklands Equestrian Centre, Fox Studios Australia, the Entertainment Quarter, and Hordern Pavilion and Royal Hall of Industries.

Approved

SANDRA NORI MP

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Question: No sport and recreation clubs have taken up their concerns about the poker machine tax with your department?

Answer:

Correspondence was received back in 2003 from individuals and organisations – these were all referred to the Treasurer for his information and response. No correspondence has been received by the department on this issue in 2005.

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Q: I refer to the interaction between your department and some other departments and your earlier comments about obesity. Is there any co-ordination between Education, Health and Juvenile Justice?

The Department administers a number of programs in partnership with other government and non-government Departments including the state Departments of Education, Health and Juvenile Justice. In regard to the rising levels of obesity in this country, my Department is engaged in a number of strategic partnerships as well as many program delivery partnerships at the community level to address this issue.

The Department's involvement in strategic partnerships to progress obesity prevention initiatives include:

- Representation on the **Premier's Council on Active Living (PCAL)**, along with other Government Departments.
- Representation on the **Human Services CEO's Childhood Obesity Monitoring Group** which was established to monitor cross agency progress in achieving outcomes within the *Prevention of Obesity in Children and Young People: NSW Government Action Plan 2003-2007*.
- Representation on the Steering Committee for the **NSW Childhood Obesity Community Education Campaign**. The development of this state-wide education campaign to increase community awareness and understanding of the issue of overweight and obesity, nutrition and physical activity is in response to the Childhood Obesity Summit and the subsequent NSW Government Action Plan
- Representation on the **Active After School Communities State Steering Committee**. This \$90M Federal Government program involves establishing after school physical activity programs in schools and approved outside school hours care services.

Both the Department of Education and Training and the Department of Health are also key agencies represented on all of these committees.

The Department also works in collaboration with the Department of Juvenile Justice around obesity prevention, particularly through its **Youth in Sport Program**. This is a \$300,000 annual grant program to Police and Community Youth Clubs (PCYCs) to assist youth at risk to participate in sport and physical activity programs and make healthy lifestyle choices.

The program involves an important partnership with the NSW Department of Juvenile Justice (JJ) in that JJ refers youth at risk and young offenders to the Police programmers at the PCYC for inclusion in the program. Recent changes have been made to the Youth in Sport program to include a focus on preventing childhood obesity. Priority is now given to projects which focus on healthy lifestyles incorporating physical activity and nutrition education.

This community grants program includes provision for registration fees, uniforms and transport for youth at risk to access physical activity in the community which are just some of the barriers which prevent this target group from being physically active and making healthy choices.

In partnership with NSW Health, NSW Department of Education and Training and the National Heart Foundation, my Department is contributing to development of the **Kids Healthy Lifestyle Portal**. This project involves the development of an internet gateway to facilitate access to relevant and reputable information for a range of community members including parents and carers, young people, teachers, health professionals and sports coaches on physical fitness, nutrition and healthy lifestyles options for children.

At the community level, the Department is currently involved in a number of partnerships with a range of government and non-government agencies.

With an increasing number of parents placing their primary school aged children in after hours care, the after school setting is the ideal place to tackle physical inactivity.

The Department, in partnership with the Central Coast Area Health Service and Children's Hospital Institute of Sports Medicine (CHISM), has completed an intervention and evaluation program, the **'Be Active After School'** initiative on the Central Coast.

As a result of the program, a training package and resource manual has been developed for out-of-school hour care coordinators. The training package and resource manual was launched in mid-September 2005 on the Central Coast. Twenty-two OSHC centres on the Central Coast will be provided with a free resource manual and have already been offered free training. The peak body for OSHC – Network for Community Activities – in partnership with CHISM will provide ongoing professional development for OSHC staff utilising the training package and resource manual.

Sport in the Neighbourhood is another local initiative established by my Department in collaboration with a wide range of partners. This program is simple in concept and provides introductory sporting opportunities in a non-structured and non-threatening environment in the local park for kids free of charge.

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Q: What measures are you taking to increase the participation of girls and boys in sport at school?

Answer:

Whilst my Department has no direct jurisdiction over sport conducted in school time, the Department is involved in a range of programs and partnerships, particularly with the NSW Department of Education and Training, which aim to increase the participation of young people in sport and physical activity at school.

The Department, in partnership with the Australian Sports Commission, coordinates the **Active Australia Schools Network** in this State. The purpose of the network is to support schools in their promotion and delivery of sport and physical activity, and to build stronger school/community sport links.

