CityServe
Evaluation report
2014

www.cityserve.com.au

CityServe

Prepared by CityServe

Designed by the Communications Unit
of The City of Newcastle

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A note from the Chairman

As a born and bred Novacastrian I know the Hunter has a great serving tradition. The people of our region regularly give of their time, energy and resources to serve others, particularly those doing it tough. My belief is that most people want to 'make a difference' and 'give back' to the community in which they live.

CityServe provides a vehicle for shared values to be expressed; generosity, partnership and community.

Since 2012 CityServe has been an unprecedented serving initiative in our region. Spearheaded by the Christian churches of the region, CityServe has established a collaborative partnership including business, council, clubs and community. In the process thousands of volunteers from across Lake Macquarie and Newcastle have been mobilised to make a practical and tangible difference in serving the local community.

Director Infrastructure for The City of Newcastle Frank Cordingley described CityServe as "a fantastic example of people caring about their communities and being willing to roll up their sleeves and pitch in for positive change." He described his experience of the CityServe volunteer program as being, "one of the best that he has observed throughout his career in council."

Thank you again to Newcastle and Lake Macquarie Councils and to all the churches, businesses and community groups who participated in CityServe 2014. We look forward to partnering again in 2015, as together we make a positive difference in serving our city.

Rick Prosser

CityServe Chairman

1.0 Overview

1.1 About CityServe 2014

CityServe is a community initiative that mobilises thousands of volunteers throughout the month of October to clean, repair and paint community facilities and the homes of those in our community who have experienced hardship.

In 2014, across Newcastle and Lake Macquarie regions, 70 projects have been completed mobilising more than 1600 volunteers and contributing volunteer hours that would be full time equivalent (FTE) of almost six years work.

1.2 The City of Newcastle projects

This year, CityServe partnered with The City of Newcastle council to complete 39 projects, mobilising over 800 volunteers. Projects were completed across all four Council wards as follows:

Passmore Oval Grandstand
Passmore Oval Ticket Box
Passmore Oval Ladies Toilet
Passmore Oval Ladies Kiosk
Passmore Men's Toilet North
Lugar Park Pavilion
Adamstown Senior Citizens
Adamstown Outer Ground Amenity
Adamstown Park N0 3 Pavilion
Gregson Park Toilets
Myamblah Park Pavilion
Warabrook Wetlands Reserve Shade Shelter (A)
Warabrook Wetlands Reserve Shade Shelter (B)
Warabrook Tree Planting
Dangar Park Pavilion Mayfield
Dangar Park Rotunda Mayfield
Learmonth Pk Hamilton
Richardson Park Hamilton
Thomas Percy Waratah West
Kotara Park Community Hall
Bill Elliot Oval Maryland
Plattsburgh Park Wallsend
Grange Ave Maryland
Mitchell Park Merewether
Mitchell Park Scoreboard
Jesmond Park Shade Shelter
Nesbitt Park Pavilion
Lynn Oval Pavilion
Stevenson Park Pavilion
Jesmond Park Grandstand
Harry Edwards Pavilion
Lindsay Oval Beresfield
Pasedena Oval Pavilion
Pasedena Oval Clubhouse
Tarro Oval Pavilion
Tarro Park Storage Shed
Upper Reserve touch Footy Building
Gibbs Oval Pavilion
Nesbitt Park Small Toilet Block

1.3 Additional Newcastle region projects

In addition to the The City of Newcastle council projects, CityServe volunteers completed a further six projects bringing the total number of projects in the Newcastle region to 45, mobilising almost 1000 volunteers and close to 6000 volunteer hours (the equivalent of a three year FTE position.

The additional Newcastle region projects were:
Adamstown Senior Citizens Hall
Wallsend South Public School
Gregson Park Toilets, Hamilton
Lambton Public School
Uniting Church Facilities
Men's Crisis Accommodation/Wickham House 1
Men's Crisis Accommodation Wickham House 2
McCloy Home Project

Newcastle region project statistics	
Number of projects	45
Number of volunteers	993
Number of volunteer hours	5958

1.4 Lake Macquarie region projects

A total of 25 projects were completed in the Lake Macquarie region, mobilising over 660 volunteers and over 4000 volunteer hours (the equivalent of employing a person for two years).

