

# MINUTES

FOR THE  
GREATER SHEPPARTON CITY COUNCIL

## ORDINARY COUNCIL MEETING

HELD ON  
TUESDAY 15 JULY, 2014  
AT 5.30PM

IN THE COUNCIL BOARD ROOM

**COUNCILLORS:**

Cr Jenny Houlihan (Mayor)  
Cr Dennis Patterson (Deputy Mayor)  
Cr Dinny Adem  
Cr Les Oroszvary  
Cr Michael Polan  
Cr Kevin Ryan  
Cr Fern Summer

***VISION***

***GREATER SHEPPARTON***  
AS THE FOOD BOWL OF AUSTRALIA,  
A SUSTAINABLE, INNOVATIVE  
AND DIVERSE COMMUNITY  
***GREATER FUTURE***



**MINUTES  
FOR THE  
ORDINARY COUNCIL MEETING  
HELD ON  
TUESDAY 15 JULY, 2014 AT 5.30PM**

**CHAIR  
CR JENNY HOULIHAN**

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## RISK LEVEL MATRIX LEGEND

**Note: A number of reports in this agenda include a section on “risk management implications”. The following table shows the legend to the codes used in the reports.**

Likelihood	Consequences				
	Negligible (5)	Minor (4)	Moderate (3)	Major (2)	Catastrophic (1)
<b>Almost Certain (A)</b> Event expected to occur several times per year (i.e. Weekly)	Low	Moderate	High	Extreme	Extreme
<b>Likely (B)</b> Will probably occur at some stage based on evidence of previous incidents (i.e. Monthly)	Low	Moderate	Moderate	High	Extreme
<b>Possible (C)</b> Not generally expected to occur but may under specific circumstances (i.e. Yearly)	Low	Low	Moderate	High	High
<b>Unlikely (D)</b> Conceivable but not likely to occur under normal operations (i.e. 5-10 year period)	Insignificant	Low	Moderate	Moderate	High
<b>Rare (E)</b> Only ever occurs under exceptional circumstances (i.e. +10 years)	Insignificant	Insignificant	Low	Moderate	High

**Extreme** CEO’s attention immediately required. Possibly avoid undertaking the activity OR implement new controls

**High** Director’s attention required. Consider suspending or ending activity OR implement additional controls

**Moderate** Manager’s attention required. Ensure that controls are in place and operating and management responsibility is agreed

**Low** Operational, manage through usual procedures and accountabilities

**Insignificant** Operational, add treatments where appropriate



## OATH OF OFFICE

Cr Dinny Adem made his Solemn Affirmation to the Council and signed and dated his Affirmation in front of the Chief Executive Officer at 5.30pm on Tuesday 24 June 2014.

**PRESENT: Councillors Jenny Houlihan, Dennis Patterson, Dinny Adem, Les Oroszvary, Michael Polan, Kevin Ryan and Fern Summer.**

**OFFICERS: Gavin Cator – Chief Executive Officer  
Steve Bowmaker – Director Infrastructure  
Johann Rajaratnam – Director Sustainable Development  
Rosanne Kava – Acting Director Business  
Kaye Thomson – Director Community  
Rebecca Bertone – Official Minute Taker  
Melissa Bolitho – Deputy Minute Taker**

## 1. ACKNOWLEDGEMENT

“We the Greater Shepparton City Council, begin today’s meeting by acknowledging the traditional owners of the land which now comprises Greater Shepparton. We pay respect to their tribal elders, we celebrate their continuing culture, and we acknowledge the memory of their ancestors.”

## 2. APOLOGIES

Nil.

## 3. DECLARATIONS OF CONFLICT OF INTEREST

In accordance with sections 77A, 77B, 78 and 79 of the *Local Government Act 1989* Councillors are required to disclose a “conflict of interest” in a decision if they would receive, or could reasonably be perceived as receiving a direct or indirect financial or non-financial benefit or detriment (other than as a voter, resident or ratepayer) from the decision.

**Disclosure must occur immediately before the matter is considered or discussed.**

## 4. CONFIRMATION OF MINUTES OF PREVIOUS MEETINGS

**Moved by Cr Patterson  
Seconded by Cr Oroszvary**

That the Minutes of the Ordinary Council Meeting held 17 June 2014 and the Special Council Meeting held 24 June 2014, as circulated, be confirmed.

**CARRIED.**

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.1 Shepparton Show Me Final Review Report

#### **Disclosures of conflicts of interest in relation to advice provided in this report**

Under section 80C of the *Local Government Act 1989* officers and persons engaged under a contract providing advice to Council must disclose any conflicts of interests, including the type and nature of interest.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

#### **Council Officers involved in producing this report**

**Author: Manager Marketing and Communications**

**Proof reader(s): Team Leader Marketing and Communications and Shepparton Show Me Marketing Co-ordinator**

**Approved by: Chief Executive Officer**

#### **Executive Summary**

At the Ordinary Council meeting held on 17 May 2011 a Notice of Motion was moved that:

*“The Council’s Internal Audit Committee undertake a review of and make recommendations on the most appropriate arrangements for the administration and expenditure of the funds raised by the Shepparton Promotions Scheme”.*

This motion was based on the view that there was:

- A lack of focus and impetus around the management of Shepparton Show Me (SSM) Committee budgeting process including the management of carried forward funds.
- No documentation stating what SSM Committee’s intentions are in relation to the build-up of surplus funds.
- A general lack of administration around the SSM Committee including:
  - The Committee not adhering to all requirements of Section 86, the Instrument of Delegation or the “Guidelines Applying to the Delegation of Authority to the Shepparton Show Me Special Committee of Management” (the Guidelines);
  - The Instrument of Delegation and the Guidelines had not been reviewed or updated in the required timeframe; and
  - No procedural document had been developed to outline the governance and administrative tasks to be performed for the SSM Committee, including roles and responsibilities of both GSCC and committee members.

Pitcher Partners were consequently engaged, with support of the Audit and Risk Management Committee (ARMC), to undertake an independent financial audit of SSM financial activity. In addition, in February 2013 an independent Reference Group was convened to review SSM procedures and processes.

Based on the review conducted by the ARMC and SSM Reference Group, a series of recommendations were made.

As the review process commenced in 2011, it is now time to assess whether the recommendations have been implemented and determine whether the actions have resulted in improved management of the SSM initiative.

A final review conducted in May 2014 indicates that the SSM Committee has successfully implemented the prescribed recommendations with the aiming of adhering to the requirements of a Section 86 Committee in accordance with the Local Government



## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.1 Shepparton Show Me Final Review Report (continued)

Act (1989). In addition the SSM Committee has implemented additional initiatives with the aim of revitalising and refocussing SSM moving forward.

**Moved by Cr Oroszvary**  
**Seconded by Cr Patterson**

That the Council:

1. approve for the quarterly reporting process to be reduced to six monthly reports
2. no longer require the release of funds as part of the quarterly reporting process
3. continue to receive meeting minutes and financial reports as part of the six monthly reporting process
4. adopt the amended Guidelines – Committee Delegations for Shepparton Show Me Committee to allow the chairperson role be open to nominations from Shepparton Show Me Committee members representing Shepparton Business Community and that nominations are sought at the August 2014 Annual General Meeting.
5. approve the use of Shepparton Show Me funds to employ a part-time Shepparton Show Me administration officer.

**CARRIED.**

### **Background**

At the Ordinary Council meeting held on the 17 May 2011 a Notice of Motion was moved that:

*“The Council’s Internal Audit Committee undertake a review of and make recommendations on the most appropriate arrangements for the administration and expenditure of the funds raised by the Shepparton Promotions Scheme”.*

This motion was based on the view that there was:

- A lack of focus and impetus around the management of Shepparton Show Me (SSM) Committee budgeting process including the management of carried forward funds.
- No documentation stating what SSM Committee’s intentions are in relation to the build-up of surplus funds.
- A general lack of administration around the SSM Committee including:
  - The Committee not adhering to all requirements of Section 86, the Instrument of Delegation or the “Guidelines Applying to the Delegation of Authority to the Shepparton Show Me Special Committee of Management” (the Guidelines);
  - The Instrument of Delegation and the Guidelines had not been reviewed or updated in the required timeframe; and
  - No procedural document had been developed to outline the governance and administrative tasks to be performed for the SSM Committee, including roles and responsibilities of both GSCC and committee members.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### **5.1 Shepparton Show Me Final Review Report (continued)**

Pitcher Partners were consequently engaged, with support of the Audit and Risk Management Committee (ARMC), to undertake an independent audit report on the:

1. Section 86 Committee requirements in relation to the *Local Government Act 1989*
  - Governance arrangements and practices in place
  - SSM Committee compliance with the LGS and Section 86 requirements
  - Practices undertaken by the SSM Committee and consistency with Council Policy
2. Administration of the Shepparton Show Me Committee
  - Delegation of responsibilities given to the SSM Committee
  - Duties and requirements undertaken to the SSM Committee and any policy documents outlining these requirements
  - Process for decisions surrounding the appointment and removal of members to the SSM Committee
3. Delegations undertaken by the Shepparton Show Me Committee.
  - Delegation of responsibility given to the SSM Committee
  - Processes in place for decisions made in relation to expending fundings
  - Processes in place to ensure funds are delegated transparently and appropriately
  - Process in relation to the approval of the budget

The final review report was presented to the ARMC at its meeting of 14 December 2011 and received its endorsement. The significance of the issues identified in the report resulted in the ARMC resolving to submit the report to Council along with strong recommendations to rectify the issues in a timely manner.

At the Ordinary Council meeting held on 17 April 2012 a motion was successfully moved which included a direction to Council officers “to review and report, following consultation with the commercial and industrial sector, on the most appropriate arrangements for attracting consumers of retail and business services to Shepparton, and to examine waiving the differential rate while the review of the Shepparton scheme is undertaken”. Draft Terms of Reference were developed and adopted at the June 2012 Council Meeting, advertising commenced calling for nominations for the reference group and members were appointed to the Reference Group on 21 August 2012.

Based on the review conducted by the SSM Reference Group, in February 2013 the following recommendations were made:

1. Amend the Instrument of Delegation and Guidelines pertaining to the Shepparton Show Me Committee as adopted by Council on 17 April 2012 as follows:
  - to remove the requirement for the position of Chairperson to be filled by a Councillor;
  - to require the Chair, on appointment, to undertake appropriate training relating to Local Law No. 2 – Processes of Local Government (Meetings and Common Seal) and other relevant Council Policies;
  - to include the appointment of an additional Council officer to the Committee, being the person holding the position of Manager Tourism, Arts and Events, (but with such person not holding voting rights at Committee meetings);
  - to alter the mission statement of SSM to “to facilitate a connection between the Shepparton Show Me branding and the stakeholders through the support and/or leveraging of events, festivals and other promotional activities directed towards attracting consumers of retail and business services to Shepparton and driving economic activity”.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.1 Shepparton Show Me Final Review Report (continued)

2. Actively seek to ensure that the representation on the Committee, be as inclusive of as many sectors as possible including the retail, commercial, professional and industrial sectors.
3. Request the Chief Executive Officer to examine the reclassification of the position of Team Leader Marketing and Promotions to a higher level of banding with the position description being modified to include the requirement for the incumbent to have suitable marketing qualifications.
4. Seek legal advice regarding the Marketing Services contract, and based on that advice, take appropriate action.
5. When the current marketing services contract concludes, review the requirement that the Shepparton Show Me Committee operate with a sole marketing services contractor.
6. Review the current appointments on the Committee and identify any members of the Committee who are not actively complying with and supporting relevant legislation, Council policies and procedures, and other governance requirements and ask those members to either comply with these requirements or step down from the Committee.
7. Provide quarterly payments to Shepparton Show Me, to be allocated following the receipt of a quarterly report from the Committee demonstrating that all campaigns and sponsorship allocations have success measurements clearly defined prior to allocation and assessed upon completion, that all minutes of meetings from the previous quarter have been circulated to Councillors, and the Committee is operating in accordance with section 86 of the Local Government Act 1989, Council policies and procedures and the Instrument of Delegation and Guidelines pertaining to the Committee.

As part of the initial review process, Council's Manager Rates and Valuations presented to the SSM Reference Group the method by which the rates revenue is collected from commercial and industrial properties. The Reference Group were comfortable that the current method continue unchanged. SSM is funded through the Council budget and is expressed by the percentage of rates in the dollar raised from all commercial and industrial premises within the urban Shepparton CBD.

A final review has now been undertaken to determine if the SSM Committee has successfully implemented the prescribed recommendations with the aiming of adhering to the requirements of a Section 86 Committee in accordance with the Local Government Act (1989).

The results of this final review have been determined via a document and process audit (secondary data review) and surveying of current SSM Committee members (primary data review).

As per the ARMC and SSM Reference Group recommendations, the following activities have been successfully completed:

1. Review of Instrument of Delegations and Guidelines, approved by Council at the 17 September 2013 Ordinary Council meeting.
2. A Councillor has held the position as "Chair" of the SSM Section 86 Committee since 2012. Currently Cr Oroszvary is the Chair of the Committee.
3. The Manager Arts, Events and Tourism and Manager of Marketing and Communications were accepted onto the Committee as non-voting members.
4. Actively seeking to ensure that the representation on the Committee, be as inclusive of as many sectors as possible including the retail, commercial, professional and industrial sectors. In August and September 2013 the committee welcomed new

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.1 Shepparton Show Me Final Review Report (continued)

members that broadened the current committee composition with the following business and industry sectors now represented – retail, hospitality, manufacturing and even a CEO of a multi-national privately owned company.

5. A five year marketing strategy has been developed via a consultative and collaborative process. The strategy is now being used to inform the development of a two year marketing plan. As part of the marketing strategy development process, the SSM mission was revised - *To advance the growth and promotion of business and services in Shepparton.*
6. The sole marketing contractor arrangement was terminated based on legal advice.
7. Provision of quarterly reports to Council in order for quarterly payments to be released to the SSM Committee. Three quarterly reports have been presented to Council with a fourth report currently being completed. All marketing campaigns are now evaluated which is detailed in quarterly and annual reports.
8. Financial review completed with the format of the financial report up-dated in order to better manage finances and for tractions to be more transparent. The SSM levy is now budgeted with a percentage allocated per activity. On 5 December 2013 the ARMC endorsed the newly established financial processes. The current surplus funds are being used for the execution of the 2014/2016 marketing plan. The surplus enables the committee to invest in strategic marketing assets.
9. SSM Team Leader position description revised for the role to be more focussed on relationship development and marketing as opposed to administration tasks. Mat Innes-Irons was appointed to the position in August 2013.

Additional initiatives have been implemented by the SSM Committee with the aim of revitalising SSM moving forward:

1. SSM Levy itemised on the rates notices in order to be more transparent.
2. SSM Sponsorship Guidelines adopted to ensure that there is rigour and consistency in evaluation sponsorship applications. A Sponsorship Register has also been established to manage sponsorship application outcomes.
3. Tendering for a Panel of Providers for the provision of marketing and advertising services. With the sole contractor arrangement terminated, an alternative model was required. It was determined that a panel of suppliers would provide SSM with the best opportunity to source a range of creative, targeted and cost-effective marketing activities.
4. Development of Office Bearer Position Descriptions to better engage SSM Committee members and so that they had a full understanding of their role in directing a Section 86 Committee.
5. Establish a SSM Committee member induction program and information kit so that members are well informed of their duties in being a member of a Section 86 Committee.
6. Ordinary Meeting times changed to Monday evenings commencing at 5.30pm to maximise the participation of SSM Committee members and enable SSM members to attend meetings.
7. Establishing a range of Working Groups so that there is traction with projects and outcomes are achieved.

SSM now has the necessary infrastructure in place for the SSM Committee to be more strategic, transparent, effective and robust in its decision making.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.1 Shepparton Show Me Final Review Report (continued)

#### Council Plan/Key Strategic Activity

##### 1. Active and Engaged Communities (Social)

1.1 Continue to enhance community capacity building

##### 3. Economic prosperity (Economic)

3.2 Ensure retail strategies deliver appropriate outcomes for the community.

#### Risk Management

Risks	Likelihood	Consequence	Rating	Mitigation Action
That committee fails to adhere to the revised Instrument of Delegations and Guidelines.	Possible	Low	Negligible	<p>Committee members now trained in Instrument of Delegations and Guidelines as part of induction program.</p> <p>Each member is provided with a copy of Instrument of Delegations and Guidelines as part of their induction kit.</p> <p>The meeting agenda aligns with Instrument of Delegations and Guidelines requirements.</p> <p>Position descriptions for the executive roles are now in place to ensure adherence to Instrument of Delegations and Guidelines.</p>
Poor financial management.	Possible	Low	Negligible	<p>Financial reporting format now more transparent.</p> <p>Financial report provided on a six monthly basis to Council and is included as part of Annual Reporting process.</p> <p>Funding now budget to account for key operational tasks.</p>

#### Policy Considerations

- Review of Instrument of Delegation and Guidelines completed.
- SSM Sponsorship Guidelines have been adopted and will be rolled out as of June 2014.
- No further policy considerations are required.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.1 Shepparton Show Me Final Review Report (continued)

#### Financial Implications

	2014/2015 Approved Budget for this proposal*\$	This Proposal \$	Variance to Approved Budget \$	Comments
Revenue				
Expense	\$24,000			Part-time administration officer
Net Result				

\* Amount shown in this column may equal one line item in budget or maybe a component of one budget line item.