In 2005/2006, \$30,000 has been allocated throughout the State to support the 200 NSW schools registered on the network. My Department provides support to these schools through the provision of professional development courses and innovative programs which encourage children to be involved in sport and physical activities both in and out of school hours.

One of the many exciting initiatives under the Active Australia Schools Network is the **Active Schools Connexion** project in the North West region of NSW. This program develops leadership skills in secondary school students and encourages participation in sport and physical activity for primary school students.

The Federal Government's **Building a Healthy Active Australia** strategy comprises \$116m over four years to tackle the growing problem of declining physical activity and poor eating habits of Australian children. \$90m has been allocated to the *Active After School Communities Program* to establish an after school physical activity program in schools and approved outside school hours care services, with about 150,000 children throughout Australia expected to participate. My Department is represented on the Active After School Communities State Steering Committee.

The program commenced in NSW in Term 2, 2005. Currently over 403 NSW primary schools and OSHCS are participating in the program, involving over 26,072 school children in physical activity sessions.

The program currently employs 40 coordinators in NSW to implement the program, link local clubs to schools, provide professional development opportunities to teachers and to train community coaches. In NSW, over 1900 community coaches have already received training.

This initiative will contribute to increasing the physical activity levels of primary school students. My Department is working closely at a local level with the regional coordinators to deliver effective programs.

In addition, my Department at the local level is involved in a number of indirect initiatives that will increase participation of girls and boys in school sport. These include school holiday activities, which can be sport specific or focus on fundamental movement skills through fun games and activities. These types of clinics provide young people with increased skills to enable and encourage greater participation in sport and physical activity both at school and in the community.

My Department also delivers a number of programs directly to schools at the local level including learn to swim programs tailored to individual schools and teacher training and development programs which aim to provide teachers with knowledge and skills to provide quality physical activity programs for children and young people.

It's a Girl Thing and the **Arabic Girls Multi-Sport** programs focus on getting those groups likely to be less active involved in fun physical activity opportunities which may also have positive spin-offs for these groups participating in sport in the school environment.

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Friday 23 September 2005

Examination of proposed expenditure for the portfolio areas

TOURISM, SPORT AND RECREATION, WOMEN

Q: Minister are you aware of concerns, in relation to some junior sports – particularly rugby union and rugby league, which are based on age – that there is a growing trend towards disproportionate citing within some teams, in terms of size and weight? If so, is there any proposal to introduce a graduated weight system for under age players?

Answer:

My Department is currently working with the NSW Rugby Union and key industry advisors to explore a proposal to address the issue of oversize players in the junior ranks of the sport.

Approved

SANDRA NORI MP

Minister for Tourism and Sport and Recreation

Minister for Women

Minister Assisting the Minister for State Development

GENERAL PURPOSE STANDING COMMITTEE No. 2**Friday 23 September 2005****Examination of proposed expenditure for the portfolio areas****TOURISM, SPORT AND RECREATION, WOMEN**

Q: How have you developed the budgets of two departments? If we want to get all the kids exercising?

Answer:

Problems such as obesity are so significant and extensive and particularly worrying amongst children and young people that it is a high priority, now more than ever, of my Department to encourage greater participation of children in sport and physical activity.

The Department in partnership with other government agencies is actively progressing a range of obesity prevention initiatives outlined in the *Prevention of Obesity in Children and Young People – NSW Government Action Plan 2003-2007*. The Department has also implemented a range of additional initiatives outside of its commitments in the Plan to address children's physical activity levels.

The Department has modified the **Building Active Communities Grants Scheme** and the **Youth in Sport** Program to include a focus on preventing childhood obesity. \$750,000 has been allocated to the Building Active Communities Grant Scheme over three years from 2004/05 to 2006/07 to 10 community-based projects. The majority of these three-year funded projects focus on children and young people.

Under the Youth in Sport program, priority is given to projects which focus on healthy lifestyles incorporating physical activity and nutrition education. The program targets youth at risk with funding of \$300,000 per annum.

With almost one in four children now classified as obese or overweight, these two community grants programs will help address barriers parents face when trying to get their kids more physically active.

With an increasing number of parents placing their primary school aged children in after hours care, the after school setting is the ideal place to tackle physical inactivity.

The Department, in partnership with the Central Coast Area Health Service and Children's Hospital Institute of Sports Medicine (CHISM), has completed an

intervention and evaluation program, the '**Be Active After School**' initiative on the Central Coast.