Seven schools, three childcare centres, nine parks and sporting facilities, three homes and three other community facilities were treated to a CityServe makeover:

Swansea High Student Project
Neegulbah Park, Macquarie Hills
Peter Pan Preschool Wangi
Toronto High School
Ulinga Oval, Cardiff South
Waterboard Oval Toronto
Lyall Peak Oval
Swansea Equestrian Centre
Swansea High School Church Project
Warners Bay High School
Windale Community Hall
Belmont Childcare
Kahibah Public School
Charlestown Netball Courts
Charlestown Lions Park
Charlestown East Public School
Charlestown Home Project Tiling
Charlestown Home Project Interior Painting
Charlestown Home Project Backyard Blitz
Nursing Homes Gift Packs
JHH Children's Wards Gift Packs
Lisle Carr Oval
Cardiff Early Learning Centre
Wiripaang Public School
Bill Bower Oval, Crossroads Glendale

Lake Macquarie region project statistics	
Number of projects	25
Number of volunteers	667
Number of volunteer hours	4002

1.5 Total Newcastle and Lake Macquarie projects

Projects	Number
Schools	9
Childcare centres	3
Parks or sporting facilities	46
Homes	6
Community hall/public facility	6

Newcastle and Lake Macquarie project statistics	
Number of projects	70
Number of volunteers	1 600+
Number of volunteer hours	10 000+

1.6 CityServe operations staffing

Volunteer staff	Hours
Chairman	FTE 15+ weeks
Administration	FTE 15+ weeks
Other CityServe Operations Team Members x 4	FTE 10 weeks
Total FTE 40 weeks	**$38 000**

This brings the total volunteer hours for the 70 projects plus central coordination of projects to nearly six years full time equivalent.

2.0 Supporters

2.1 Churches and organisations contributing volunteers

Over 50 churches, businesses, facility user groups and clubs contributed volunteers along with members of the community volunteering through the CityServe website.

Adamstown Community Church
ANeW Church Lambton Anglican
Belair Baptist Church
C3 Church Newcastle
C3 Hope Church
C3 Southern Beaches
C3 Victory Church
C3 Victory North West
Cardiff Heights Baptist
Central Newcastle
Charlestown Seventh Day Adventists
CityServe Central
Gateway Church
Generation City Church
Globe Church
Hamilton Baptist Church
Hillsong Newcastle
Hunter Bible Church
Hunter Christian Church
Hunter Christian Football Association
Hunter Christian School
Life Church Newcastle
Lift Church
Macquarie Life Church
Maitland Baptist Church
Mayfield Baptist Church
McCloy Group Staff
New Heights Church
New Hope Church
New Lambton Anglican
New Vine Church

Newcastle Permanent Society
Northlakes Salvation Army
Rhema FM
RUSH Mentoring Service
St Andrew Presbyterian
Surfside Presbyterian Church
Swansea Baptist
Swansea Uniting Church
The Grainery Church
The Redeemed Christian Church of God
The Salvation Army Newcastle
Thrive Church
Toronto Baptist Church
Vivid Life Church
Wallsend Pathfinders
Wallsend Seventh Day Adventists
Warners Bay Baptist
Youth with a Mission (YWAM)
Hamilton Rugby Club
Belmont Child Care families
Macquarie Scorpions Rugby Club
Wallsend Touch Association
Other Club and facility user groups

2.2 Financial and in kind partners

Volunteer resources provided included 300kg sausages, 3000 bottles of water and 1500 plus pieces of fruit.

