

AUGUST 2014

Cittaslow Chatter

Cittaslow Goolwa Inc. PO Box 2539, Goolwa SA 5214

Vision: Sustainable Community: Sharing Together

Mission: Taking time to bring together a sustainable community



President's Report

John and I have just returned from 4 weeks in Europe and it has been hard to get back into any sort of routine. One of the features of our travels was attending the 7th International Cittaslow Assembly hosted by Cittaslow Netherlands. Seven Australians provided the strongest representation ever as we encouraged delegates to begin their plans to attend the 9th Assembly which will be here in Goolwa, 3-6 May 2016. Shown in the photograph above are Lidia Moretti (Goolwa), Adele Anderson (Yea), John Anderson (Yea), Lyn Clark (Goolwa), John Clark (Goolwa), Judy Short and Paul Payten (Katoomba). See our report in the Newsletter.

Tickets are now available for the Smoke Off Raffle to be held on Saturday 22 November. This is our major fundraising project for 2014.

Plans are underway for our hosting of the 2016 International Assembly. Can you help in any way?

We welcome new Members Sharyn Grant, Catherine and Neville Hunter. Thanks to those of you who have renewed your Cittaslow membership.

Cittaslow Goolwa Newsletter No. 31

2014 Cittaslow Management Team

President: Lyn Clark

Vice President: Edward Booth

Secretary: John Clark

Treasurer: Jan Henderson

Committee Members: Scott Woodsmith, Hans Dansen, Vanessa Mulhall (School Liaison), Margaret Gardner, Jane Booth (Membership), Debbie Smith, Keith Parkes, Madeleine Walker, Carol Clarke (Time Banking)

Food & Wine: Rebekah McCaul, Ken and Debbie Smith

Cittaslow Garden & Barrow: Noel Leahy, Lyn Mateer

Contact President:

Telephone: 8555 5801



2014 INTERNATIONAL CITTASLOW ASSEMBLY

A team of seven Australians combined to represent Cittaslow Australasia at the 7th General Assembly hosted by The Netherlands, 18-21 June 2014. John and Lyn Clark supported by Lidia Moretti and Jenny Short represented Goolwa, whilst Adele and John Anderson represented Yea and Paul Payten represented Katoomba. The main purpose of our attendance was to promote Goolwa as the destination for the 2016 General Assembly.

The Netherlands Cittaslow hosted the event in three locations over the four days with the theme of food quality/food waste. The first 2 days were in Vaals, the highest part of Holland, in the Limburg region in the southern part of Holland. A day was spent visiting Alphen-Chaam in central Holland before moving to Schipluiden in Midden Delfland near the Dutch coast. We did not have a full list of attendees but there were nearly 200 people representing the 193 towns from 29 countries that now make up Cittaslow International.

The program was ambitious and very demanding on attendees but it was well organised and ran to time. Translation facilities in English and Italian were provided for the Vaals and Midden-Delfland sessions but not for Alphen-Chaam. The Korean and Polish delegations had their own interpreters who provided vocal translations



during proceedings.

Registration and an official welcome on the evening of Wednesday 18 June was in the palatial environment of Hotel Kasteel Bloemendal, Vaals. The official welcome on Wednesday was delayed until the World Cup football/soccer game between Australia and Holland had finished. (Australia lost 3-2 but we gave them a run for their money!)

On the morning of Thursday 19 June, delegates were taken by bus to Couvenhalle in Aachen/Aix-la-Chapelle over the boarder in Germany. Proceedings were opened by the Mayor of Vaals, R.I.T. van Loo. We then had speeches from the Mayor of Midden-Delfland Arnoud

Rodenburg, Cittaslow International President Gian Luca Marconi and the King's Commissioner for the Province of Limburg, Th.J.F.M. Bovens. This was followed by a panel discussion between Dutch entrepreneur Gunter Pauli and South African architect Wiel Arets and moderated by Dutch philosopher and author Govert Derix. The theme focused on the universal need to grow and what it means in 2014 and how this relates to the objectives of Cittaslow. Gunter Pauli, author of *The Blue Economy* was most inspiring but we were not given the opportunity to ask questions, nor were any workshops organised to develop his ideas. He believes that Citizens are the best leaders in the community!