#### Legal/Statutory Implications

Legal consultation has already been undertaken in seeking advice regarding the marketing contractor arrangement.

#### Environmental/Sustainability Impacts

There are no Environmental/Sustainability impacts in relation to this report.

#### Social Implications

SSM has a very public profile and provides a key mechanism for business and industry to engage with Council. It is critical for SSM to be successful in influencing the relationships between Council, the business sector and the broader community.

#### Economic Impacts

SSM is a key initiative that enables businesses to be engaged and involved in driving the economic prosperity of Shepparton. SSM provides a key strategy in creating customer loyalty and reducing leakage to other regional and metropolitan areas.

#### Consultation

Level of public participation	Promises to the public/stakeholders	Examples of techniques to use
Consult	The review involved consultation with SSM committee members.	Online survey.
Involve	SSM committee members were involved in the development of the review report and implementation of a range of initiatives.	Discussions and decision making.

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

#### Strategic Links

##### a) Greater Shepparton 2030 Strategy

##### 5. Economic Development

- Maintaining and Enhancing Shepparton CBD's Role as a Regional Centre
- A network of activity centres
- To revitalise the CBD of Shepparton
- To have a hierarchy of viable commercial/retail centres by retaining local and visitor spending within the municipality

##### b) Other strategic links

Not applicable.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.1 Shepparton Show Me Final Review Report (continued)

#### **Options for Consideration**

1. Endorse all five recommendations.
2. Endorse all or part of the recommendations with amendments.
3. Choose not to endorse any of the recommendations.

#### **Conclusion**

Following the series of reviews and recommendations, SSM now has the necessary infrastructure in place for the SSM Committee to be more strategic, transparent, effective and robust in its decision making.

Endorsing the five recommendations will further assist SSM in its operations

#### **Attachments**

- |   |          |
|---|----------|
| 1. Shepparton Show Me Final Review Report - May 2014  | Page 91  |
| 2. Shepparton Show Me Committee Induction Kit         | Page 139 |
| 3. 2012/2013 Shepparton Show Me Annual Report         | Page 156 |
| 4. Shepparton Show Me Committee Delegation Guidelines | Page 190 |

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013

#### **Disclosures of conflicts of interest in relation to advice provided in this report**

Under section 80C of the *Local Government Act 1989* officers and persons engaged under a contract providing advice to Council must disclose any conflicts of interests, including the type and nature of interest.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

#### **Council Officers involved in producing this report**

**Author: Manager Marketing and Communications**

**Proof reader(s): Shepparton Show Me Marketing Co-ordinator and Team Leader Marketing and Communications**

**Approved by: Chief Executive Officer**

#### **Executive Summary**

The Shepparton Show Me (SSM) quarterly report is presented detailing the activities undertaken in the first quarter of the 2013/2014 financial period with the aim of releasing the next round of funds. This report is inclusive of the first six months of the new financial year.

The report details the activities that were undertaken and the level of success of each initiative.

The SSM Committee has continued to implement a range of campaigns and initiatives during a period of considerable change and consolidation.

The Committee believe that the report indicates that the expectations and objectives of Shepparton Show Me have been met, therefore the next round of funds should be released.

**Moved by Cr Oroszvary  
Seconded by Cr Summer**

That the Council:-

1. note the receipt of Shepparton Show Me meeting minutes and Quarterly Reports for the first (July – September 2013) and second quarter (October – December 2013) of the 2014/2015 financial year
2. approve the release of Quarter 1 and 2 funds to the value of \$322,734.50 (GST inclusive).

**CARRIED.**

#### **Background**

##### **1. First Quarter Report – July – September 2013**

###### **1.1 New SSM Committee Members Appointed**

At the July 2013 Ordinary Council Meeting Gerard Bruinier (Autobarn), Clinton Tilley (CEO Hermal Group owners of the Marketplace), Peter Dunbabin (Focus Cards and Gifts) and Morry McKellar (McKellar Framing and Office Supplies) were appointed for term for a period of two years expiring on the 17 July 2015, and John Montagner (Solar City Office Supplies) to the term for a period of 12 months expiring on the 17 July 2014.



## **5. OFFICE OF THE CHIEF EXECUTIVE OFFICER**

### **5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)**

At the September Ordinary Council Meeting, committee applications from Malcolm Blake (Blake's Florist) and Leanne Stride (Lemon Tree Café) were accepted. Malcolm was appointed for a two year period, while Leanne will serve for 12 months.

Two committee induction programs were ran for the new committee members.

#### **1.2 Annual General Meeting – August 2013**

The SSM Annual General Meeting was held on Wednesday 21 August 2013. At this meeting the Annual Report was presented (please refer to attachment). Clinton Tilley was elected as Deputy Chair, Gerard Bruinier as Secretary and Tristen Murray as Treasurer. Cr Oroszvary took over as the role of Chair which was vacated by Cr Polan.

Position descriptions were developed for the Executive roles detailing key responsibilities.

#### **1.3 Show Me Where to Park in Shepparton – Shepparton Adviser**

##### **Background:**

In August 2013 the Shepparton Adviser presented SSM with the opportunity to sponsor production and distribution of a car parking map. The map, part of the Shepparton Adviser's Shepparton On Sale booklet, would feature the parking zones and applicable parking times within Shepparton's CBD.

**Date:** 3 and 10 July 2013

**Sponsorship Amount:** \$2,500

**Circulation:** 34,511

##### **Outcomes:**

The Show Me Where To Park In Shepparton map received extensive exposure, appearing on the back page of the Shepparton On Sale booklet. Distributed as an insert in the Shepparton Adviser, release of the Shepparton On Sale booklet coincided with the beginning of the Victorian and New South Wales school holidays the following week.

The Show Me Where To Park In Shepparton map also features on the Shepparton Show Me website as an information tool for residents and visitors to Shepparton.

#### **1.4 Shepparton Show Me Marketing Co-ordinator Appointed**

In August the recruitment process was undertaken to fill the revised SSM Marketing Co-ordinator role. Nineteen applications were received and seven interviews conducted. Well-known local businessman, Mat Innes-Irons, was appointed to the role.

SSM Committee member John Montagner assisted with the interview process.

#### **1.5 2013 Winter City Market – Friday 23 and Saturday 24 August 2013**

##### **Background:**

SSM is the on-going sponsor for this annual event.

The key objective of the Winter City Marketing was to attract as many people into the Shepparton CBD and to increase the retail spend opportunity for traders. The event was also a vehicle to promote the diversity of our retail sector, by inviting businesses outside the immediate CBD to participate free of charge.

**Dates:** Friday 23 August and Saturday 24 August 2013

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

**Sponsorship Amount:** \$40,000

**Outcomes:**

It is estimated that between 10,000 – 15,000 people visited the Mall over the two days including families.

The importance of this event is always important as it boost the local economy especially in the retail sector.

With a focus on using local entertainment, free children’s rides and an increased number of stalls this ensured families were attracted to the Mall and retailers were given the opportunity to capitalise on the significant increase in consumer traffic.

A total of 54 stall holders were hosted in the Mall including:

- Shepparton traders (located outside the CBD)
- External traders
- Essential services
- Community groups

Overall reports from traders were mixed and varied with success appearing to be determined by the type of stock being cleared. A selection of retailers were randomly consulted with positive trade results being reported by most:

- Valley Booksellers
- Jeans West
- Identity
- Mensland
- Dash Clothing
- Jeff Young Shoes
- Traffik Boutique

Through the sponsorship of Shepparton Show Me, Investment Attraction were able to provide certain SSM sectors the opportunity to participate by taking up stalls in the CBD, with all site and insurance costs being met.

Through other initiatives such as roving entertainment, a multicultural food tent, local music, free children’s rides, and a petting zoo, a family orientated atmosphere was created encouraging shoppers to stay longer. This was achieved despite the intermittent showers and cold weather that were experienced over the two days.

#### 1.6 Sponsorship Approval

Event/Activity	Event Date	Amount
Winter City Market	23 – 24 August 2013	\$40,000
KidsFest	21 and 22 September 2013	\$25,000
5KM Neon Dash	Friday 4 October 2013	\$3,000
Show Me Greater Shepparton Expo	19 – 20 October 2013	\$30,000
2013 Victorian Bowls Championships	10 - 15 November 2013	\$5,000
Shop Local Day – Kialla West Primary School	23 November 2013	\$350
Shepparton Springnats	23 - 24 November 2013	\$3,000
Annual Junior Basketball Tournaments	7 - 8 December 2013 3 – 4 May 2014	\$15,000

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

#### 1.7 SSM Website

A data base specialist was contracted to up-date the SSM member data base which was completed in September 2013.

### 2. Second Quarter Report – October to December 2013

#### 2.1 Father's Day – What Dad Wants retail campaign

##### **Background:**

Father's Day is obviously a celebration honouring fathers and celebrating fatherhood, paternal bonds and the influence of fathers in society. Many Australians observe Father's Day on the first Sunday of September. It is a day for people to show their appreciation for fathers and father figures. Father figures may include stepfathers, fathers-in-law, guardians (e.g. foster parents), and family friends.

The celebration is a major feature on the Australian retail calendar providing Shepparton Show Me (SSM) with an opportunity to stimulate the economy during this gift giving and celebration time.

##### **Current situation:**

- SSM has traditionally delivered a Father's Day campaign and this needs to continue. With the present time restraints this potentially limits the type of campaign that can be implemented.
- In recent discussions with SSM stakeholders there is a **perception** that there is preferential treatment of some local businesses by SSM.
- Data provided by the Shepparton News indicates that currently the Murray electorate (with includes Shepparton) has the second highest number of small businesses closing down. The number of retailers closing in Shepparton is very visual due to the number of vacant shops.
- Online retailing is currently a major threat to local traders.
- Winter is often a difficult time for traders with consumers less likely to venture out during the cooler months. There is less activity occurring within the CBD and satellite shopping precincts.
- Interest rates had just been cut by 2.5%.

##### **Campaign goals:**

- To develop a campaign based on Father's Day with the aim of stimulating business for SSM stakeholders.
- Encourage increased visitation to Shepparton over the Father's Day celebration period.
- To promote Shepparton as the regional Victorian destination to do business, shop, dine, stay and play.
- To demonstrate support for SSM stakeholders.

##### **Campaign components:**

- TV, radio, print and online campaign with advertising occurring in Shepparton, Albury and Bendigo windows
- Activation events using the SSM mobile stage held across the SSM rateable boundary
- Retailers supporting the campaign by wearing "SSM What Dad Wants" t-shirts
- In-store competition

**Dates:** 19 August to 1 September 2013

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

**Budget:** \$15,000

**Outcomes:**

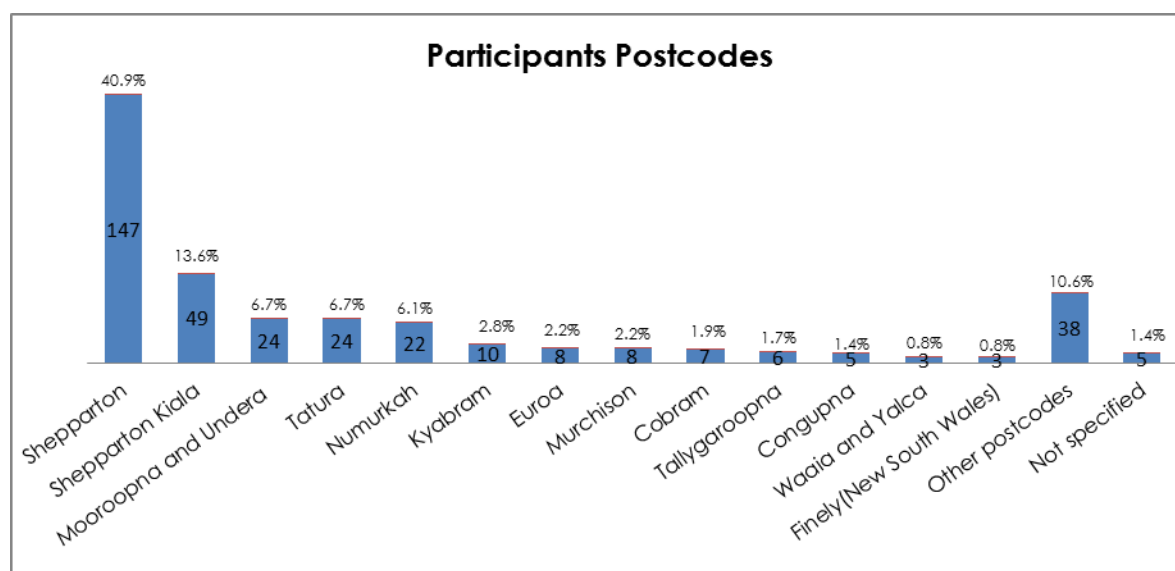
Data was gathered via the competition to evaluate the effectiveness of the What Dad Wants campaign.

**Post code of participants**

There were 359 entries received for the What Dads Want competition.

The majority of participants were from Shepparton (40%); 13.6% from Kialla, while 6.7% were from Kialla and Mooroopna and Undera respectively and 6.1% were from Tatura.

Number of participants by post code		
Postcode	Number	Percentage
Shepparton	147	40.9%
Shepparton Kialla	49	13.6%
Mooroopna and Undera	24	6.7%
Tatura	24	6.7%
Numurkah	22	6.1%
Kyabram	10	2.8%
Euroa	8	2.2%
Murchison	8	2.2%
Cobram	7	1.9%
Tallygaroopna	6	1.7%
Congupna	5	1.4%
Waaia and Yalca	3	0.8%
Finely(New South Wales)	3	0.8%
Other postcodes	38	10.6%
Not specified	5	1.4%
<b>Total</b>	<b>359</b>	<b>100.0%</b>



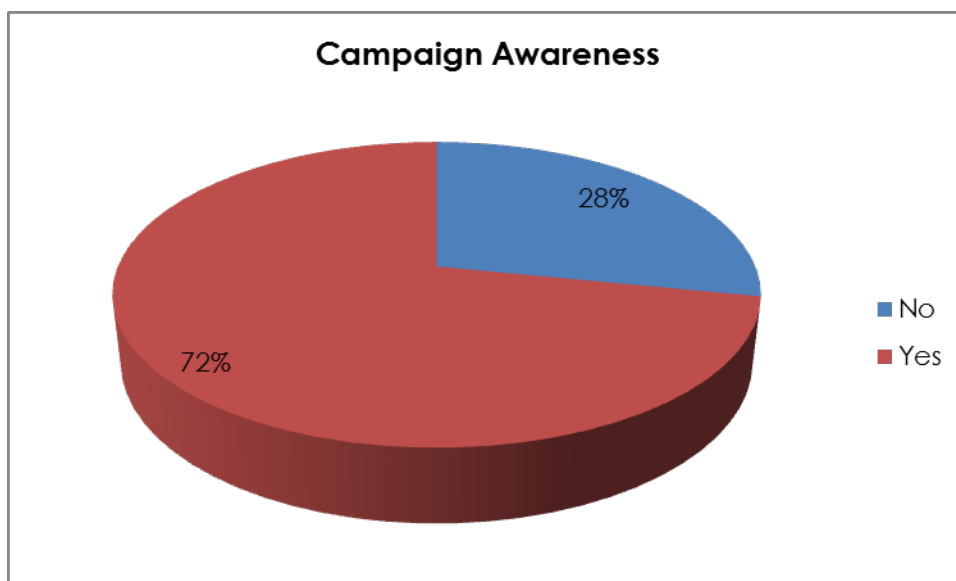
**5. OFFICE OF THE CHIEF EXECUTIVE OFFICER**

**5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)**

**Level of Campaign Awareness**

At the question "Tell us if you saw the **What Dads Want** advertising"; 258 participants (71.87%) said yes and 101 participants (28.13%) said no.

Campaign Awareness			
Yes		258	71.87%
No		101	28.13%
Total		359	100.00%



**Channels used for advertising**

In being asked how where they saw the advertising; participants could nominate one or more channel of communication.

TV and in-store advertising appeared to have been most effective in making people aware of the What Dads Want campaign.