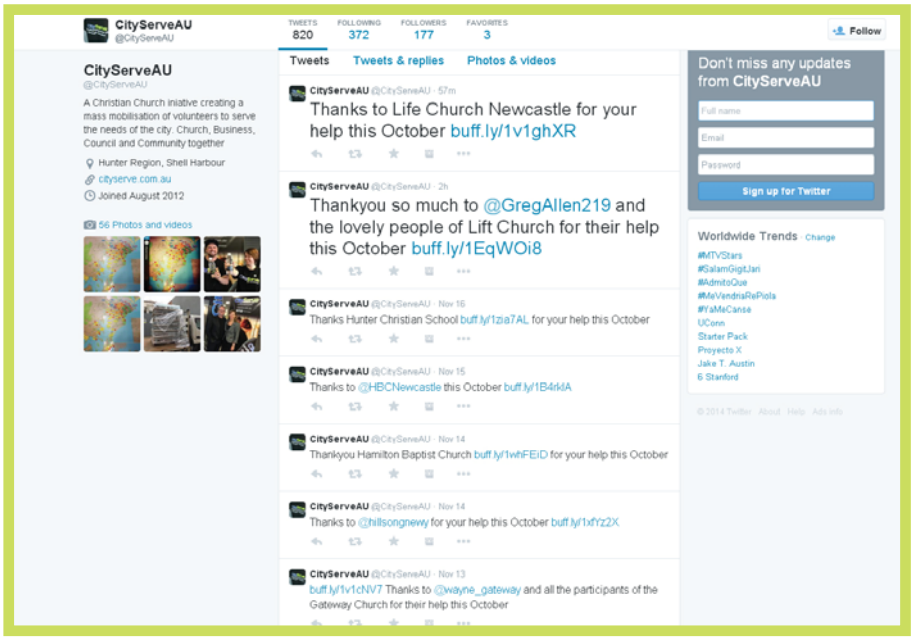
Organisation	Support
The City of Newcastle	$220,000
Port of Newcastle	$5000
Water for a Cause	$1000
Rhema FM	$2500
Formation Signs	Cost price
The Newcastle Herald	CSAs
NBN Television Community Advertising	CSAs
Singos Meat	Cost price sausages
Glue Digital	In kind design
McCloy Group	In kind office venue
Kingdomworks	$38 000 volunteer staff

3.0 Social media promotions

In 2014, CityServe was heavily promoted via our Facebook, Twitter and Instagram networks. These networks were used to provide project updates and promote the generosity of our suppporters.

Here are some statistics from our social media campaign:

- As of the 5 November 2014, the CityServe Facebook page had a reach of 2279 active participants (active meaning they are commenting, sharing and liking posts) on an average week.
- Our post with the most exposure was during September, where we hit 15779 people in one week with one post.
- CityServe posts average 60 likes per post, five comments per post and eight shares per post.
- Since May, the page has grown in likes by +633.3%



4.0 Community endorsements

"We cannot stress too greatly our thanks and respect for the untiring efforts of the CityServe group. This group is a wonderful asset to the City of Newcastle, and to see the numbers turn up voluntarily to work on the project was wonderful, not just on the scheduled Saturday of the long weekend in October, but also at various times during the fortnight before. Our Club is extremely pleased with the renovation work done and the results obtained, making this now an attractive proposition as a home ground."

Tony Morris, Hamilton Rugby Club

"On behalf of the Macquarie Scorpions Rugby League Football Club I would like to take this opportunity to thank all the volunteers from CityServe . To see so many volunteers at our project and the way in which everyone from all ages got in and worked together to complete the project was a great experience for everyone involved in our club and we cannot speak highly enough of CityServe."

S. Woodbridge Secretary, Macquarie Scorpions RLF

"Just wanted to pass on a very big thanks to the Cityserve volunteers for all the time and effort they put in over the weekend for the club and toilet facilities. Its looks so amazing!! We appreciate all the work that has been done!!"

Kellie Johnston Administration Officer, Wallsend Touch Association

"I enjoyed meeting everyone and am very proud to have been part of the team (CityServe)!! Plan to do it again next year – whatever the venue!!!

Community Volunteer Ann–Louise Lettoof, Lecturer School of Biomedical Sciences and Pharmacy Faculty of Health and Medicine

"Thanks to the combined churches and CityServe for our beautiful school makeover."

Swansea High Principal

"I am very committed to the program in Newcastle and would encourage all communities to create such a program. It has huge community benefit and produces great synergies when bringing together the resources of Council, CityServe volunteers and other volunteers associated with the locations addressed in the campaign. We have just completed our second year with another successful campaign in which 800 volunteers helped renovate 42 sites across the Newcastle LGA. I helped out on one of the sites last weekend and was very impressed at the commitment of the volunteers. They were generally young people and many had never done any painting before. But they showed terrific application, worked hard in 30+ deg heat, and produced quality work with a lot of care."

Frank Cordingley, Director Infrastructure The City of Newcastle

"CityServe volunteers from Life Church, C3 Merewether and the community rocked up to Townsend Oval, Mitchell Park to sand and paint the grandstand, all the seats surrounding the oval, cleaning and painting walls and doors of both change rooms, toilets, showers, Gatehouse and generally making the Park look amazingly fresh!!!! It was a huge team effort and getting to speak to some of the community members, they were extremely grateful and appreciative of what CityServe has achieved in their community. It was a fantastic day and a lot of fun."