The Australian delegation has agreed to use the principles of the *Blue Economy* for a project for students from our local schools to produce projects for the 2016 Assembly. The principles of the *Blue Economy* are that the pressure to produce things cheaply has resulted in junk being made. Pauli claims that we should be considering value not cost. Don't analyse problems, look for opportunities. Use nature for solutions. Encourage our young people to start with what they have, and to think differently. Waste can be a resource.



The new Cittaslow towns were presented with their certificates by President Marconi. This process could have been handled a little differently to give each town a chance to present themselves better.

Professor Riccardo Accorsi from the University of Bologna spoke on Cittaslow marketing, sustainability, CO2 reduction and green logistics for transportation of food.

A range of video presentations from both new and existing Cittaslows was then shown. Time ran out for all presentations to be made.

After lunch there was a guided walking tour of Aachen followed by the choice of 5 excursions to different locations in the district. John and I missed these as we needed to sort out a misunderstanding regarding presenting our invitation



to delegates to come to Australia in 2016 at the second part of the Assembly on Saturday.

The evening came to an end with a Limburgian evening which involved being escorted to the venue by the local military band, people in period and national costume and a guard of honour! The weather was cold and damp however rain held off enough for the evening to proceed. It was difficult with half the group being inside the venue and the half outside in the cold.

On Friday 20 June, we were all collected from our hotels by bus and taken to Alphen-Chaam. This involved a two hour trip. After refreshments we were welcomed by the Mayor of Alphen-Chaam, Dr

Harriet Nuijten with the theme being food waste – a European theme for 2014.

The Alphen-Chaam council

decisions are tested against the Cittaslow criteria. (Subsequent discussions with councilors from both Vaals and Midden-Delfland, confirmed that they operate that way too.) The King's Commissioner for the Province of Noord-Brabant, Professor Dr Wim van de Donk, a great supporter of Cittaslow, confirmed the need for quality not quantity. Cittaslow enables the thought of change and that biowaste is a new paradigm. Laws and regulations are hindering progress and goals of sustainability. Politicians need to catch up.



A very inspirational presenter, Peter Laan spoke about branding and marketing. He emphasised the need for the urban and rural communities to work together and to combine their characteristics to improve identity and promotion of the region. It is the region not just the town that is important. This is particularly relevant to the Australian situation where councils are usually made up of several towns and regions not just one.

Bob Hutton, owner and director of Hutton Catering one of the largest in Holland, spoke on driving your business on happiness not money. Food waste in Europe is very expensive (eg wrong shaped carrots discarded).



Caterers should adjust their portion sizes depending on the market and the need for better food storage and shelf life. Offering too much variety generates waste. Supermarket waste for example



could be used in making smoothies, soup and salads. Don't be afraid to change. FEAR should stand for Feeling Energetic And Ready for change. After lunch a range of excursions to farms of different sorts was offered. John and I enjoyed a visit to a bee farm with tastings of mead and honeycomb dripping with honey from the linden flower. We returned to Alphen-Chaam for a dinner which was prepared and presented by students from the local hospitality school. But the

day

wasn't yet

over because we then had to travel by bus for another hour and half to Midden-Delfland. It was well after midnight before we were able to put our heads down.

Despite the previous late night, we had to be ready early for the start of a marathon annual general meeting at the Schipluiden town hall. It began with a welcome from retiring President Marconi at 8.30am. Mayor of Midden-Delfland Arnoud Rodenburg chaired the meeting which was held in the



Council meeting room. National network delegates sat at desks in a semicircle with their national flags and name labels. Translating services were also available. The meeting went for five hours without a formal



break. It involved:

- Official welcome, especially to Carlo Petrini, founder of Slow Food
- Awarding the Honour Cittaslow International Diploma by the President Marconi
- A video message from the Dutch Minister of Internal Affairs, Ronald Plasterk
- Formal acceptance of the European Group of Territorial Cooperation which has a strong position within the European Union which enables regional and local government authorities to enjoy crossborder, transnational and interregional working relationships.
- Food Sustainability and Maintenance of Local Identity presented by Gerda Verburg, Netherland's permanent representative at the World Food and Agriculture Organisation FAO
- A review of 15 years of Cittaslow by Cittaslow founder Paolo Saturnini
- Report from Professor Roma from the Scientific Committee
- Presentations for Mrs Gilda Farrell from Portugal and Christiano Dionisi
- Retiring speech from President Marconi and first speech from new President Stefano Pisani