TV Advertising	
No	172
Yes	86

Radio Advertising	
No	216
Yes	42

In-store Advertising	
No	113
Yes	145

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

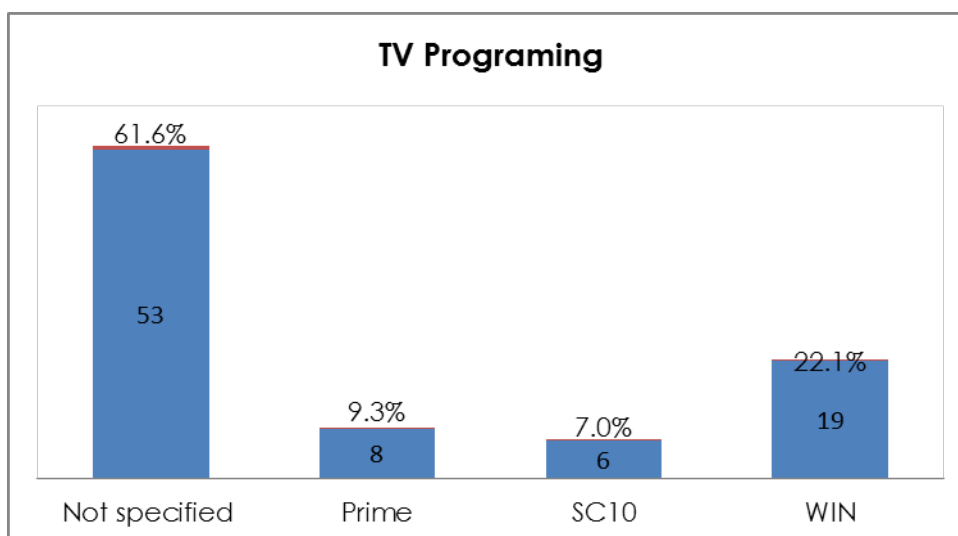
### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

SSM Website	
No	255
Yes	3

Newspaper Advertising (which wasn't undertaken)	
No	233
Yes	25

#### TV Programming

Among the 86 participants who declared having seen the advertising on TV, 53 participants (61.6%) didn't specify the specific TV station that they had seen the What Dads Want advertising. For those that did indicate which station they had seen the advertising, most had viewed it on WIN TV (22.1%), followed by the Prime (9.3%) and the Southern Cross (7.0%).



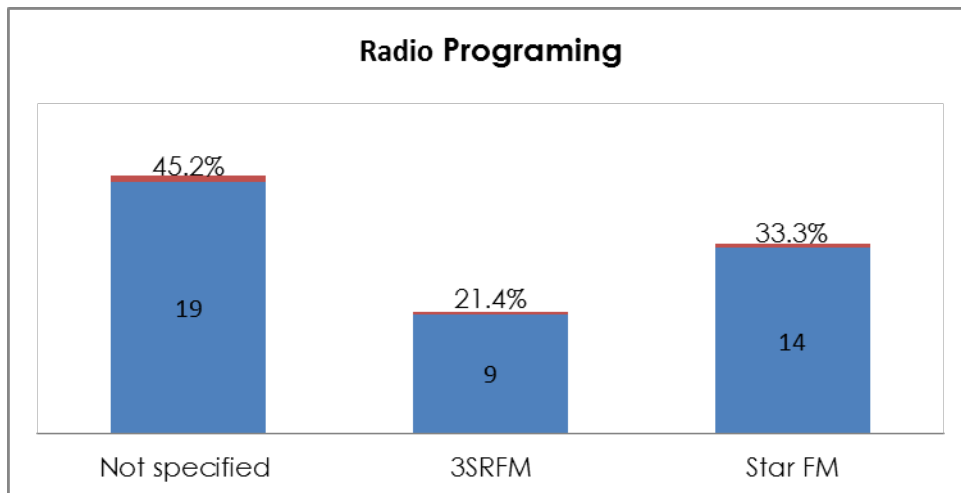
#### Radio Programming

Among the 42 participants who declared having heard the advertising on radio, 19 participants (45.2%) didn't specify the radio station. Star FM was the primary radio station participants had heard the What Dads Want campaign, followed by 3SR.

Radio Stations	
Not specified	19
Star FM	14
3 SR	9
ONE FM	0

**5. OFFICE OF THE CHIEF EXECUTIVE OFFICER**

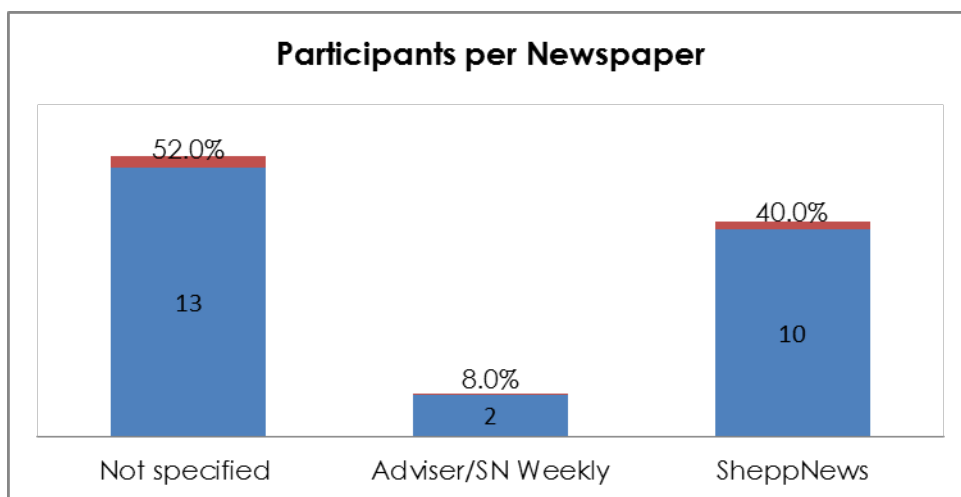
**5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)**



**Newspaper Advertising**

Interestingly there wasn't any newspaper advertising undertaken with the What Dads Want campaign, however 25 participants indicated that they had seen newspaper advertising.

Newspaper Advertising	
Not specified	13
Shepparton News	10
Shepparton Advisor	2

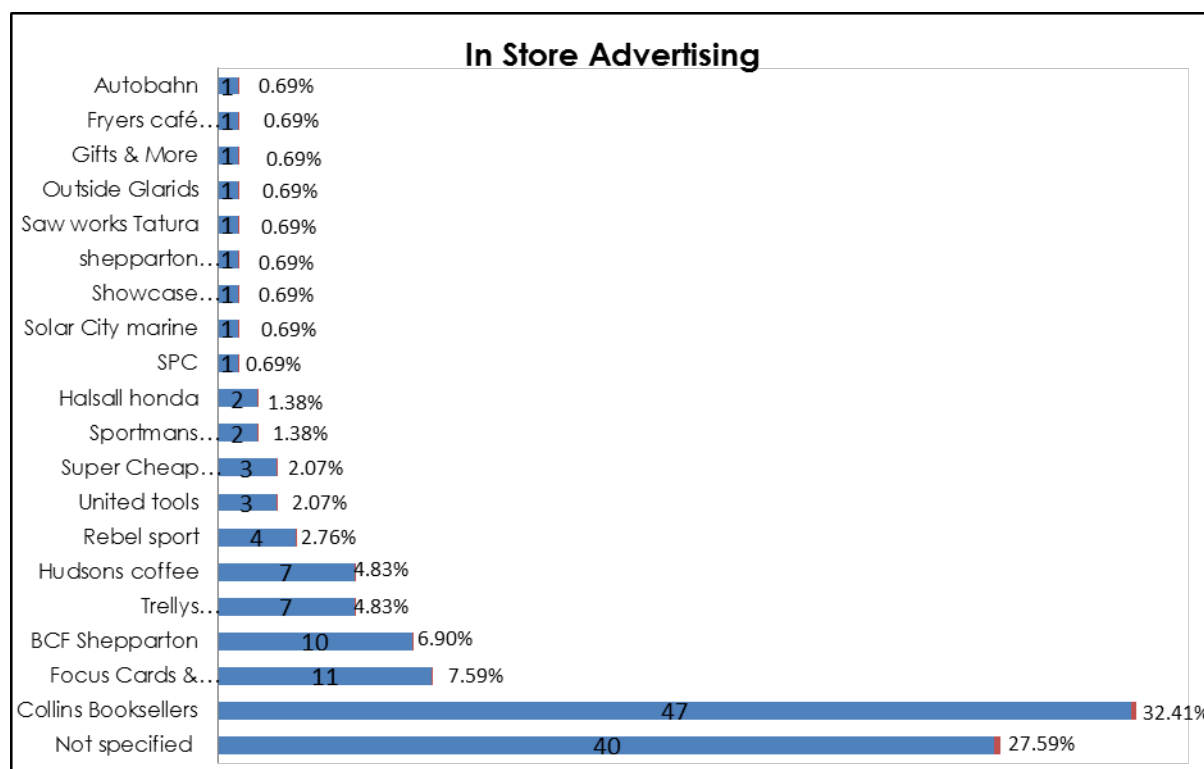


**In Store Advertising**

Of the 145 participants who declared having seen the advertising in stores, the majority had seen the advertising in Collins Booksellers, followed by Focus Cards and Gifts and Boating Camping Fish (BCF).

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

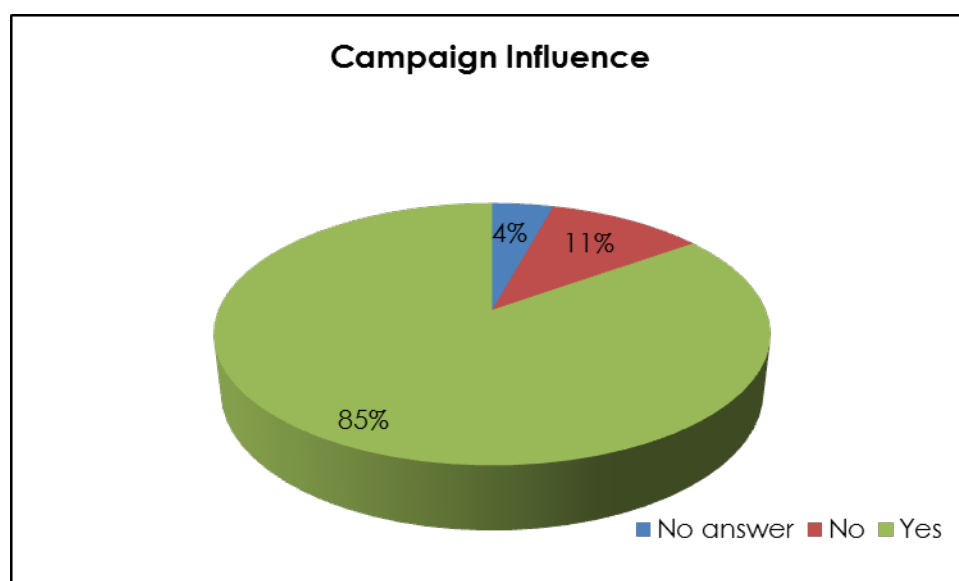
### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)



#### Influence of What Dads Want Campaign for Traders

Among the 258 participants who read or heard about the What Dad Want Competition, 219 participants (84.88%) did shopping because they were influenced by the advertising.

Campaign Influence for Traders	
Yes	219
No	28
No answer	11





## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

#### Live Promo

##### Locations:

MON 26TH

11AM: North end Maude St Mall

1PM: Chemist warehouse car park (Vaughan St end)

TUES 27TH

11AM: Marketplace

1PM: Wyndham St Old Post Office Site (in Fraser St against wall)

WED 28TH

11AM: South End Maude St Mall

1PM: Fairley's IGA car park main entrance

THURS 29TH

11AM: SPC Factory sales car park (Corio & Vaughan Sts)

1PM: Last Straw Car park Keppel St

FRI 30TH

11AM: Safeway Plaza car park Benalla Rd

1PM: Centre Maude St Mall

##### Prizes/Giveaways:

- 70 SPC gift packs
- 19 car care Kits
- 5 angle grinders
- 5 thermos
- \$200 worth of GB coffee vouchers
- \$200 worth of Hudson's coffee vouchers

### 2.2 2013 KidsFest & Umbrella Events Festival – KidsTown

#### Background:

The inaugural KidsFest was held in September 2006 at the award winning community built SPC Ardmona KidsTown adventure playground in Shepparton/Mooroopna, Victoria.

The four objectives of the festival are:

1. To position KidsFest as a children's festival of State significance
2. To position Greater Shepparton as a family friendly destination with a variety of activities suitable for children of all ages
3. To increase the length of stay in Greater Shepparton by extending the duration of KidsFest from two days to at least two weekends during the September School Holidays
4. To enhance KidsTown's reputation as regional Victoria's Best Adventure Playground

**Date:** 21 – 22 September 2013

**Sponsorship Amount:** \$25,000

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

#### **Outcomes:**

- An estimated attendance of 16,984 people over two days
- Approximately 45% of visitors were from outside the Greater Shepparton area
- Approximately 5.8% of visitors were interstate
- Total attendances increased by approximately 13% on KidsFest 2012

This year KidsFest started with two days of family fun at KidsTown and continued with programs and activities throughout the Greater Shepparton area over the duration of the school holidays. The two day event was held on the weekend of the 21st and 22nd of September. Entry was \$2 per person, which covered most attractions except the rides and amusements in the sideshow alley areas, which worked on a user pay system.

KidsFest 2013 saw around 16,984 people visit KidsTown for the two day festival, which proved to be an enormous success. Survey results over the two days indicated that around 45% of visitors were from outside the Greater Shepparton area, 5.8% of whom were from interstate. Total attendances were up on last year's figures by 13% which was another great result for this fantastic event.

This year's a cross-promotional marketing campaign was established in partnership with Shepparton Show Me, The Greater Shepparton City Council, Prime 7, LA Vision and the Southern Cross Ten media group. The KidsFest Family and Children's activities and stage shows were promoted in the lead up to the September School Holidays. KidsFest 2013 gained significant regional and state exposure through an extensive television, radio and print market campaign in the lead up to the starting date and as a newsworthy story throughout the duration and after the event. In addition to the main event, a number of local program and services providers ran activities as KidsFest Umbrella Events. These providers were able to piggyback on the success of KidsFest 2013 and were able to promote their programs and activities as part of the KidsFest market campaign. This year's Umbrella Events saw over 20 programs and entertainment activities run over the two weeks of school holidays throughout the Greater Shepparton area, double the amount provided in 2012. From all reports the KidsFest Umbrella Event partnerships proved to be successful and they will be built on again in 2014.

### **2.3 5km Neon Dash – Shepparton News**

#### **Background:**

This was the first time that the 5km Neon Dash had been held in Shepparton. The aim was to run a healthy lifestyle event with a novelty twist, based on the popular "night" runs operating in Melbourne.

The event aimed to:

- Raise money for local charity GV Community Fund
- Bring people from other areas to the town
- Provide a family fun event for Shepparton of a different variety

The event was marketed to families with children, teenagers and grandparents.

The fun run required participants to dress up in neon coloured sports clothing, with the aim of enhancing sales for sport retail stores and novelty shops in Shepparton. It was further anticipated that cafes and fast food retailers would benefit from this event.

**Dates:** October 2013

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

**Sponsorship Amount:** \$3,000

**Outcomes:**

194 people participated on the 5km Neon Dash. Fifty-per cent of participants were from Shepparton while the remaining half were from surrounding areas including Murchison, Mooroopna, Toolamba, Tatura, Kyabram, Congupna, Numurkah, Tocumwal, Barmah and Cobram.

Ninety-per cent of participants said that the event was held in a very good to excellent location (Victoria Park Lake) and would recommend the event to a friend. Participants reported spending money in Shepparton on shopping (40%) and eating out (60%) while attending the event. The average of the participants was 27 years with the oldest being 72 and the youngest six years.

The inaugural event raised \$1,269 for the GV Community Fund.

#### **2.4 Show Me Lifestyle Expo – Central Shepparton Rotary Club**

**Background:**

The Greater Shepparton Expo 2013 was held at the Shepparton Showgrounds on the weekend of October 19 and 20, 2013. Following on the success of the 2011 and 2012, the Greater Shepparton Expo featured:

- Greatly reduced site fees leading to more sites and more visitors.
- Sites showcasing gardening, landscaping, outdoor furniture, outdoors, leisure, sustainability, camping, fishing boating, motor vehicles, produce, craft and more
- Children's and family entertainment.
- Prominent guest speakers, community and government stalls and displays.
- Food and wine court and showcase of local talent.
- The location of the Expo in the heart of Shepparton aimed to attract visitors from throughout the region to the central shopping precinct.
- A large TV, radio and newspaper advertising campaign to promote the event from Deniliquin to Wallan and draw visitors to the central shopping precinct.
- Traders provided the opportunity to showcase their businesses by becoming a site holder.
- The involvement of schools and community groups will draw families from outlying areas to the central shopping precinct.
- Levy paying businesses were provided the opportunity to showcase their goods and services, make sales, draw new customers to their retail outlets.
- Flow-on benefits for levy paying businesses who do not take stalls as many of the visitors will shopped, dined and filled up with petrol etc. while they were in Shepparton attending the Expo.