As a result of the program, a training package and resource manual has been developed for out-of-school hour care coordinators. The training package and resource manual was launched in mid-September 2005 on the Central Coast. Twenty-two OSHC centres on the Central Coast will be provided with a free resource manual and have already been offered free training. The peak body for OSHC – Network for Community Activities – in partnership with CHISM will provide ongoing professional development for OSHC staff utilising the training package and resource manual.

In partnership with NSW Health, NSW Department of Education and Training and the National Heart Foundation, my Department is contributing to the **Kids Healthy Lifestyle Portal**. This project involves the development of an internet gateway to facilitate access to relevant and reputable information for a range of community members including parents and carers, young people, teachers, health professionals and sports coaches on physical fitness, nutrition and healthy lifestyles options for children.

The Department, in partnership with the Australian Sports Commission, coordinates the **Active Australia Schools Network** in this State. The purpose of the network is to support schools in their promotion and delivery of sport and physical activity, and to build stronger school/community sport links.

In 2005/06, \$30,000 has been allocated throughout the State to support the 200 NSW schools registered on the network. My Department provides support to these schools through the provision of professional development courses and innovative programs which encourage children to be involved in sport and physical activities both in and out of school hours.

Another initiative conducted by my Department in the school environment is the Federal Government's **Active After School Communities Program** to establish an after school physical activity program in schools and approved outside school hours care services (OSHCS). My Department is represented on the Active After School Communities State Steering Committee.

The program commenced in NSW in Term 2, 2005. Currently over 403 NSW primary schools and OSHCS are participating in the program, involving over 26,072 school children in physical activity sessions.

The program currently employs 40 coordinators in NSW to implement the program, link local clubs to schools, provide professional development opportunities to teachers and to train community coaches. In NSW, over 1900 community coaches have already received training.

This initiative will contribute to increasing the physical activity levels of primary school students. My Department is working closely at a local level with the regional coordinators to deliver effective programs.

My Department is working towards a Junior Sport Week campaign for April 2006. The campaign will focus on the 'community coach' and will provide information, training and tools to support the coach in coordinating safe, quality and fun sessions for children that maximise participation.

In addition, the Department is currently developing a plan in conjunction with NSW Health to improve the skills and knowledge of early childhood professionals in the delivery of fundamental movement skills, particularly focusing on children aged 3-6 years.

The Department continues to work with the fitness industry and Children's Hospital Institute of Sports Medicine to get more children and adolescents into gyms and fitness centres through the promotion and implementation of the 'Kids in Gyms Guidelines'. The Guidelines will be incorporated into the Fitness Industry Code of Practice from January 2006.

At a community level, my Department has developed partnerships with a range of local agencies to provide innovative ways for children to be physically active. These programs operate in a variety of settings, both in and out of school hours and are developed to address community issues.

The *Sport in the Neighbourhood* program provides introductory sporting opportunities in the local park for kids in the neighbourhood free of charge. *It's a Girl Thing* and the *Arabic Girls Multi-Sport* programs focus on getting those groups likely to be less active involved in fun physical activity opportunities.

Approved

SANDRA NORI MP

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GENERAL PURPOSE STANDING COMMITTEE No. 2

Friday 23 September 2005
Examination of proposed expenditure for the portfolio areas

TOURISM, SPORT AND RECREATION, WOMEN

Question:

Ms Forsythe asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development the Hon Sandra Nori, MP -

What strategies are in place to address the downturn in day visitors to the Hunter Valley?

Answer:

Tourism NSW has strategies in place to promote tourism to the Hunter Valley.

Tourism NSW's new Regional NSW brand campaign launched in 04/05 includes a television commercial featuring the attractions and experiences of the NSW North Coast, incorporating the Hunter Valley.

Two bursts of advertising promoting visitation to the North Coast region have targeted an audience of approx 1.4 million people via television and cinema commercials, print advertising, collateral, direct and e-marketing and public relations activities. Pokolbin, in the heart of Hunter wine country and Stockton Beach are featured or referenced in the NSW North Coast advertisements.

As part of the NSW North Coast brand campaign, Tourism NSW is coordinating tactical campaigns involving the Hunter Valley including family holidays, driving holidays and adventure holidays. Tourism NSW also coordinated a campaign media launch involving 25 five media representatives and has hosted 35 domestic and 30 international media and trade familiarisations and generated media coverage of the Hunter in national and travel media.