- Announcing the winners of the first Cittaslow International Projects Awards which included Goolwa winning the major award ***The Chiocciola Orange 2014*** (Orange Snail for 2014) for the School Planter Box project with OPAL, Cittaslow and the Goolwa Primary School
- Election of new office bearers and committees with Lyn Clark now a member of the International Coordinating Committee
- Speech by Mrs Laura Ulda Calligaro on behalf of the Italian Embassy inviting delegates to the 2015 Assembly
- Presentations from four local schools
- Speech by the Commissioner for the King in South Holland, Jaap Smit
- Four presentations focused on youth and education
- Invitation to attend 2016 Assembly in Goolwa, Australia
- Closing of AGM
- Official photograph on town hall steps

After lunch we attended a choice of farm visitations. John and I visited TopKrop, a greenhouse farm specialising in growing various types of lettuce and other greens in both soil and hydroponically, and Hoeve Bouwlust (Building Ambition Farm) which has combined a dairy farm with a caravan facility plus facilities for autistic people. After tasting icecream made on the farm we were taken to dinner in another greenhouse growing orchids. Part of the establishment



had been converted into a gallery with sculptures by Willem Berkhout. We were entertained by local singer/songwriters during our meal. We then walked to a canal nearby and were taken by boat to a location beside one of the few working windmills in Holland. We

joined other locals who were either in their boats lashed together in the canal or sitting beside the canal to hear a philharmonic concert by three combined local orchestras. As the sun went down on the summer solstice in Europe it was a really pleasant way to finish the longest day of the year!

Thank you to Cr Jim Davis whose financial support helped make our attendance at this important Assembly possible. It is important to try to have Australian presence at Assemblies whenever possible. Next year, at least the Alexandrina Mayor should attend **Abbiategrasso** near Milan in Italy to promote Goolwa as the venue for the 2016 Assembly. Anyone else interested?



Video report (in Dutch): <http://www.cittaslow.org/article/video-vii-general-assembly-netherlands> or on YouTube: <https://www.youtube.com/watch?v=CIXDZIFAqXE> or look on the

John and Lyn Clark

2014 CHIOCCIOLA ORANGE AWARD (Orange Snail)

Earlier this year, all Cittaslow member towns were invited to submit Cittaslow Best Practice projects which addressed one of the six categories which make up the Cittaslow accreditation criteria. As I was in the middle of my chemo treatment, Margaret Terrell from the Alexandrina Council coordinated the preparation of the submissions. These, along with the other projects submitted by 38 Cittaslow towns were considered by the Cittaslow Scientific Committee led by Professor Guiseppe Roma.

Several days before arriving in Holland, I received an email from the Cittaslow International Secretary General, Pier Giorgio Oliveti, saying that Goolwa had won one of the awards. During the Assembly in Midden-Delfland, the winners for the different categories were announced and certificates and a wooden framed engraved tile were presented by the retiring president, Gian Luca Marconi. Seferihiser Turkey won the Environment Award for native seed collection, Yaxi, China won the Infrastructure Award for their electric vehicle transport system, Chaudfontaine in Belgium won the Urban Life Quality Award for the Daily Life Network project while Midden-Delfland won the Local Economy Award for their Sustainable Farmer project. Olsztynek Poland won the Active Community Award for their Youth City Council project and Bra in Italy won the Social Cohesion Award for their project to combat poverty and support disadvantaged people. A special award was made to Novellara in Italy for the innovative development of a local brand using their history and the development of the region. It was then announced that the overall winner of



the first ever Chiocciola Orange Award was Goolwa! (Chiocciola [pronounced key-o-chiola] is Italian for 'snail'). At dinner later that day, I was again called forward to receive the actual Orange Snail Award.