**Dates:** 19 and 20 October 2013

**Sponsorship Amount:** \$30,000

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

#### **Outcomes:**

- 4,000 + through the gate.
- From the gate prize entry forms, 57% of attendees were from Greater Shepparton with the remaining 43% from the close by outer areas.
- One couple who watched a TVC for the Expo from Warwick Qld decided to pack up their caravan and do a road trip to Shepparton and visit the Expo.
- Exhibitors up on last year.
- To book a site traders deposited \$300 which was 100% refundable. Feedback from exhibitors was positive with flow on business.
- Main disappointment was lack of support from businesses. Exhibitor numbers were up on last year, but not to the extent we had envisaged. Considering sites this year were free, there was no reason why more local businesses did not embrace the opportunity to show case their business.
- Feedback from a number of businesses who did participate was positive, including the flow on effect from people who visited the expo and then returned to that business later to make a purchase, and significant purchases in some cases, i.e.: motor vehicles and outdoor settings
- Car dealers involved on site and five cars sold over the weekend.
- BBQ's Galore still reaping the rewards from the event.
- Rotary only made \$2,000 laying out \$70,000, a very low return for outlay, in its current form Rotary will not want to do this again next year.
- Negatives were apathy from local business, poor town perception, little option of dates, too close to Shepparton Show, did not have access to SSM database, high cost of venue items e.g. PA, process and co-operation issues with council. Disappointing that car dealers were not as responsible as they could have been, i.e. dropping off cars and not manning site.
- To enable event to go ahead next year, changes would need to be made.
- More entertainment, develop more of a home show concept, food court, more involvement from business community and an investment of \$100,000.
- Given this year's result, the decision has been made not to continue the event.

### **2.5 Victorian Open Bowls Championships - Shepparton Park Bowls Club Inc.**

#### **Background:**

The event includes competitions to determine the Men's and Women's Singles, Pairs and Mixed Pairs and Fours. This is the third year of this event and the number of participants is growing each year.

**Dates:** 10 – 15 November 2013

**Sponsorship Amount:** \$5,000

#### **Outcomes:**

Approximately 1,450 competitors participated in the 2013 Victorian Open Bowls Championships. More than half of the competitors stayed in paid accommodation during the week of the competition. Sixteen Victorian clubs were represented at the tournament.

The estimated economic injection to Shepparton over the week of the competition was in excess of \$1 million.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

Competitors were invited to participate in a post tournament survey with results indicating that competitors were highly satisfied with the event. All of the clubs indicated that they were willing to be involved in the tournament again in 2014.

#### **2.6 38<sup>th</sup> Annual Junior Basketball Tournament – Greater Shepparton Basketball Association**

##### **Background:**

For 37 years the Greater Shepparton Basketball Association has conducted one of the state's largest and most well attended junior tournaments. Previous statistics include:

- 1500 players, with 166 teams entered.
- 3000 coming into Shepparton.
- The 2012 event estimated economic benefit was in excess of \$1,342,320 into the community (based on Tourism Victoria industry standard figures including multiplier).
- Teams from Altona, Bellarine, Benalla, Bendigo, Broadmeadows, Castlemaine, Deniliquin, Echuca, Kerang, Korumburra, Maffra, Mansfield, Melbourne Tigers, Mildura, Myrtleford, Port Fairy, Seymour, Swan Hill, Tatura, Traralgon, Wangaratta, Warrnambool Wodonga, Yarrawonga-Mulwala.
- An average of 17 Shepparton Gators teams are entered into the tournament per annum.

The Basketball Association also continues to operate a range of locally based activities such as Aussie Hoops Program, After School Activities, Masters Tournament and several skill development days.

While the junior tournament has been operating for 38 years, the cost of running such a large event is high and without the support of SSM funding, leveraging of the event for local businesses would not be possible. Delivery of these programs is based on providing the local community with healthy lifestyle options and activity through sport.

As part of the SSM sponsorship, the Shepparton Gator squad uniforms feature the SSM logo. With the Gators squad attending a multitude of tournaments across the state, this provides SSM with an extensive branding opportunity and positions Shepparton as the place to visit and spend time while attending the Shepparton Junior Basketball Tournament.

**Dates:** Friday 6 – Sunday 8 December 2013

**Sponsorship Amount:** \$10,000 for Junior Basketball Tournament & \$5,000 for other local basketball events

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

#### Outcomes:

- In excess of 5,000 visitors attended the Junior Basketball Tournament.
- Teams: 166
- Clubs: 24 including Shepparton Gators.
- Referees: 70
- Coaches: 166
- Team Managers: 166
- Venues: 9
- Courts: 16
- Teams from:
  - Altona
  - Bellarine
  - Benalla
  - Bendigo
  - Broadmeadows
  - Deniliquin
  - Echuca
  - Horsham
  - Mansfield
  - Melbourne
  - Mildura
  - Myrtleford
  - Port Fairy
  - Seymour
  - Swan Hill
  - Tatura
  - Traralgon
  - Warracknabeal
  - Warragul
  - Warrnambool
  - Werribee
  - Williamstown
  - Wodonga
  - Yarrowonga-Mulwala

The majority of teams stayed a minimum of two nights, with motels and accommodation venues being full over the weekend. Some competitors had to be accommodated in surrounding areas such as Nagambie and Benalla.

Hospitality businesses and fuel outlets indicated a significant increase in sales over the weekend. SPCA Factory Sales reported a significant peak in sales activity.

Data provided that an average family spend over the weekend was \$600.

#### 2.7 Sponsorship Approvals

Event/Activity	Event Date	Amount
Mad Cow Run	8 – 9 March 2014	\$20,000
2014 SheppARTon Festival	Month of March	\$20,000
2014 Great Escape Car Rally	8 – 9 September 2014	\$10,000
Shepparton Motor Museum Birthday Celebrations	13 - 14 February 2014	\$20,000
Wood Turning and Wood Working Craft Show	8 – 9 March 2014	\$4,500
BMX National Championships	28 April – 4 May 2014	\$20,000
Country Week Tennis	9 – 14 February 2014	\$15,000

#### 2.8 SSM Member Communication

E-newsletters were sent to SSM members in September, October and December 2013.

The e-news was sent to approximately 760 members, with approximately 30% of the members taking the time to read the newsletter.

In addition a further four emails were sent directly to SSM members to provide them with an up-date regarding various activities.

## **5. OFFICE OF THE CHIEF EXECUTIVE OFFICER**

### **5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)**

#### **2.9 Shepparton Show Me Structural Changes**

A series of structural changes were introduced by the Committee to enhance the management process of the SSM initiative. These changes included:

- Delivery of a SSM Committee induction program – three sessions have been held to date.
- Establishment of working Groups:
  - Marketing planning
  - SSM member consultation and engagement
  - Mobile stage strategy
  - Sponsorship
  - Budget/Financial Management
- Change in meeting days and times - SSM ordinary meetings are now held on the third Monday of the month in the evening from 5.30pm – 7.30pm. This change has enabled business people to attend the meetings if they so desire but also the meetings are no longer constrained by time, allowing for more robust discussions and future planning.
- Development of position descriptions for office bearer roles.
- SSM levy itemised – With the support from the Rates Department, the SSM levy is now specifically itemised on the Council rates notice. Each business/property owner is now fully aware of the amount that they contribute to SSM. This process has been beneficial as many businesses were of the opinion that they were paying more than they actually do. It has also assisted in facilitating discussions with SSM members and enhancing their understanding the SSM is a strategic initiative, rather than one that focuses on the promotion of individual businesses.
- SSM Marketing Co-ordinator revised position description - The resignation of the SSM Marketing Team Leader in April 2013 provided the opportunity to review the SSM Marketing role. A working group was convened to review and revitalise the position description. It was identified that in driving SSM forward, the role required being more relationship, commercial and marketing focused. The revised PD led to the appointment of Mat Innes-Irons. Mat has a long history of successful business ownership and has a high level of creditability within the Shepparton business community. Mat's appointment has been well received by the SSM members and has resulted in increased member engagement and communication and a more positive perception of the SSM initiative.

#### **2.10 Marketing Strategy**

Brenton and Partners were commissioned by the Committee to undertake a strategic planning process, which included a series of workshops with key stakeholders.

The draft Marketing Strategy prepared by Brenton and Partners was not supported by the SSM committee as the strategy was convoluted and was very tactical. A strategy should be more high level in providing direction to the committee and the SSM initiative and clearly articulating opportunities and goals. The marketing strategy needs to be set first in order to provide direction and inform the marketing plan.

The marketing strategy has now been simplified and was endorsed at the January 2014 Ordinary SSM Meeting.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

#### **2.11 Experience the magic of Christmas in Shepparton and Boxing Day Sales Background:**

The exchanging of gifts is one of the core aspects of the modern Christmas celebration, making it the most profitable time of year for retailers and businesses throughout the world.

The Christmas season incorporates what is referred to as a "holiday shopping season" (pre and post-Christmas).

January is a key part of the holiday season. The Australian National Retailers Association (ANRA) predicts Victorians will spend the most at \$588 million at the Boxing Day sales.

As a major feature on the Australian retail calendar, Christmas provides Shepparton Show Me (SSM) with an opportunity to stimulate the economy during this gift giving and celebration time.

It is the time of year when retailers (and associated businesses) see their biggest sales, so it makes sense to proportion the SSM marketing budget accordingly.

#### **Current situation:**

- SSM has traditionally delivered a Christmas campaign and this needs to continue. Christmas is one of the major campaign for SSM and its members and therefore warrants significant attention.
- A co-ordinated approach to Christmas will be occurring this year with such key stakeholders as SSM, Investment Attraction, The Marketplace, Riverside Plaza, Chamber of Commerce and Emerald Bank working collaboratively in making Shepparton THE place to shop this Christmas.
- A survey conducted by the Australian National Retailers Association shows an average person will part with just over \$1,000 on Christmas gifts.
- For retail businesses, in 2012 Australians planned to buy the vast majority (70 per cent) of their Christmas gifts at bricks and mortar stores, with less than a third (30 per cent) of gifts planned to be purchased online.
- Bricks and mortar retail businesses expect their busiest shopping days to be the first Monday in December and between Thursday, 19 December and Saturday, 21 December. The hospitality sector expects their busiest periods to be between Friday, 20 December and Sunday, 22 December. The last Saturday before Christmas sparks panic buying.
- During the holiday season in 2012, 85% of consumers base their final purchase decision on price (retailbiz.com).
- Spending habits differ between men and women when it comes to Christmas gift-giving. Men spend an average of \$83 on their partners, while women spend only \$59 on their significant others. The average Australian parent is planning to spend more than \$330 each on their children.
- Research by eMarketer forecasts Christmas online shopping to increase 17% over last year. Cheaper online prices continue to lure customers away from traditional retailers.
- December 4 is the date most international online shopping retailers will end their 'shipping window', however, buying online from Australian-based stores many still arrive in time for Christmas.



## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

- The point of difference for traditional retailers (and SSM) is the opportunity to create “an experience” not just undertaking a transaction (online). You can also “try before your buy” and there’s no hassle with delivery and returns.
- In recent discussions with SSM stakeholders there is a **perception** that there is preferential treatment of some local businesses by SSM and that not everyone is receiving their value for money.

#### **Campaign goals:**

- To develop Christmas campaign with the aim of stimulating business for SSM members.
- To promote Shepparton as THE destination in regional Victoria to have an enjoyable shopping and holiday season experience.
- Create a point of difference and an emotional connection to the Shepparton brand.
- Assist in facilitating customer loyalty.
- To demonstrate support for SSM stakeholders.

#### **Campaign components:**

- CBD Santa’s Workshop – photos with Santa and gift wrapping.
- Activation - Full program of Christmas activities for the month of December – CBD, The Marketplace, Riverside Plaza and Emerald Bank.
- Promotion of Santa in Shepparton in the CBD, Marketplace and Riverside Plaza.
- TV, radio, print and online advertising in Greater Shepparton and regional towns within 200k radius:
  - Central Victoria (e.g. Bendigo, Echuca)
  - Northern Victoria (e.g. Benalla, Wangaratta, Mansfield)
  - Lower Hume Growth Corridor (e.g. Seymour, Wallan)
  - Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).
- Store door stickers – “Santa Shops Here”.
- In store competition.
- Online promotions of specific retailer offers.
- Complimentary parking in the CBD from Friday 13 to Tuesday 24 December 2013.
- Boxing Day sale advertising.

**Dates:** December 2013

**Budget:** \$130,000

#### **Outcomes:**

Campaign evaluation data was collected via an online survey that was conducted by SSM Ambassadors that were located in the CBD, Riverside Plaza and the Marketplace.

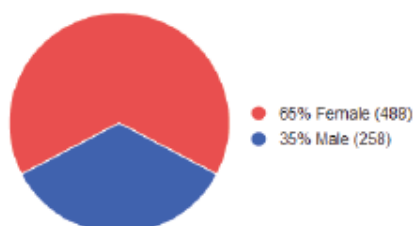
## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

## Analytics: Shepparton Show Me Christmas 2013

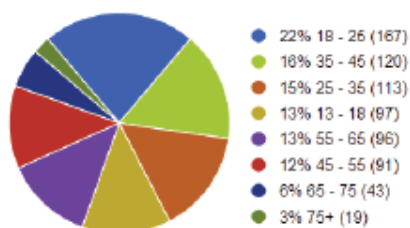
### 1. What is your gender?

Results based on 746 responses to this question



### 2. What is your age range?

Results based on 746 responses to this question



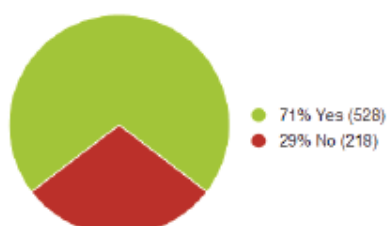
### 5. Was the complimentary parking an incentive to shop in the CBD today?

Results based on 746 responses to this question



### 6. Did you see or hear any of the Shepparton Show Me Christmas Advertising?

Results based on 746 responses to this question

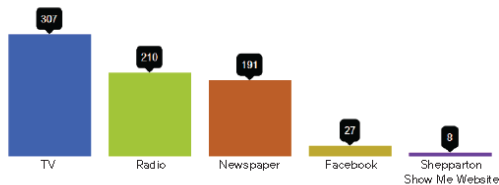


## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

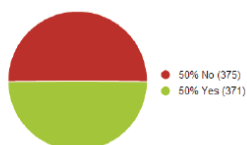
7. If yes, what advertising did you see or hear?

Results based on 746 responses to this question



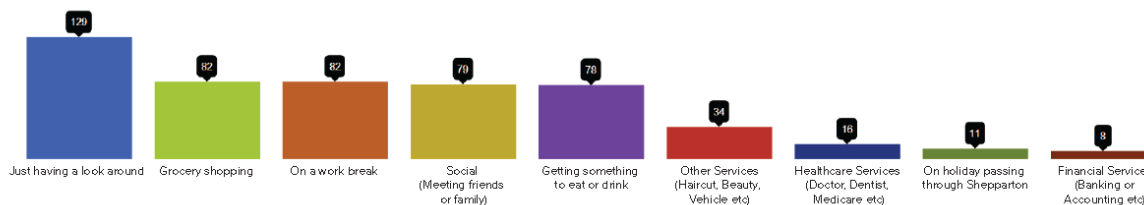
8. Are you shopping just for Christmas today?