The Hunter Valley also participates in the 'Sydney Surrounds' campaign which encourages Sydneysiders to take short breaks in the areas 2-3 hours outside of Sydney. Tourism NSW has coordinated specific tactical campaigning involving the Hunter Valley including the "Great Escapes" magazine published with "*The Australian*" in late September 2005 as well as e-marketing to the Tourism NSW "Escapes Club".

As part of the “Sydney Surrounds” promotion, Tourism NSW launched a major car giveaway on Channel Seven’s “*Sydney Weekender*” program over a seven week period which featured the Hunter and other “Surrounds” destinations. It also generated media coverage of the Hunter in national and travel media.

In association with the Regional NSW brand and “Surrounds” campaigning, Tourism NSW has also updated the Hunter Valley content and images on its consumer website www.visitnsw.com.au

This year, Tourism NSW is also assisting the Hunter Regional Tourism Organisation with a Hunter Valley brand repositioning project that will align the wine and tourism brands to integrate the industry and extend the reach of the Hunter message.

Tourism NSW supports regional events in the Hunter Valley which act as flagships for the region and have the potential to attract visitors from outside the region. Under the Regional Flagship Events Program, 19 events have been supported in the Hunter Valley since 1996, including the Hunter Semillon and Seafood event and triennial funding to the ‘Shootout’ event in Newcastle.

Tourism NSW has also worked in partnership with Hunter Regional Tourism Organisation to development of the Hunter Tourism Development Plan launched July 2005.

Since 1995/1996 the Hunter RTO has received in excess of \$1 million in funding.

Tourism NSW also continues to promote the Pacific Coast Touring Route to the driving holiday market which includes Hunter destinations as well as promoting backpacking through the “Backpack the Hunter” brochure launched in 2002.

Approved

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GENERAL PURPOSE STANDING COMMITTEE No. 2

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TOURISM, SPORT AND RECREATION, WOMEN

Question :

Ms Forsythe asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development the Hon Sandra Nori, MP -

What does the Department do when it becomes aware of a drop in tourist numbers?

Answer:

Tourism NSW has in place a number of strategies to ensure consumers are predisposed to holiday in NSW rather than holiday in competitor destinations.

Tourism NSW has launched a new umbrella brand campaign for NSW which promotes NSW in a way that makes sense to the consumer. It is the largest integrated regional tourism campaign ever undertaken in the history of the State.

It builds on the success of the new brand Sydney campaign strategy which continues to promote Sydney in campaigns throughout the year and includes promotions for Sydney events.

These campaigns are supported by substantial public relations activities.

Tourism NSW also provides significant support through the provision of research and destination development expertise to industry.

Tourism NSW's Destination Services team continues to work with regional communities to ensure they are better placed to prepare and manage their destinations in terms of tourism infrastructure and planning, providing the services the tourism industry needs as well as the infrastructure to support it.

Tourism NSW also continues work closely with the 16 Regional Tourism Organisations around the State and assists them with the development of Regional

Tourism Plans to develop clear marketing and development strategies to grow regional tourism.

Tourism NSW has demonstrated experience in developing recovery strategies in response to events that impact significantly on tourism, such as the bushfires of 2001/2002 and 2002/2003, and the events of September 11 and the collapse of Ansett Airlines in 2001.

Approved

SANDRA NORI MP

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GENERAL PURPOSE STANDING COMMITTEE No. 2

Friday 23 September 2005

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TOURISM, SPORT AND RECREATION, WOMEN

Question:

Ms Forsythe asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development the Hon Sandra Nori, MP -

What are the details of our contractual arrangement with Roy Morgan Research for brand tracking?

Answer:

Tourism NSW had a Brandhealth Tracking Survey (BTS) contract with Roy Morgan Research.

This contract commenced in July 2001 and ended in June 2004. The BTS consisted of two components:

1. The Holiday Tracking Survey – an omnibus survey with subscriptions by all State Tourism Offices. The Holiday Tracking Survey provided measures of the Australian population's awareness, preference and intention to holiday in all Australian States/ Territories and overseas destinations.
2. Ad impact modules to evaluate the effectiveness of specific Tourism NSW marketing campaigns.

A new tender process was initiated in mid 2004 but was terminated due to Tourism Australia expressing an interest in acting as a broker between all State Tourism Offices and Roy Morgan for supply of the Holiday Tracking Survey.

In the interim (since June 2004) Tourism NSW has subscribed to the Holiday Tracking Survey per 6-month period, and has engaged Roy Morgan to conduct ad impact surveys as needed.