Along with Professor Roma and Pier Giorgio, this was the first official duty of the newly elected Cittaslow President, Stefano Pisani. This project that the international jury chose as the best for 2014 was a

combined effort by the Alexandrina Council through the OPAL program (anti-obesity program for children), the Goolwa Primary School and Cittaslow Goolwa. Our Vanessa Mulhall who is the Cittaslow liaison person with the schools, encouraged the children to plant out boxes of vegetables which they took home to grow and to observe and report on what happened. Some did very well, others were not so successful, but it was a great project to encourage families to grow their own items for eating. We will be sharing the Award at the School Assembly this Monday.



The delegates were getting to know the Goolwa name very well as I was also given the opportunity to address the Assembly, to invite them to our Assembly in 2016. Even though there is still another Assembly to go (2015 will be in Abbiategrosso in Italy) we wanted to get delegates thinking now about planning to come "all the way to Australia". It is amazing how many think it is further for them to come to us than it was for us to go to them! **Now we need to develop our own unique program to showcase Cittaslow Down Under! Can you help?**



2014 SMOKE OFF

Saturday 22 November

Remembrance Gardens, between
Signal Point and the Goolwa RSL

The Cittaslow Food and Wine group have been very busy getting this important event underway. We are delighted to announce that the Alexandrina Council is supporting this event as part of the region's tourism and events program.

Now is the time to think about gathering together your team to compete. Have you researched and/or tested your secret recipe for your smoked ham or other food to be smoked in the weber bbq? Have you obtained your book of raffle tickets to sell? This is our most important fundraiser for 2014, so we need everyone to contribute a little.

To make sure that you get the latest information, contact members of the Food and Wine group or check out the facebook page <https://www.facebook.com/smokeoffgoolwa> or on the website <http://www.goolwasmokeoff.com/>

If you want to support the organising of the Smoke Off or other coming events or just find out what is coming up, you are welcome to attend the meetings held each month. Enquiries should be directed to Debbie or Ken Smith who can be contacted on famsmith@internode.on.net or via sms: 0417 843 946.

Proposed Next meeting: Monday 25th August 2014 – 5.30 pm, Signal Point, Goolwa
Rotational Chair: Patsy Greer (contact Patsy 08 85525890 or email: patsebay@chariot.net.au)

As a member of Cittaslow Goolwa, you are invited to attend the management meetings that are held on the first Thursday of each month, at 7.00pm in the Large Meeting Room at the Alexandrina Council, Cadell Street, Goolwa.

This is a great way to find out what is happening and to have a say in where we go in the future - and how we get there.

Give the President, Lyn Clark a call on 8555 5801 or email president@cittaslowgoolwa.com.au if you want to know more.



INTERNATIONAL CITTASLOW ASSEMBLY 3-6 MAY 2016

INNOVATE. ACTIVATE. PARTICIPATE. THRIVE

HOW CAN YOU HELP WITH PREPARATION FOR AND RUNNING OF THIS IMPORTANT INTERNATIONAL EVENT?

We are seeking people who can help with (or who know others who have the expertise in):

- Administration
- Websites
- Social Media
- Public Relations
- Catering
- Transport
- Running Workshops
- Indigenous Activities
- Organising Tours or Experiences
- Entertainment/Music
- Translation
- Hosting
- Accommodationjust to name a few....this event is a **WHOLE OF COMMUNITY** activity!

THE BLUE ECONOMY

Gunter Pauli

We encourage you to research information about **THE BLUE ECONOMY**. We hope to get the book into the Alexandrina Library but if you *google* 'Blue Economy' you'll find lots of information.

Gunter Pauli addressed a group at the Sydney University as part of the ABC 'Big Ideas' program.

Do you know any local students who would be interested in developing a project based on the principles of The Blue Economy.

We will be issuing a challenge to the students in the Council regions associated with Australian Cittaslow towns (Alexandrina, SA, Murrindindi Vic. and Blue Mountains in NSW) to submit a project which finds a new use for a previously wasted product. The best projects will be presented at the 2016 International Assembly.

More details are yet to be finalized, but if you think you can help in any way (mentor, judge, provide accommodation for visiting students, etc.)