Results based on 746 responses to this question

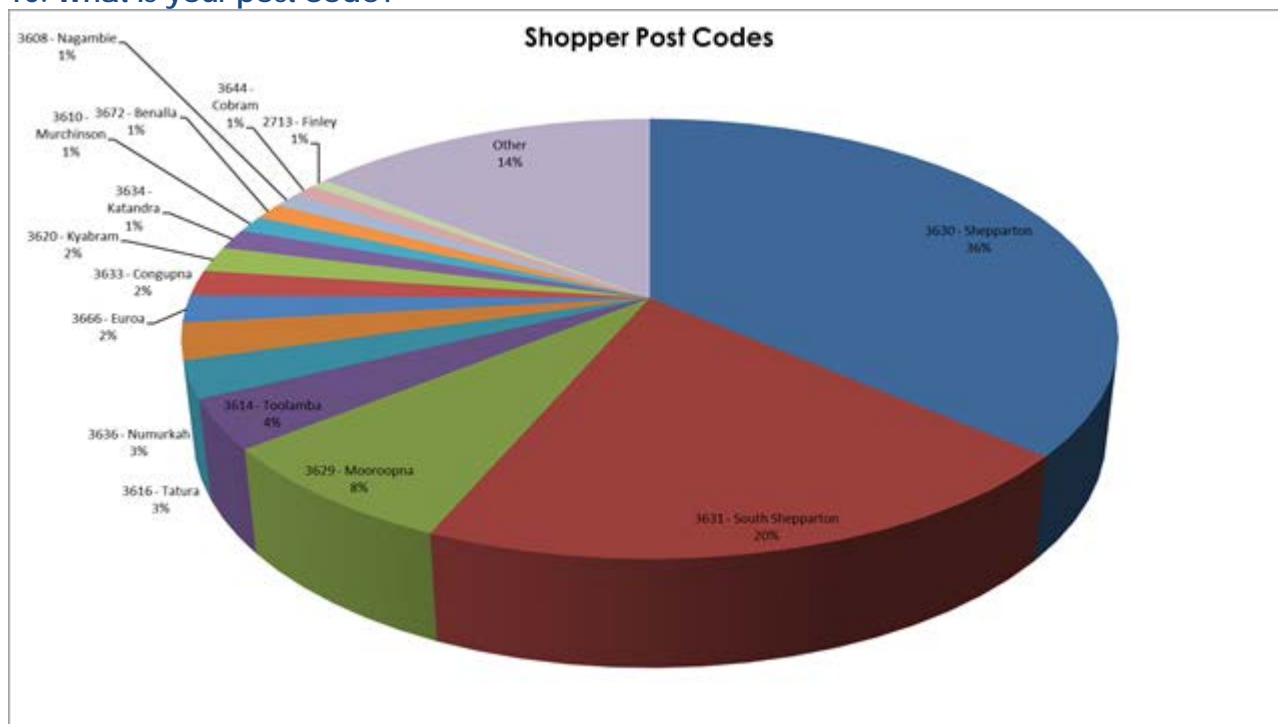


9. If not just shopping for Christmas, what else are you doing in the CBD today?

Results based on 746 responses to this question



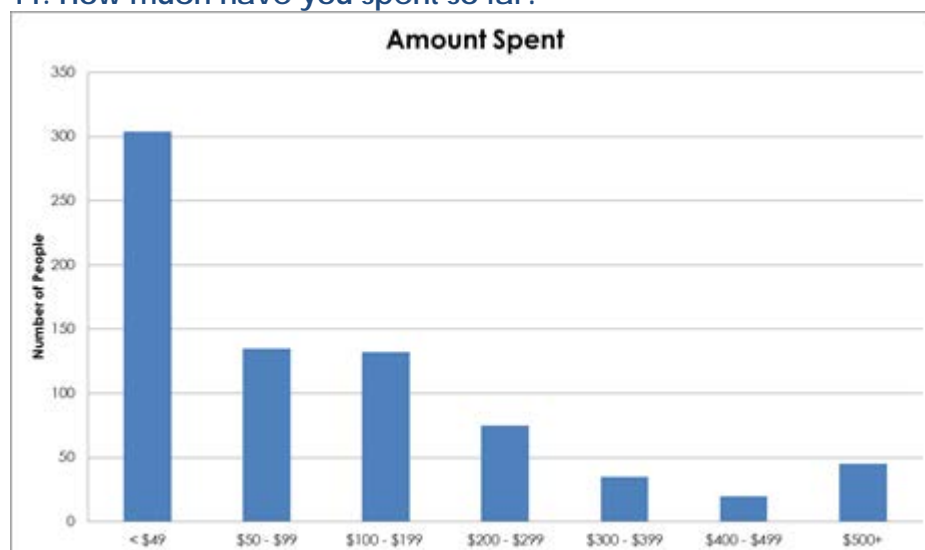
### 10. What is your post code?



## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

#### 11. How much have you spent so far?



#### Council Plan/Key Strategic Activity

SSM is consistent with the following Key Strategic Objectives within the Council Plan 2013-2017:

Goal 3: Economic Prosperity - Ensure that retail strategies deliver appropriate outcomes for the community.

#### Risk Management

Each campaign and initiative has to be thoroughly evaluated to determine the level of success and to assist with informing future activities. Evaluation methodology is used to ascertain this information and with outcomes reported at Shepparton Show Me Committee Meetings and in the Annual Report.

#### Policy Considerations

There are no policy considerations in relation to this report.

#### Financial Implications

	2013/2014 Approved Budget for this proposal*\$	This Proposal \$	Variance to Approved Budget \$	Comments
Revenue	\$646,083			22013/2014 SSM member levy
	\$384,106			2012/2013 carried forward as at June 30 2013
Expense	\$456,143.37			Campaigns, events, sponsored activities, program operations etc.

\* Amount shown in this column may equal one line item in budget or maybe a component of one budget line item.

#### Legal/Statutory Implications

There are no legal or statutory implications in relation to the information provided in this report.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

#### **Environmental/Sustainability Impacts**

There are no environmental or sustainability impacts in relation to this report.

#### **Social Implications**

One of SSM's objectives is to facilitate a culture that encourages government, business and the community to work together to grow Shepparton's prosperity.

#### **Economic Impacts**

The vision for SSM is to position Shepparton as the premier place in northern Victoria to do business, shop, dine, play and stay.

The mission of SSM is to advance the growth and development of business (retail and commercial) and services in Shepparton.

#### **Consultation**

Level of public participation	Promises to the public/stakeholders	Examples of techniques to use
Inform	SSM members	E-newsletters and emails.
Consult	SSM members	SSM member working group surveyed members to ascertain how they would like to be communicated with and involved.
Involve	SSM members	Face-to-face meetings with the SSM Marketing Co-ordinator.

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

#### **Strategic Links**

##### a) Greater Shepparton 2030 Strategy

The SSM Committee is an important component of the development and delivery of the Council's objectives for the enhancement of the Shepparton business community. The committee supports the retail strategies outlined in the Greater Shepparton 2030 plan.

##### b) Other strategic links

Shepparton Show Me is consistent with the following Key Strategic Objectives within the Council Plan 2013-2017:

Goal 3: Economic Prosperity - Ensure that retail strategies deliver appropriate outcomes for the community.

#### **Options for Consideration**

1. Not support the recommendation and no funds to be released this quarter.
2. Approval to release half or part of the quarterly instalment.
3. Approval to release the two quarterly instalments.

#### **Conclusion**

The quarterly report provides a comprehensive summary of the activities undertaken by SSM over the previous four months. Based on the results and outcomes achieved by SSM during this time, Quarter 1 and 2 funds to the value of \$322,734.50 inclusive of gst should be released. The release of the funds will assist SSM to continue to strategically position Shepparton as the premier place in north east Victoria to do business, shop, work, stay and play.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.2 Shepparton Show Me Quarterly Report - July - December 2013 (continued)

#### Attachments

- |   |          |
|---|----------|
| 1. SSM Annual General Meeting 0 August 2013         | Page 202 |
| 2. SSM Ordinary Meeting Minutes - 21 August 2013    | Page 204 |
| 3. SSM Ordinary Meeting Minutes - 18 September 2013 | Page 210 |
| 4. SSM Ordinary Meeting Minutes - 16 October 2013   | Page 214 |
| 5. SSM Ordinary Meeting Minutes - 20 November 2013  | Page 218 |
| 6. SSM Ordinary Meeting Minutes - 9 December 2013   | Page 225 |
| 7. SSM Financial Report - 31 May 2014               | Page 230 |

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.3 Shepparton Show Me Marketing and/or Advertising Services Panel of Providers

#### **Disclosures of conflicts of interest in relation to advice provided in this report**

Under section 80C of the *Local Government Act 1989* officers and persons engaged under a contract providing advice to Council must disclose any conflicts of interests, including the type and nature of interest.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

#### **Council Officers involved in producing this report**

**Author: Manager Marketing and Communications**

**Proof reader(s): Team Leader Marketing and Communications and Shepparton Show Me Marketing Co-ordinator**

**Approved by: Chief Executive Officer**

#### **Executive Summary**

At the Ordinary Council meeting held on 17 April 2012 a motion was successfully moved to formally review the Shepparton Show Me (SSM) initiative. Part of the conditions of the review included seeking legal advice regarding the marketing services contract, and based on that advice, take appropriate action.

The legal advice received recommended the termination of the current marketing services contract and that the SSM initiative no longer operate with a sole marketing services contractor.

As an alternative to the sole contractor model, SSM has undertaken a tendering process to appoint a panel of suppliers to provide the required marketing and advertising services to SSM.

As a result of the formal tendering process, the following tenderers were assessed and successfully met the selection criteria:

1. Cuckoo Creative
2. Alchemy Media
3. Dainton and Sons

#### **Moved by Cr Oroszvary Seconded by Cr Summer**

That the Council:

1. endorse the Shepparton Show Me Committee's recommendation to appoint the following agencies to the panel of providers for marketing and/or advertising services for Shepparton Show Me as per the tender assessment outcome:
  - Cuckoo Creative
  - Alchemy Media
  - Dainton and Sons
2. authorise the Chief Executive Officer to sign and seal the contract documents.

**CARRIED.**

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### **5.3 Shepparton Show Me Marketing and/or Advertising Services Panel of Providers (continued)**

#### **Contract Details**

The purpose of the SSM marketing and advertising panel of providers tender is threefold:

1. To establish a panel of providers to provide creative, production and media buying services for SSM.
2. To work with the panel providers to develop a two (2) year marketing plan that will assist in meeting the objectives of the SSM 2013 – 2018 Marketing Strategy.
3. To appoint a panel of providers to work with event organisers to market SSM sponsored events.

Preferred providers will be appointed to provide services for a period of three (3) years, with a view of a potential one by one year extension.

Work to be undertaken as part of the contract includes:

- Development of effective and creative promotional campaigns and activities that will support meeting the goals of the SSM 2013 – 2017 Marketing Strategy.
- Design and production of marketing collateral to support the execution of marketing campaigns and activities.
- Co-ordinate/facilitate activities or events to support the execution of marketing campaigns.
- Undertaking media buying to ensure that campaigns are targeted and effective.
- Evaluation of campaigns to assist in measuring effectiveness.

Applicants have the opportunity to tender for all or part of SSM Marketing and/or Advertising Services tender.

The tender application comprises of three core services:

1. Strategic marketing campaigns - creative design, production and/or media schedule.
2. Tactical marketing campaigns - creative design, production and/or media schedule.
3. Advertising services - provision of advertising planning and buying services -inclusive of but not limited to radio, TV, print and press, digital media, billboard and outdoor signage (static and mobile), direct mail, in-store and/or street advertising.

The funds available to be used to contract the services of the panel is:

- Year 1: \$400,000 - \$500,000 inclusive of creative, production and media buying (inclusive of the Summer and City Winter Markets).
- Year 2: \$300,000 - \$360,000 inclusive of creative, production and media buying (inclusive of the Summer and City Winter Markets).

Contractors will be required to provide an evaluation report following the implementation of each campaign and/or activity.

Contractors will be required to provide all design files following the development of each campaign.

Contractors will be required to attend regular meetings with SSM in the development of campaign concepts and reporting.

A total of 38 agencies downloaded the tender documents from Tenderlink. Questions were received as to whether a “pitch fee” would be offered as part of the shortlisting presentation process. All agencies were advised that a pitch fee was not available.



## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.3 Shepparton Show Me Marketing and/or Advertising Services Panel of Providers (continued)

Four tender applications were received from:

1. Dainton and Sons
2. Sasi Marketing and Communications
3. Alchemy Media
4. Cuckoo Creative

All four tenderers were shortlisted and invited to present to the evaluation panel.

As part of the tendering process shortlisted tenderers were required to make a formal presentation to the evaluation panel to assist with decision making.

Shortlisted tenderers were required to present a creative design, indicative advertising schedule, advertising and production costs (including printing) and evaluation methodology for:

- A strategic campaign
- A tactical campaign

Creative briefs were provided to tenderers to assist with their presentation. This process also assisted with the evaluation process.

Following the shortlisting process the recommended tenders based on total weighted scores are:

1. Cuckoo Creative
2. Alchemy Media
3. Dainton and Sons

It is therefore recommended that the successful tenderers be appointed to the panel of suppliers for the provision of marketing and/or advertising services for SSM.

#### **Tenders**

Tenders were received from:

Tenderers
Cuckoo Creative
Alchemy Media
Dainton and Sons
Sasi Marketing and Communications

#### **Tender Evaluation**

Tenders were evaluated by:

Title	Branch
Barry Smith	SSM Committee Member -Business Representative
Morry McKellar	SSM Committee Member -Business Representative
Carrie Donaldson	Arts, Events and Tourism
Rebecca Dalton	Procurement
Mat Innes-Irons	Shepparton Show Me
Fiona Le Gassick	Marketing and Communications

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.3 Shepparton Show Me Marketing and/or Advertising Services Panel of Providers (continued)

#### Evaluation Criteria

Tenders were evaluated on the following criteria:

Evaluation Criteria	Weighting
Price	40%
Alignment with Marketing Strategy Goals	15%
Creativity/Innovation /Freshness	15%
Experience & Project Delivery	10%
Environmentally Sustainable Purchases	10%
Customer Service	5%
Quality Management & OHS	5%

#### Council Plan/Key Strategic Activity

##### 1. Active and Engaged Communities (Social)

1.1 Continue to enhance community capacity building

##### 3. Economic prosperity (Economic)

3.2 Ensure retail strategies deliver appropriate outcomes for the community.

#### Risk Management

No risks have been identified in relation to this report.

#### Policy Considerations

There are no policy considerations in relation to this report.

#### Financial Implications

	2014/2015 Approved Budget for this proposal* \$	This Proposal \$	Variance to Approved Budget \$	Comments
Expense	Year 1: \$400,000 - \$500,000			SSM currently has unspent funds from the 2012/2013 financial year. These funds will now be used to invest in some strategic marketing collateral. This will assist SSM in meeting its strategic goals and enables SSM to undertake a broader approach to marketing. SSM is eager to create a SSM app. E.g. the creation and monitoring of the app is approximately \$160,000 including promotions and prizes.
	Year 2: \$300,000 - \$360,000			

\* Amount shown in this column may equal one line item in budget or maybe a component of one budget line item.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.3 Shepparton Show Me Marketing and/or Advertising Services Panel of Providers (continued)

#### **Legal/Statutory Implications**

Tender process has been carried out according to the requirements of *Section 186* of the *Local Government Act 1989*.

#### **Environmental/Sustainability Impacts**

Environmental purchasing featured as one of the selection criteria for the tender process.

#### **Strategic Links**

##### a) Greater Shepparton 2030 Strategy

##### *5. Economic Development*

- Maintaining and Enhancing Shepparton CBD's Role as a Regional Centre
- A network of activity centres
- To revitalise the CBD of Shepparton
- To have a hierarchy of viable commercial/retail centres by retaining local and visitor spending within the municipality

##### b) Other strategic links

Shepparton Show Me is consistent with the following Key Strategic Objectives within the Council Plan 2013-2017:

*Goal 3: Economic Prosperity* - Ensure that retail strategies deliver appropriate outcomes for the community.

#### **Options for Consideration**

1. Endorse the recommendation for Shepparton Show Me Committee to appoint the following agencies to the panel of providers for marketing and/or advertising services for Shepparton Show Me as per the tender assessment outcome:
  - Cuckoo Creative
  - Alchemy Media
  - Dainton and Sons
2. Not endorse the recommendation.
3. Selected to endorse the appointment of some of the recommended tenderers.
4. Request that an alternative tendering process is undertaken.

#### **Conclusion**

The panel of suppliers for the provision of marketing and advertising services is a good alternative to that of the sole contractor model which was discontinued based on legal advice.

A robust tendering process was undertaken to ensure that the most suitable agencies be appointed to provide the necessary services to SSM. The panel of suppliers provides SSM with the necessary capacity to successfully execute the 2013 – 2017 strategic marketing plan, while adhering to Council's procurement requirements.

#### **Attachments**

Nil.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.4 Appointment of Shepparton Show Me Committee Members and Amendments to the Committee Delegation Guidelines

#### **Disclosures of conflicts of interest in relation to advice provided in this report**

Under section 80C of the *Local Government Act 1989* officers and persons engaged under a contract providing advice to Council must disclose any conflicts of interests, including the type and nature of interest.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

#### **Council Officers involved in producing this report**

**Author: Manager Marketing and Communication**

**Proof reader(s): Team Leader Marketing and Communications and Shepparton Show Me Marketing Co-ordinator**

**Approved by: Chief Executive Officer**

#### **Executive Summary**

The terms of four current Shepparton Show Me (SSM) Committee members are due to expire on 16 July 2014. Expressions of interest for the four available positions were advertised with 10 applications being received.