Tourism Australia has recently withdrawn its offer to act as a broker between all State Tourism Offices and has decided to purchase the Holiday Tracking Survey independently of the State Tourism Offices.

Tourism NSW is therefore calling for new tender proposals for both Brand Health Tracking and other market research services in October 2005 and anticipates appointing a supplier by the end of 2005.

Approved

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GENERAL PURPOSE STANDING COMMITTEE No. 2

Friday 23 September 2005
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TOURISM, SPORT AND RECREATION, WOMEN

Question :

Ms Forsythe asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development the Hon Sandra Nori, MP -

How much was allocated to the “There’s No Place in the World Like NSW” and the “There’s No Place in the World in like Sydney” campaigns last financial year and this financial year and what was the value of cooperative funding?

Answer:

Expenditure on the promotion and development of tourism in NSW is forecast at approximately \$47 million in 2005-2006, a marginal increase on 2004-2005.

Tourism New South Wales provides expert consulting services and advice to regional and Sydney destinations supported by extensive information and research and e-business.

There is also major expenditure on funding support for 16 regional tourism organisations and TNSW’s international operations based in six countries and includes an extensive international visiting journalist program.

Tourism NSW provides around 50 per cent of the annual operating budget of the Sydney Convention and Visitors Bureau and invests in visitor services in Sydney’s CBD and at Sydney Airport. TNSW also invests in an extensive domestic visiting journalist program and the promotion of dozens of major and mid sized events to increase awareness of NSW.

In 2005, TNSW launched ongoing marketing campaigns for the promotion of Sydney and regional NSW destinations. Regional NSW with the tagline - ‘NSW there’s no place like it’ – is being marketed under umbrella television advertising promoting the North Coast of NSW, the South Coast of NSW, the Heart of Country NSW, the NSW High Country and Outback NSW.

Approved

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TOURISM, SPORT AND RECREATION, WOMEN

Question :

Ms Forsythe asked the Minister for Tourism and Sport and Recreation, Minister for Women and Minister Assisting the Minister for State Development the Hon Sandra Nori, MP -

What was the total number of visitors for the Chinese Amway incentive?

Answer:

13,250 delegates attended the Chinese Amway Incentive in Sydney between 6 January and 27 January 2005.

Approved

SANDRA NORI MP

Minister for Tourism and Sport and Recreation

Minister for Women

Minister Assisting the Minister for State Development

GENERAL PURPOSE STANDING COMMITTEE No. 2

Friday 23 September 2005
Examination of proposed expenditure for the portfolio areas

TOURISM, SPORT AND RECREATION, WOMEN

Questions:

1. Why was the decision made to lease the 389-space car park to Multiplex for 99 years for a dollar?
2. Why is the leasehold for the developers of Luna Park being given away for so little money?
3. What actions can the Government take to be sure our grandchildren will have a park to go to, as opposed to the lessees declaring it non-viable and building a convention centre or some other structure on the site?

Answers:

1.,2. + 3.

In February 1996 Luna Park was closed after operating as a refurbished park for only 12 months and after incurring considerable debt, which was ultimately borne by the NSW taxpayer.

In 1997 after extensive public consultation, the Government determined Luna Park should be preserved for the city of Sydney, its people and its visitors. However, future use of the site was to be predicated on one fundamental proposition – that it be funded by the private sector at no cost to the Government.

To this end the Luna Park Site Act was amended to broaden the range of permissible land uses to allow restaurants, function centres and theatres etc to boost the Park's financial viability.

In addition three areas of land on the cliff top adjoining Luna Park were to be made available for commercial developments such as office, hotel and car parking. These sites were subsequently made available to Luna Park Sydney Pty Ltd on a 99 year lease with a \$1 payment and this arrangement was extended to cover the car park built as part of the 2004 redevelopment of the Park.

With respect to the 40 year lease for Luna Park the Government's determination was not to make Luna Park a profit centre for Government but to ensure the Park's ongoing financial viability. To this end there is a guaranteed minimum rent plus 2% payment of gross revenue of income above the Base Rent – this is to cover the administrative and day to day costs of the Luna Park Reserve Trust. In addition, there is an Additional Rent of 3% of gross revenue which is paid into a Heritage and Infrastructure Fund Account to ensure ongoing care of the Park's heritage items and infrastructure such as board walks and the cliff face.

Approved

SANDRA NORI MP

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