Mitchell Park Project Coordinators

5.0 Letters of appreciation

HAMILTON RUGBY CLUB
PO Box 288
Hamilton NSW 2303

President
Brett Sutherland
Email: brettsutherland@elders.com.au

Secretary
Tony Morris
Email: tony@conveyancing-services.com.au

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Dear Sir

14 October 2014

I am writing on behalf of Hamilton Rugby Club to express our satisfaction in the manner that the recent renovation works were carried out to the Grandstand, dressing sheds and surrounding buildings at Wickham Park, better known as Passmore Oval.

Our dealings were mainly carried out through Jason Cleare, and at all times we were impressed by his drive and enthusiasm for the project. Jason very early in the program clearly and succinctly set out the goals and timeline behind the renovation work, and we have been very pleased that the work was able to be carried out within that timeline and with reasonably minimal disruption to our playing and training schedule. Jason's communication skills made this a very painless operation from our point of view.

I realise that the work could not have been done without the efforts of Council's staff, who were approachable and keen for the job at hand. I'm sure as they delved further into the job, it became clear that extra works were required, however these obstacles were met without issue. In addition, we cannot stress too greatly our thanks and respect for the untiring efforts of the Cityserve group. This group is a wonderful asset to the City of Newcastle, and to see the numbers turn up voluntarily to work on the project was wonderful, not just on the scheduled Saturday of the long Weekend in October, but also at various times during the fortnight before. They also worked extremely hard to achieve the goals set by Jason on time, and I hope within budget.

Our Club is extremely pleased with the renovation work done and the results obtained, making this now an attractive proposition as a home ground.

Our congratulations to all involved, particularly Jason, Council staff and Cityserve. A job very well done.

Yours faithfully
HAMILTON RUGBY CLUB

Per:

TONY MORRIS
SECRETARY

Hawks Website
www.hamiltonhawks.com.au

Macquarie Scorpions
Rugby League Football
Club INC
ABN: 79638218997

President
Kevin Maher
Mobile: 0437 967 742

Secretary
Stephen Woodbridge
3 Rexton Pde, Blackalls Park 2283
Telephone: 4959 4705
Mobile: 0421 203 880

Mr Scott Tisdell
Cityserve Hunter
PO Box 928
Charlestown NSW 2290

Attention Scott Tisdell:

Letter of Appreciation From Macquarie Scorpions Rugby League Football Club

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On behalf of the Macquarie Scorpions Rugby League Football Club I would like to take this opportunity to thank all the volunteers from Cityserve who assisted the Scorpions on Saturday 11 October 2014 with the painting of the dressing sheds, showers and toilet area of the grandstand at Peacock Field Toronto. Without your involvement in this project it would not have been possible, as the Macquarie Scorpions RLFC does not have the resources to undertake a project of this magnitude.

To see so many volunteers at our project and the way in which everyone from all ages got in and worked together to complete the project was a great experience for everyone involved in our club and we cannot speak highly enough of Cityserve. I can only speak on behalf of the Macquarie Scorpions RLFC but I want to thank everyone involved in Cityserve for the good work you are doing in the local community as it really is making a difference and wish you luck going forward.

Yours Truly

S Woodbridge
Secretary
17/10/14

Mayfield United Junior Soccer Football Club

ABN: 89 483 766 957

Monday, 27 October 2014

PO Box 149
HRMC, NSW 2310
President: Phillip Bates
Secretary: Ainsleigh Bates
m: 0438 499 222
e: mujsfc@hotmail.com

Jason Cleare
Manager
Building Trades Services

RE:- Painting of soccer building at Stevenson Park, Mayfield West
on Saturday 25th October 2014

To Jason,

On behalf of Management and Players, I would like to thank Newcastle City Council and you in particular for organising the abovementioned work. Ben Whitehead from the Mayfield Baptist Church, his volunteers, and Stan Masima and his family have done a wonderful job.

Council employees have left me a small quantity of each paint colour so that we as a club can rectify any graffiti painted on the building. This can be done in a timely matter by the club, thus freeing up council workers for more important matters. Our quick response will keep the buildings in their current pristine condition.

Regards,

Phillip Bates

Phillip Bates
President/Life Member
h: 4968 2433 | m: 0407 452 610

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