The voting members of the Shepparton Show Me Committee assessed the applications against the selection criteria and are recommending that John Montagner, Barry Smith, Shane Sali and Peter Radevski be appointed to the Committee.

With SSM now operating a series for working groups, the remaining six applicants will be invited to join a working group of their choice.

During the assessment of the Committee membership applications it was identified that the SSM Committee Delegation Guidelines need to be amended to put a limit on the number of terms a Committee member can sit. In doing so this ensures that new members will be regularly welcomed to join the SSM Committee.

**Moved by Cr Oroszvary  
Seconded by Cr Patterson**

That the Council:

1. having considered the applications received for appointment to the Shepparton Show Me Committee, appoint Shane Sali and Peter Radevski for a period of two years expiring on the 17 July 2016, and John Montagner and Barry Smith for a period of 12 months expiring on the 17 July 2015.
2. endorse the amendment to the Shepparton Show Me Committee Delegation Guidelines *Section 8 – Committee Membership* to state that appointed business and industry Committee members are eligible to sit a maximum of two consecutive terms.

**CARRIED.**

#### **Background**

The guidelines applying to the SSM Committee outlines that members will be appointed to the Committee for a period of two years with 50 per cent of the Committee positions being eligible for nomination every 12 months.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### **5.4 Appointment of Shepparton Show Me Committee Members and Amendments to the Committee Delegation Guidelines (continued)**

The terms of four current SSM Committee members are due to expire on 16 July 2014.

Expressions of Interest for the four available Committee positions were placed in the public notices section of the Shepparton News on Friday 6 June 2014 and Wednesday 11 June 2014 and The Adviser on Wednesday 11 June 2014. The availability of positions was further promoted via the SSM website and direct email to SSM levy paying members.

Applications for the positions closed at 5.00pm on Friday 13 June 2013.

Ten expressions of interests were received.

A closed discussion was held at 16 June 2014 SSM Ordinary Committee Meeting to assess the applications. The Committee endorsed the applications received from John Montagner, Barry Smith, Shane Sali and Peter Radevski. The remaining applicants are to be invited to participate in one of the three working groups/sub-committees – marketing, member engagement and sponsorship.

As stated in the guidelines applying to the delegation of authority to the Shepparton Show Me Committee of Management, section 8 outlines committee membership stating that:

- 8.1 *The Committee shall comprise up to eight members, representative of the Greater Shepparton business community, two Councillors and a member of the Executive, appointed by resolution of the Council.  
One of the two Councillors appointed by the Council will be appointed as Chairperson of the Committee by the Council.*
- 8.2 *Members will be appointed for a period of two years (but may be removed by the Council at any time). Nominations will take place each year, with 50 per cent of the Committee positions eligible for nomination every 12 months. A member of the Committee shall be eligible for re-appointment at the expiration of his or her period of office.*
- 8.3 *The Council will call for registrations of interest from the community by way of a notice in the public notices section of a local newspaper before appointing business community representatives to the Committee.*

As per the guidelines, nominations to join the SSM Committee were advertised in the Public Notices section.

Expressions of Interest were received and evaluated according to certain criteria which included:

- Established networks with a range of Shepparton businesses
- An innovative and creative approach to problem solving
- A willingness to work in a team environment
- An understanding of marketing and advertising
- Business planning and financial management skills
- An understanding of business issues across a broad range of industry sectors
- Ability to regularly attend monthly meetings
- Potential conflicts of interest

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.4 Appointment of Shepparton Show Me Committee Members and Amendments to the Committee Delegation Guidelines (continued)

The assessment was conducted by the following Shepparton Show Me Committee members:

- Cr Les Oroszvary
- Cr Fern Summer
- Johann Rajaratnam – GSCC Director Sustainable Development
- Clinton Tilley
- Gerard Bruinier
- Morry McKellar
- Malcolm Blake

The panel reviewed the applications, assessing them against the selection criteria and endorsing John Montagner, Barry Smith, Shane Sali and Peter Radevski for appointment.

#### **RECOMMENDATION**

The Shepparton Show Me Committee moved that the application of John Montagner for the appointment of Committee Member for a term of one year be accepted.

**Moved: Clinton Tilley**

**Seconded: Morry McKellar  
CARRIED**

#### **RECOMMENDATION**

The Shepparton Show Me Committee moved that Barry Smith be appointed as Committee Member for a term of one year.

**Moved: Clinton Tilley**

**Seconded: Morry McKellar  
CARRIED**

#### **RECOMMENDATION**

The Shepparton Show Me Committee moved that the application of Shane Sali for the appointment of Committee Member for a term of two years be accepted.

**Moved: Clinton Tilley**

**Seconded: Morry McKellar  
CARRIED**

#### **RECOMMENDATION**

The Shepparton Show Me Committee moved that the application of Peter Radevski for the appointment of Committee Member for a term of two years be accepted.

**Moved: Clinton Tilley**

**Seconded: Morry McKellar  
CARRIED**

As part of the assessment process it was identified that currently there are no restrictions on the number of terms Committee members can apply for or sit. It was determined that a maximum number of terms be stipulated to ensure that there are a succession of new members.

#### **RECOMMENDATION**

The Shepparton Show Me Committee moved that the Guidelines – Committee Delegations be amended to include that Committee Members are able to sit a maximum of two consecutive terms (four years).

**Moved: Clinton Tilley**

**Seconded: Morry McKellar  
CARRIED**

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### **5.4 Appointment of Shepparton Show Me Committee Members and Amendments to the Committee Delegation Guidelines (continued)**

#### **Council Plan/Key Strategic Activity**

This proposal is consistent with the Council Plan 2013-2017:

#### **Goal 3: Economic Prosperity (Economic)**

1. Maximise opportunities to ensure Greater Shepparton leads Victoria, retaining and attracting education and industry.
2. Ensure that retail strategies deliver appropriate outcomes for the community.

#### **Risk Management**

The appointment of replacement members through formal resolution of the Council reduces governance risks by ensuring that all members appointed to a committee are covered by the Council's public liability insurance.

The review panel assessed the applicants based on their responses to the selection criteria and have ensured their recommendations for committee members are representative of the broader business community.

#### **Policy Considerations**

There are no policy considerations in relation to this report.

#### **Financial Implications**

There are no financial implications associated with this proposal.

#### **Legal/Statutory Implications**

The proposal conforms to legislation set out in section 86(2) of the Local Government Act 1989 – a Council may appoint members to a special committee and may at any time remove a member of a special committee.

#### **Environmental/Sustainability Impacts**

There are no environmental/sustainability impacts associated with this proposal.

#### **Social Implications**

There are no social implications associated with this proposal.

#### **Economic Impacts**

There are no economic impacts associated with this proposal.

#### **Consultation**

Level of public participation	Promises to the public/stakeholders	Examples of techniques to use
Inform	Availability of four Committee positions for either a two or one year term.	Public notes. SSM website promotion. Email to SSM members.

#### **Strategic Links**

##### **a) Greater Shepparton 2030 Strategy**

The SSM Committee is an important component of the development and delivery of the Council's objectives for the enhancement of the Shepparton business community. The Committee supports the retail strategies outlined in the Greater Shepparton 2030 plan.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### **5.4 Appointment of Shepparton Show Me Committee Members and Amendments to the Committee Delegation Guidelines (continued)**

#### **b) Other strategic links**

As per the revised Economic Development Action Plan, Shepparton Show Me supports its objective of supporting the role and viability of the Shepparton CBD as the premier centre serving the region. Shepparton Show Me also supports promoting the area as a destination to live, work and invest, which also is a key objective found in the strategy.

#### **Options for Consideration**

1. Endorse the recommendations with or without amendment.
2. Choose not to endorse the recommendations.

#### **Conclusion**

The appointment of John Montagner, Barry Smith, Shane Sali and Peter Radevski provides a good mix of existing and new Committee members which will ensure that existing projects get followed through as well as creating the opportunity for new ideas and opinions to be embraced.

The appointment of Peter Radevski further diversifies the industry sectors that are represented on the Committee, while Shane Sali represents a successful local family business that consistently responds to market changes and demands to ensure continued business success. It is anticipated that they will be strong contributors to the SSM initiative.

The amendment to the SSM Committee Delegation Guidelines has merit in ensuring that fresh leadership and ideas are generated and will see SSM continue to be relevant, responsive and contemporary.

#### **Attachments**

Shepparton Show Me Committee Delegations Guidelines Page 232



## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.5 Committees of Management - Membership

#### **Disclosures of conflicts of interest in relation to advice provided in this report**

Under section 80C of the *Local Government Act 1989* officers and persons engaged under a contract providing advice to Council must disclose any conflicts of interests, including the type and nature of interest.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

#### **Council Officers involved in producing this report**

**Author: Acting Committees Liaison Officer**

**Proof reader(s): Acting Manager Corporate Performance**

**Approved by: Acting Manager Corporate Performance**

#### **Executive Summary**

At the Ordinary Council Meeting held on 19 June 2012, ten members were appointed to the Caniambo Hall Committee of Management for a term of two years expiring on 19 June 2014.

At the Ordinary Council Meeting held on 19 June 2012 ten members were appointed to the Dhurringile Recreation Reserve and Community Centre Committee of Management for a term expiring on 19 June 2014. An additional member was co-opted to the committee at the Ordinary Council Meeting held on 17 September 2013.

At the Ordinary Council Meeting held on 19 June 2012 five members were appointed to the Murchison Community Centre Committee of Management for a term expiring on 19 June 2014. An additional member was co-opted to the committee at the Ordinary Council Meeting held on 17 July 2012.

As the term of office for all of these members have expired, it is necessary that new committees be appointed to manage the facility. This report recommends that a new committee be appointed for each of the committees for a two year term.

#### **Moved by Cr Patterson**

#### **Seconded by Cr Adem**

That the Council:

1. having considered the nominations received for appointment to the Dhurringile Recreation Reserve Committee of Management, appoint the following members for a term of two years commencing on 16 July 2014:

- Sharon MCCARTHY
- Tony MCCARTHY
- Martin BAUBER
- Keith SMITH
- Frank NIGLIA
- Steven CHESSELLS
- Jodie BRISBANE
- Mark BRISBANE

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.5 Committees of Management - Membership (continued)

2. having considered the nominations received for appointment to the Caniambo Hall Committee of Management, appoint the following members for a term of two years commencing on 16 July 2014:
  - Douglas MASON
  - Raelene MASON
  - Colin MCPHERSON
  - Ivan FREDERICK
  - Wesley GIBBS
  - Lionel GIBBS
  - Shirley KEAT
  - Ronald KEAT.
  
3. having considered the nominations received for appointment to the Murchison Community Centre Committee of Management, appoint the following members for a term of two years commencing on 16 July 2014:
  - Fiona NEWTON
  - Ian MCCAULY
  - Martyn MORRIS
  - Tino CATANIA
  - Bruce BRISBANE.
  
4. resolve that all members (who are not Councillors or nominated Officers) of the Caniambo Hall Committee of Management, Dhurringile Recreation Reserve and Community Centre Committee of Management and Murchison Community Centre Committee of Management continue to be exempt from the requirement to complete Interest Returns in exercise of power granted to Council under section 81(2A) of the *Local Government Act 1989*.

**CARRIED.**

### **Background**

#### Caniambo Hall Committee of Management

The term of office for the current members of the Caniambo Hall Committee of Management is due to expired on 19 June 2014. It is therefore necessary for Council to appoint the new committee members to manage the facility over the two year appointment.

#### Dhurringile Recreation Reserve Committee of Management

The term of office for the current members of the Dhurringile Recreation Reserve Committee of Management expired on 19 June 2014. It is therefore necessary for Council to appoint the new committee members to manage the facility over the two year appointment.

#### Murchison Community Centre Committee of Management

The term of office for the current members of the Murchison Community Centre Committee of Management expired on 19 June 2014. It is therefore necessary for Council to appoint the new committee members to manage the facility over the two year appointment.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.5 Committees of Management - Membership (continued)

A public notice calling for applications from community members who are interested in joining the committee was placed in the Shepparton News on Friday 13 June 2014 and Friday 20 June 2014. Letters were also sent to the outgoing members of the committee inviting them to apply for another term on the committee.

#### Interest Return Exemption

In accordance with the resolution passed at an Ordinary Council Meeting, it is recommended that the exemption from completing Interest Returns by members of the section 86 Committee members. It is requested this this be extended to include the new members being appointed to these committees.

#### **Council Plan/Key Strategic Activity**

This proposal supports the following goals of the *Council Plan 2013-2017*:

- Goal 1 – Active & Engaged Community (Social)
- Goal 4 – Quality Infrastructure (Built)
- Goal 5 – High Performance Organisation (Leadership and Governance)

#### **Risk Management**

Risks	Likelihood	Consequence	Rating	Mitigation Action
Governance risk associated with the delegation of Council powers to a committee	Possible	Major	High	The appointment of members by formal resolution of the Council reduces governance risks by ensuring that all members of to a committee are covered by Council's public liability insurance.

#### **Policy Considerations**

There are no conflicts with existing Council policies.

#### **Financial Implications**

There are no financial implications arising from this proposal.

#### **Legal/Statutory Implications**

All of Council's Committees of Management have been established under section 86 of the *Local Government Act 1989* and have been issued with an Instrument of Delegation and Guidelines outlining their responsibilities.

The appointment and rescission of members of these committees by formal resolution of the Council ensures that the powers, functions and duties delegated to these committees are able to be exercised legally.

#### **Environmental/Sustainability Impacts**

There are no environmental or sustainability impacts arising from this proposal.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.5 Committees of Management - Membership (continued)

#### **Social Implications**

The appointment of community members to committees helps to build a sense of community by increasing stakeholder participation and giving community members a greater sense of pride and involvement in their local community.

#### **Economic Impacts**

There are no economic impacts arising from this proposal.

#### **Consultation**

A public notice calling for applications from community members who are interested in joining the Dhurringile Recreation Reserve and Community Centre Committee of Management, Caniambo Hall Committee of Management and Murchison Community Centre Committee of Management were placed in the Shepparton News on Friday 13 June 2014 and Friday 20 June 2014. Letters were also sent to the outgoing members of the committees inviting them to apply for another term on the committee.

Level of public participation	Promises to the public/stakeholders	Examples of techniques to use
Inform	Keep informed	<ul style="list-style-type: none"> <li>• Newspaper advertisements</li> <li>• Website announcement</li> <li>• Letter to outgoing committee members</li> </ul>
Consult	Informed, listen, acknowledge	Council will consult with its committees prior to making decisions that relate to the relevant facilities.
Involve	Work together. Feedback is an input into decision making.	Committees provide an important source of feedback for Council to manage the facilities.
Collaborate	Feedback will be incorporated into decisions to the maximum level possible.	Council collaborates with its committees prior to making decisions that relate to the relevant facilities.
Empower	We will implement what the public decide.	Committees of Management have delegated powers to make decisions in relation to the day to day management of the facilities that they are responsible for.

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

#### **Strategic Links**

##### a) Greater Shepparton 2030 Strategy

There are no direct links to the *Greater Shepparton 2030 Strategy*.

##### b) Other strategic links

No other strategic links have been identified.

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### **5.5 Committees of Management - Membership (continued)**

#### **Options for Consideration**

Council could choose not to appoint members to Caniambo Hall, Dhurringile Recreation Reserve & Community Centre and Murchison Community Centre Committee of Management but this would leave the facilities without a committee of management and thus they would need to be directly managed by Council officers.

Council could also choose not to appoint some of the applicants to either committee. However, in accordance with the Guidelines applying to the Instrument of Delegation to the committee, there is a requirement to be a minimum of five members appointed to a Committee of Management at any time.

#### **Conclusion**

It is recommended that all of the nominated applicants be appointed to the Dhurringile Recreation Reserve and Community Centre Committee of Management, Caniambo Hall Committee of Management and Murchison Community Centre Committee of Management.

#### **Attachments**

Nil

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.6 Contracts Awarded Under Delegation Report - July 2014

#### **Disclosures of conflicts of interest in relation to advice provided in this report**

Under section 80C of the *Local Government Act 1989* officers and persons engaged under a contract providing advice to Council must disclose any conflicts of interests, including the type and nature of interest.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

#### **Council Officers involved in producing this report**

**Author: Procurement Officer**

**Proof reader(s): Acting Manager Corporate Performance**

**Approved by: Acting Manager Corporate Performance**

#### **Executive Summary**

To inform the Council of publicly advertised contracts awarded by the Chief Executive Officer, Directors and Managers under delegated authority of the Council during the period June 2014 to July 2014. The report also provides details of the status of requests for tenders that have not yet been awarded.

**Moved by Cr Polan**

**Seconded by Cr Oroszvary**

That the Council notes the publicly advertised contracts awarded by the Chief Executive Officer, Directors and Managers under delegated authority and tenders that have been advertised but not yet awarded.

**CARRIED.**

#### **Tendered Contracts Awarded under Delegated Authority by the CEO**

<b>Contract Number</b>	<b>Contract Name</b>	<b>Contract details, including terms and provisions for extensions</b>	<b>Value inclusive of GST</b>	<b>Awarded to</b>
1507	Baldock St Drainage, Dookie	Lump sum contract for the civil works associated with the Baldock Street Drainage Upgrade (Dookie)	\$212,293.97	Tactile Australia P/L – trading as One Stop Civil

#### **Tendered Contracts Awarded under Delegated Authority by the Director**

<b>Contract Number</b>	<b>Contract Name</b>	<b>Contract details, including terms and provisions for extensions</b>	<b>Value inclusive of GST</b>	<b>Awarded to</b>
1526	Powerline Tree Pruning 2014	Lump sum contract for Powerline Tree pruning services in the Shepparton, Mooroopna & Tatura declared areas	\$85,926.50	Sky Rider Tower Hire

## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.6 Contracts Awarded Under Delegation Report - July 2014 (continued)

#### Tendered Contracts Awarded under Delegated Authority by the Manager

Contract Number	Contract Name	Contract details, including terms and provisions for extensions	Value inclusive of GST	Awarded to
1510	Provision of Design and Construction Management of Central Park Recreation Reserve Sewerage System	Lump sum contract for Design and Construction/Management of Central Avenue Sewerage System services.	\$35,860.00	Bundalaguah Engineering

#### Requests for Tenders advertised but not yet awarded

Contract No.	Contract Name	Contract detail, including terms and provisions for extensions	Status
1480	Aquamoves Cogeneration Plant	Lump sum contract for the, supply and installation of Cogeneration Plant in the Shepparton Aquamoves Aquatic Centre	Tender closed 26 March 2014. Tenders have been evaluated and will be signed under delegation. Further information was required from consultant and has now been approved and will be awarded with contracts being sent out for signing. Approved to be awarded, awaiting contractors signature.
1501	Outsourced Travel and Accommodation Bookings Provider 2014	Provision of a centralised, outsourced travel and accommodation booking process for a three year contract with a possible one year extension.	Tender closed 26 March 2014. Tenders currently being evaluated and will be signed under delegation. Contract negotiations have now been completed. Contract is being prepared and sent out for signing.
1466	Kerbside Waste, Recyclables and Organics Collection	Lump sum contract for Kerbside Waste, Recyclables and Organics Collection	Tender closed 4 June 2014. Tenders currently being evaluated.
1467	Recyclables Acceptance and Sorting	Lump sum contract for Recyclables Acceptance and Sorting	Tender closed 4 June 2014. Tenders currently being evaluated.
1468	Organics Acceptance and Processing	Lump sum contract for Organics Acceptance and Processing	Tender closed 4 June 2014. Tenders currently being evaluated.

**5. OFFICE OF THE CHIEF EXECUTIVE OFFICER**
**5.6 Contracts Awarded Under Delegation Report - July 2014 (continued)**

<b>Contract No.</b>	<b>Contract Name</b>	<b>Contract detail, including terms and provisions for extensions</b>	<b>Status</b>
1524	GVW Water Main Reticulation - Verney Road Stage 1 - Ford Road to Hawkins Street, Shepparton	Lump sum contract for the relocation & upgrade of GVW water main – Verney road upgrade, Shepparton	Tender closed 4 June 2014. Tenders currently being evaluated. Successful tenderer has been selected and contract has been prepared and sent for signing.
1465	Panel of Suppliers - Home Safety Services	Provision and Installation of Home Safety and Modification Services within the City of Greater Shepparton for an initial one year contract with a possible one year extension.	Tender closed 4 June 2014. Tenders currently being evaluated.
1521	Shepparton Library Redevelopment - Construct	Lump sum contract for the construction works associated with the Shepparton Library Redevelopment (Construct).	Tender closed 11 June 2014. Tenders currently being evaluated.
1530	Construction of Toilet Block at Deakin Reserve, Harold Street, Shepparton	Lump sum contract for the construction of toilet block at Deakin Reserve, Harold Street, Shepparton	Tender closed 18 June 2014. Tenders currently being evaluated.
1429	Provision of Temporary Placements and Contractors	Provision of Temporary Placements and Contractors. Panel of Suppliers Contract with an initial contract term of 3 years with a possible 1 x 1 x 1 extension.	Tender closed 9 July 2014.
1503	Provision of Early Intervention Services	Provision of Early Intervention Services. Panel of Suppliers Contract with an initial contract term of 1 year with a possible 1 x 1 x 1 extension.	Tender closed 9 July 2014.
1533	Goulburn Valley Collaborative Alliance Service Planning	Lump sum contract for the provision of Goulburn Valley Regional Collaborative Alliance is calling for tenders to develop a service planning framework within the organisations.	Tender closes 23 July 2014.



## 5. OFFICE OF THE CHIEF EXECUTIVE OFFICER

### 5.6 Contracts Awarded Under Delegation Report - July 2014 (continued)

#### **Policy Considerations**

Through the *Instrument of Delegation to the Chief Executive Officer* the Council has delegated authority to the Chief Executive Officer to award a contract up to the value of \$750,000 including GST.

The Council through the *Exercise of Delegations Policy* has delegated authority to the Directors to approve a contract up to the value of \$150,000 for goods and services and \$200,000 for works.

#### **Legal/Statutory Implications**

Section 186 of the *Local Government Act 1989* (the Act) establishes the requirements for tendering and entering into contracts.

Section 186(1) of the Act requires that before Council enters into a contract for the purchase of goods or services to the value of \$150,000 or more, or for the carrying out of works to the value of \$200,000 or more, it must give public notice of the purpose of the contract and invite tenders or expressions of interest from any person wishing to undertake the contract.

#### **Conclusion**

It is important that decisions and actions taken under delegation be properly documented and transparent in nature. The report details the publicly advertised contracts awarded by the Chief Executive Officer, Directors and Managers under delegated authority of the Council during the period June 2014 to July 2014.

#### **Attachments**

Nil

## 6. COMMUNITY DIRECTORATE

### 6.1 Shepparton Art Museum Advisory Committee - Appointment of Community Members and Endorsement of Revised Terms of Reference

#### **Disclosures of conflicts of interest in relation to advice provided in this report**

Under section 80C of the *Local Government Act 1989* officers and persons engaged under a contract providing advice to Council must disclose any conflicts of interests, including the type and nature of interest.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

#### **Council Officers involved in producing this report**

**Author:** Shepparton Art Museum Director

**Proof reader(s):** Manager Arts, Events & Tourism

**Approved by:** Director Community

**Other:** Shepparton Art Museum Advisory Committee, Team Leader Governance

#### **Executive Summary**

The purpose of the Shepparton Art Museum Advisory Committee is to facilitate and support the Art Museum in its mission to create excellent visual art experiences and to grow and care for the art collection.

There is a need to review and update the terms of reference to reflect the current Greater Shepparton City Council format. In addition there has been a vacancy of two Community Representative positions following the resignation of Kris Medson and Heather Van Harrwarden. Under the terms of reference the Advisory Committee is required to advertise for these vacant community members to be appointed. The Committee received two expressions of interest and John Lawry and Rosa Purbrick are nominated by the Committee for appointment.

#### **Moved by Cr Polan**

#### **Seconded by Cr Patterson**

That the Council:

1. adopt the revised Terms of Reference for the Shepparton Art Museum Advisory Committee, and
2. endorse the appointment of the nominated Community Representatives – Rosa Purbrick and John Lawry to the Shepparton Art Museum Advisory Committee in accordance with the Terms of Reference for a period of up to three years.

**CARRIED.**

#### **Background**

The Shepparton Art Museum (SAM) Advisory Committee exists to provide community support to the Art Museum in its goal of providing excellent visual art experiences to residents and visitors to the region. Its primary objective is to ensure the collection policy and strategy of the Art Museum is followed.

## 6. COMMUNITY DIRECTORATE

### **6.1 Shepparton Art Museum Advisory Committee - Appointment of Community Members and Endorsement of Revised Terms of Reference (continued)**

The Terms of Reference for the SAM Advisory Committee has not been reviewed for some years and appointment procedures and process needed to be clarified and formalised. The central change to the Terms of Reference is the appointment of community members being formally endorsed by Council. Additional changes include a statement of independence from the SAM Foundation, a commitment to support the Foundation, and clarification around the appointment of the President of the Friends of SAM and a second Friends representative.

The attached Terms of Reference has been formatted to meet the current Council requirements.

#### **Council Plan/Key Strategic Activity**

Active & Engaged Community (Social)

The SAM Advisory Committee provides a transparent way for the community to be involved with the growth of the art collection. It creates a learning and development opportunity for members and is an integral way the community is able to be part of and engaged with the activities of the Art Museum. In particular the work of the Committee contributes to the following strategic activities from the Greater Shepparton Council Plan;

4. Provide sustainable community services to our community.
5. Embrace and strengthen cultural harmony and diversity.
6. Value Arts Culture and Heritage as an integral part of our dynamic community.

#### **Risk Management**

There are no identified risks associated with the proposed changes. The changes give the Council responsibility of veto with respect to proposed representation on the SAM Advisory Committee.

#### **Policy Considerations**

There is no impact on existing policies as a result of the proposed changes to the terms of reference.

#### **Financial Implications**

There are no financial implications as a result of the proposed changes.

#### **Legal/Statutory Implications**

There are no legal implications as a result of the proposed changes.

#### **Environmental/Sustainability Impacts**

There are no environmental or sustainability impacts as a result of the proposed changes.

#### **Social Implications**

It will be beneficial to community volunteers supporting SAM through representation on the Advisory Committee to be formally acknowledged and endorsed by the Council.

#### **Economic Impacts**

There are no economic implications as a result of the proposed changes.

## 6. COMMUNITY DIRECTORATE

### **6.1 Shepparton Art Museum Advisory Committee - Appointment of Community Members and Endorsement of Revised Terms of Reference (continued)**

#### **Consultation**

Consultation for this report has been undertaken with the existing SAM Advisory Committee who is a representative body comprising members of the Friends of SAM, independent community representatives and chaired by Councillor Michael Polan. The Committee has discussed the amended terms of reference and unanimously endorsed the changes.

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

#### **Strategic Links**

##### **a) Greater Shepparton 2030 Strategy**

The proposal is in line with the GS 2030 Strategy, report no 3. Community Life Objective 2, 'To encourage and implement activities that will strengthen community spirit' and Economic Development Objective 2.' To develop the Shepparton CBD as the regional centre for commerce and entertainment.

#### **Options for Consideration**

1. Do nothing. The SAM Advisory Committee continue to appoint members without Council approval.
2. Adopt the Terms of Reference with desired amendments.
3. Adopt the amended Terms of Reference as recommended.

#### **Conclusion**

SAM Advisory Committee members fulfil voluntary positions and self-nominate to join the Committee. The amended Terms of Reference update the document into the current format and provide the Council with power of appointment based on the recommendations of the Advisory Committee. Formalising this process will provide volunteers with the endorsement and support of the Council in fulfilling the roles and responsibilities on the Committee. This is an important acknowledgement for volunteer Board members.

#### **Attachments**

Terms of Reference | Shepparton Art Museum Advisory Committee - July 2014

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## **7. SUSTAINABLE DEVELOPMENT DIRECTORATE**

### **7.1 2 Garley Nook, Shepparton North**

**Cr Houlihan advised that the objection to this application was withdrawn and the report was not considered.**

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017)

#### **Disclosures of conflicts of interest in relation to advice provided in this report**

Under section 80C of the *Local Government Act 1989* officers and persons engaged under a contract providing advice to Council must disclose any conflicts of interests, including the type and nature of interest.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

#### **Council Officers involved in producing this report**

**Author: Sustainability and Environment Officer**

**Proof reader(s): Team Leader Sustainability and Environment, Manager Environment**

**Approved by: Director Sustainable Development**

**Other: Environmental Sustainability Strategy Stakeholder Reference Committee**

#### **Executive Summary**

In 2010, Greater Shepparton City Council was awarded \$30,000 in funding from the Victorian Government under the Victorian Adaptation and Sustainability Partnership (VASP) for the development of an Environmental Sustainability Strategy (the Strategy).

The final stage of the project is Council adoption of the Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017). This will satisfy Milestone 3 of the funding contract and allow Council to receive the final payment of \$5,000.

Key strategy initiatives include:

- Reducing Council's energy and water consumption;
- Improving Councils land and biodiversity outputs;
- Improving Councils environmental administration processes.

The Strategy development process has a strong emphasis on community engagement. Council staff, stakeholder organisations and the Greater Shepparton community have had three opportunities to participate in the development process. This included:

- Staff and community environmental sustainability surveys (2012).
- Discussion paper consultation (March, April 2013).
- Draft - Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) consultation (January, February 2014).

Council received 33 community submissions and 22 staff responses to the Draft Strategy containing over 400 specific comments. The vast majority of the comments received during all three consultation phases were very positive. The community is pleased Council is in the process of developing an Environmental Sustainability Strategy, however concern was expressed over Council's past environmental sustainability record.

Overall, comments received were very similar to the submissions received during the Discussion Paper consultation period. Land and biodiversity and Energy management were the two themes that received the most comments. The formation of an Environmental Sustainability Strategy Advisory Committee, integrating environmental sustainability considerations and impacts into Council projects and programs and improving communication about Council's environmental sustainability activities were all well received.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) (continued)

Adoption of the Strategy will ensure that Council is eligible for future funding from the Victorian Adaptation and Sustainability Partnership (VASP).

**Moved by Cr Ryan**  
**Seconded by Cr Summer**

That Council adopt the Greater Shepparton Environmental Sustainability Strategy 2014-2030 and Action Plan 2014-2017.

**CARRIED.**

Cr Houlihan sought an extension of time for Cr Ryan to speak to the motion.

**GRANTED.**

#### **Background**

Greater Shepparton City Council was funded \$30,000 from the Victorian Government under the Victorian Adaptation and Sustainability Partnership (VASP) for the development of an Environmental Sustainability Strategy (the Strategy). The purpose of this funding was to ensure that every Victorian municipality had an opportunity to develop an Environmental Sustainability Strategy to identify and prioritise sustainability and climate change activities with improved integration across Council strategies and plans.

The implementation of the Strategy will fulfil many of the environmental sustainability management commitments, objectives and strategies outlined in Council's high-level strategic documents:

- Greater Shepparton 2030 Strategy
- Council Plan 2013 - 2017
- Sustainability Decision Making Policy (adopted by Council in 2013)
- Greater Shepparton Planning Scheme

The key steps in the development of the Strategy included:

- Environmental Sustainability Strategy Stakeholder Reference (steering) Committee (SRC) appointed and endorsed by Council (April 2011) to inform the development of the Environmental Sustainability Strategy in accordance with the Council adopted committee Terms of Reference (*Milestone One - \$15,000*).
- Strategic Community Engagement and Communications Plan developed including Staff and community environmental sustainability values and behaviour surveys conducted. Literature review compiled.
- September 2012, Council endorsed the Environmental Sustainability Strategy - Discussion Paper for public consultation (March – April 2013).
- Draft - Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) developed and released for public consultation (January – February 2014) (*Milestone Two - \$10,000*).
- Final - Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) completed.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### **7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) (continued)**

Key initiatives from the Strategy include:

- Reducing Council's energy and water consumption;
- Attracting innovative, renewable or alternate energy industries to the region;
- Embedding sustainability into Council's operations and functions;
- Increasing partnership opportunities with agencies and the community to achieve environmental sustainability outcomes;
- Improve Council's environmental reporting and communication with the community.

An eligibility criterion for future funding from VASP is that funding is only available for Environmental Sustainability Strategy listed actions and projects. Adoption of the Strategy will allow Council to be eligible for new external funding opportunities that will increase council's capacity to achieve the Strategy's action plan.

Council adoption of the Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) will satisfy milestone 3 of the funding contract (*Milestone Three - \$5,000*).

Officers have now completed the consultation associated with the development of the Strategy and now bring it to Council for adoption.

#### **Council Plan/Key Strategic Activity**

##### **Council Plan 2013 - 2017**

The Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) is a key strategic document, relevant to achieving the following goals and objectives of the Council Plan 2013 - 2017:

- *Active and engaged community:*
  - Objective 1: Continue to enhance community capacity building.
  - Objective 3: Ensure liveability options are always considered in our decision-making activities.
  - Objective 4: Provide sustainable community services to our community.
- *Enhancing the environment*
  - Objective 1: Ensure that the environment is a major priority in planning for the future.
- *Economic prosperity*
  - Objective 1: Maximise opportunities to ensure Greater Shepparton leads Victoria, retaining and attracting education and industry.
- *Quality infrastructure*
  - Objective 1: Ensure that the community has access to high quality facilities.
  - Objective 2: Encourage sustainable municipal growth and development.
- *High performance organisation*
  - Objective 1: Develop and implement best practice communication strategies.
  - Objective 2: Develop stronger relationships between Council and State and Federal Governments, local government sector and non-government partnerships to enhance the position of Greater Shepparton City Council.
  - Objective 3: Ensure strong internal systems and processes to ensure best practice delivery of services for the community.



## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) (continued)

#### Risk Management

The risks identified in the following table are associated with Council not following the recommended course of action.

Risks	Likelihood	Consequence	Rating	Mitigation Action
Victorian Government funding must be returned (\$30,000) if the contract milestones are not met. The adoption of the Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) satisfies Milestone 3 of the funding agreement with DEPI.	A	3	High	Council adopt the Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) to satisfy Milestone 3 of the funding agreement.
Council may not have adequate resources available to ensure that Council complies with Victorian and Commonwealth Government environmental legislation.	A	3	High	
Failure to adopt the Strategy would lead to community disappointment and dissatisfaction.	A	3	High	
Council's capacity for environmental sustainability management improvements would be limited as future funding from the VASP is only available for Strategy listed actions and projects.	A	3	High	
Failure to adopt the Strategy will reduce Council's adaptation capabilities and responses to the impacts of climate change.	A	3	High	
Council would continue to lack a long-term "bridging" strategy that ensures that short-term activities are linked with the long-term sustainability and environment objectives of the Greater Shepparton 2030 Strategy.	B	3	Moderate	

The risks identified in the table below are associated with Council following the recommended course of action.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) (continued)

Risks	Likelihood	Consequence	Rating	Mitigation Action
The community misunderstands Council's environmental sustainability roles and responsibilities.	B	3	Moderate	The Strategy clarifies Council's environmental sustainability management roles and responsibilities.

#### **Policy Considerations**

Many Council Policies and CEO Directives have been considered during the development of the Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) including, but not limited to, the Sustainable Decision Making Policy, Fleet CEO Directive, and Procurement Policy. No conflicts with any Council policies have been identified.

#### **Financial Implications**

The 2013/14 operational budget of \$10,000 was made available for printing, distribution and consultation associated with the Draft - Environment Sustainability Strategy.

The Sustainability and Environment Teams expected operating budget in 2014/15 will be utilised to implement the short term actions (2014/15) identified in the Action Plan (2014-2017). A budget of \$1,074,578 has been applied for in the 2014/2015 budget. Some of the actions proposed using this budget are listed below:

- \$262,246 - Street-lighting Project
- \$40,000 - Roadside Management Strategy (review and implementation)
- \$96,000 - Energy Reduction Plan (development and implementation)
- \$39,200 - Environment education and marketing (design and construction of biodiversity display panels \$16,000, environmental media/marketing campaign \$4,500, Council staff weed identification training \$5,000, habitat brochure \$1,500)
- \$147,000 - Enhancing biodiversity values (Cussen Park Management Plan implementation \$12,500, purchase of plants and associated equipment for revegetation activities \$40,000, strategic weed control \$15,000, Council Native Vegetation Offset Management Plan implementation \$15,000, Dookie Biolinks project \$3,500)
- \$142,100 - Key stakeholder partnerships (Goulburn Murray Landcare Network contribution \$2,000, GB CMA Cultural Heritage Officer contribution \$10,000, GB CMA Municipal Catchment Coordination Program \$27,100, indigenous seed orchard project \$6,000, GMW Salinity Works contribution \$80,000)
- \$78,000 - Flood mapping, intelligence and data collection
- \$40,000 - Stormwater Management Plan (GVW education project \$17,000, water quality testing \$8,000, water week activities \$5,000, Stormwater Management Plan review outcomes \$10,000)
- \$10,000 - Sustainable Water Use Plan implementation (currently under review)

Known financial costs associated with medium and long-term actions in the Action Plan (2014 - 2017) have been identified wherever possible (especially for the review or development of plans and strategies). Future expenditure amounts will be determined through the annual budgetary process over the four-year period of the action plan.

## **7. SUSTAINABLE DEVELOPMENT DIRECTORATE**

### **7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) (continued)**

Officers are aiming to utilise funding and partnership opportunities wherever possible to fulfil Strategy objectives. The adoption of the Strategy will enable Council to access funding opportunities via the Victorian and Commonwealth Governments. These funding opportunities will greatly increase Council's capacity for environmental sustainability management improvements.

Implementation of the Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) will achieve financial savings to Council through water and energy efficiency and reduction programs. The "Watts Working Better" street lighting project and other energy efficiency measures to be implemented at high-energy use facilities will deliver significant reductions in electricity expenditure for Council, and therefore, our ratepayers.

The remaining \$5,000 in funding from VASP to develop the Strategy will be received once council adopts the Greater Shepparton Environmental Sustainability Strategy.

#### **Legal/Statutory Implications**

The Strategy conforms with the *Local Government Act 1989* and all other relevant legislation.

#### **Environmental/Sustainability Impacts**

The implementation of the Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) will help Council identify and prioritise environmental sustainability activities across Council strategies and plans. The Strategy will also increase the capacity and understanding of environmental sustainability issues across Council and the community.

The "Watts Working Better" street lighting project, the implementation of other energy efficiency activities and increasing Council's use of PV solar power) will deliver significant decreases in Council's energy costs and greenhouse gas emissions. Attracting innovative renewable or alternate energy industries to the region will reduce the municipality's dependence on traditional non-renewable energy sources and maximise opportunities to reduce waste.

The implementation of the "Climate Smart Agricultural Adaptation" research project will equip our farmers, farm advisers, agribusiness industries with information about the potential impact of climate change scenarios on our local region. Council will assist the Goulburn Broken Greenhouse Alliance (who are coordinating the project) to conduct research that will inform critical farm planning and investment decisions from selecting the right varieties to farm planning and design. The project has received \$200,000 in funding to help build community resilience in a changing climate by assisting Council, other agencies and businesses plan for new agribusiness industries that may need different infrastructure and support.

The development of a strategic, catchment-wide biodiversity enhancement and native vegetation offset program (in conjunction with the Department of Environment and Primary Industries, Goulburn Broken Catchment Management Authority and other Goulburn Broken Catchment Councils) will target State and Federal Government listed and regionally significant native species and communities. This strategic approach will maximise the biodiversity outcomes from Council's resources.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### **7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) (continued)**

Utilising new communication methods such as social media and Quick Reference (QR) technology will raise the community's understanding of the projects that Council undertake to improve our Environmental Sustainability. QR codes at Victoria Park Lake and Gemmills Swamp bioremediation wetland will showcase how Council are leading the region in urban stormwater treatment while gaining significant environmental outcomes. This inexpensive technology will allow the community 24/7 access to online resources such as video footage of RiverConnect spotlight walks or a video explanation of how the bioremediation pondage works at Gemmills Swamp.

The Strategy will strengthen Council's support for community driven environmental sustainability projects, increase partnership opportunities with regional government agency stakeholders, and introduce annual reporting to improve internal and external communication about Councils environmental sustainability activities and achievements. The Strategy will also assist the Sustainability and Environment Team to provide more support for other Council departments and teams to improve the organisations environmental sustainable performance.

#### **Social Implications**

Important positive social implications will result from the implementation of the Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017). A comprehensive community consultation process has maximised the potential to produce a relevant, practical document that Council, relevant stakeholders and the community all have some ownership over.

The Strategy:

- Will increase the community's environmental sustainability knowledge, skills, capacity, and resilience.
- Includes many community education and awareness activities and efforts to strengthen or create partnerships with community volunteer groups will be undertaken.
- Will improve the community's support for and trust that Council will act sustainably and consider the environmental sustainability implications of Council operations and decisions.
- Will increase community and stakeholder participation and awareness of Council goals, strategies and actions that address environmental sustainability issues and opportunities.
- Provide support to stakeholders to develop programs that result in the adoption of on-going environmentally sustainable practices across communities and businesses.

#### **Economic Impacts**

The implementation of the Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) will have positive economic implications for the community and local businesses. Actions such as "encourage the development of alternative, sustainable sources of energy generation within our municipality" will boost the local economy. Other actions to "encourage and support businesses, industry and the general community to reduce energy costs" will reduce money spent on electricity bills in the community and free up funds for other expenditures or purchases.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) (continued)

The Strategy also contains actions to reduce the financial costs incurred to Council on electricity and water bills. The “Watts Working Better” street lighting project and the implementation of other energy efficiency measures at high-energy use facilities will deliver significant reductions in electricity expenditure for Council, and therefore, our ratepayers. A feasibility study for the introduction of an over the counter native vegetation offset scheme could also benefit our community (by reducing the difficulty of sourcing suitable offsets on the applicants land).

#### **Consultation**

The Strategy’s Strategic Community Engagement and Communications Plan was developed according to the guidelines and requirements of the Greater Shepparton Community Engagement Strategy and Community Engagement Toolkit. The desired level of community participation was involve/collaborate. We aimed “to work collaboratively with staff, community groups, organisations and stakeholders to plan, develop and manage projects and programs”. The information below is included in the Strategy’s Strategic Community Engagement and Communications Plan.

Level of public participation	Promises to the public/stakeholders	Examples of techniques to use
Inform	“We will keep you informed and up to date with project proceedings.”	Emails, letters Factsheets Presentations, information sessions, briefings Council website Media releases Radio Social networks (Facebook/Twitter) Newsletters
Consult	“We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.”	Meetings with stakeholders Briefings Focus groups/workshops Interviews with key representatives Local community meetings Presentations/information sessions to stakeholders and community groups Surveys “What you said” report
Involve/ Collaborate	“We will look to you for advice and innovation in formulating solutions and if appropriate, incorporate your advice and recommendations into the decisions to the maximum extent possible.	Meetings with key stakeholders Workshops with key stakeholders (internal/external).

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) (continued)

Level of public participation	Promises to the public/stakeholders	Examples of techniques to use
	<p>“We will work with you to ensure that your concerns and issues are reflected in the alternatives developed and provide feedback on how public input influenced the decision.”</p> <p>“Council will ultimately make the final decision.”</p>	<p>Reflections of learning’s are incorporation into amended strategy development and implementation</p> <p>Feedback/ reporting</p> <p>“What you said” report</p>

The Strategy development process has a strong emphasis on community engagement. Council staff, stakeholder organisations and the Greater Shepparton community have had a minimum of three opportunities to participate in the development process.

1. Staff and community environmental sustainability surveys (2012)
2. Discussion paper consultation (March, April 2013)
3. Draft - Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) consultation.

Council received 33 community submissions and 22 staff responses to the Draft Strategy containing over 400 specific comments. Of the 72 general comments received about the Draft Strategy, 69 were positive and three were negative. Two of the negative comments stated that they were pessimistic about Council’s environmental actions in the past and one comment stated that the content of the Strategy was repetitive at times. Positive comments related to the comprehensiveness, structure and honesty of the document and consultation process. The majority of the feedback received was positive about the content or identified some minor omissions so the structure of the Final Strategy is the same as the Draft Strategy.

Overall, comments received were very similar to the submissions received during the Discussion Paper consultation period. Land and biodiversity and Energy management were the two themes that received the most comments. General trends for each theme are outlined below.

- Land and biodiversity – improve native vegetation protection, prevent habitat loss, improve permit condition compliance and improve enforcement outcomes for illegal native vegetation removal or firewood collection.
- Water management – improve the monitoring of Council’s water use and increase collaboration projects with key stakeholder and government authorities.
- Energy management – many positive (and zero negative) comments were received regarding the climate change acknowledgement and the inclusion of both mitigation and adaptation activities in the Strategy. Two negative comments were received relating to climate change: one person stated that there should be a larger focus on climate change throughout the Strategy; the other stated that the Energy management action plan looked a little sparse on climate change actions. Reducing Council’s greenhouse gas emissions and energy costs and increasing Council’s use of renewable energy were also well received. There is a strong desire in the community to be recognised as the “solar city” once again.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) (continued)

- Waste management – rubbish dumping is a major concern for the community. The community recognise that addressing this issue is complex and that it will require a collaborative approach between Council and other stakeholders to improve community education and awareness, increase monitoring of known hotspots and increase reporting of incidents.
- Sustainable development, planning and transport – careful strategic planning is required to minimise the loss of productive farm land from expanding urban developments. Improve the design of the urban environment to increase the community's use of public transport, cycling, walking or car-pooling as alternate commuting options.
- Council Governance and operations – the formation of an Environmental Sustainability Strategy Advisory Committee, integrating environmental sustainability considerations and impacts into Council projects and programs, improving communication about Council's environmental sustainability activities and commencing annual environmental reporting were all well received.

Please refer to the attached "What you said" report for a brief description of all three community consultation phases and a comprehensive list of all comments received during the Draft – Strategy consultation period.

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

#### **Strategic Links**

##### a) Greater Shepparton 2030 Strategy

The Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) are aligned with the objectives, strategies and actions outlined in the environment and other sections of the Greater Shepparton 2030 Strategy.

The adoption of the Environmental Sustainability Strategy will complete the Greater Shepparton 2030 Strategy action "Prepare an Environmental Strategy, incorporating Local Biodiversity Action Plans."

##### b) Other strategic links

The Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) will also develop and implement the environment objectives and initiatives outlined in, but not limited to the following documents:

- Environmental Partnerships (Victorian Government)
- Getting full value: the Victorian Waste and Resource Recovery Policy
- Goulburn Broken Climate Change Impact Analysis Project (CCIAP) 2012
- Goulburn Broken Local Government Regional Climate Change Adaptation Plan 2011
- Goulburn Broken Regional Catchment Strategy 2013 - 2019
- Greater Shepparton Local Environmental Sustainability Priority Statement (LESPPS)
- Hume Regional Growth Plan (Draft) 2013
- Hume Strategy for Sustainable Communities 2010 – 2020
- Municipal Strategic Statement (MSS), Greater Shepparton Planning Scheme
- Victorian Climate Change Adaptation Plan 2013

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.2 Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) (continued)

#### **Options for Consideration**

1. Council adopt the Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017).
2. Not adopt the Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017).

The adoption of the Strategy will satisfy Milestone 3 of the funding agreement contract, which triggers the receipt of the third instalment of funding (\$5,000).

The recommendation contains the preferred option.

#### **Conclusion**

Greater Shepparton City Council has many environmental sustainability legislative responsibilities to comply with, and many environmental policies, strategies and projects to implement. Engagement with our community and Council staff has revealed a recurring expectation that Council should be leading by example through proactively seeking solutions to environmental issues and maximising the positive environmental outcomes that result from our activities and decision-making.

The Greater Shepparton Environmental Sustainability Strategy (2014 - 2030) and Action Plan (2014 - 2017) aims to drive positive environmental sustainability outcomes from Council's decision-making capabilities, identifies opportunities to improve the environmental sustainability impacts from Council's activities and address previously identified challenges and barriers.

The implementation of this Strategy, with guidance from key stakeholders and the Greater Shepparton community, will drive the achievement of the environmental sustainability goals and objectives outlined in Council's high-level strategic documents. The Strategy will assist Council to develop the tools, resources and knowledge to transition Greater Shepparton to a more environmentally sustainable region.

#### **Attachments**

1. Greater Shepparton Environmental Sustainability Strategy (2014-2030) and Action Plan (2014-2017) Page 266
2. "What you Said" Draft Strategy consultation comments Page 321



## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.3 Planning Application to Use and Develop Land for a Caravan Park

#### **Disclosures of conflicts of interest in relation to advice provided in this report**

Under section 80C of the *Local Government Act 1989* officers and persons engaged under a contract providing advice to Council must disclose any conflicts of interests, including the type and nature of interest.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

#### **Council Officers involved in producing this report**

**Author: Statutory Planner**

**Proof reader(s): Team Leader Statutory Planner and Manager Planning**

**Approved by: Director Sustainable Development**

#### **Executive Summary**

The permit applicant for the subject application has filed a 'failure to grant a permit' appeal with the Victorian Civil and Administrative Tribunal (VCAT). Having regard to this, Council can only determine what its position on the application will be. It cannot grant or refuse a permit. This will now be VCAT's decision based on the views of the applicant, Council's position and any other parties that seek a hearing.

The application seeks planning approval to use and develop land at 215 Mitchell Road, Kialla for a caravan park incorporating 272 cabins or pods, 63 caravan sites and associated buildings and works such as toilet facilities.

The land is within the Farming Zone 2 (FZ), Urban Floodway Zone (UFZ), Floodway Overlay (FO) and Land Subject to Inundation (LSIO).

Based on planning scheme definitions a caravan park is defined as: *Land used to allow accommodation in caravans, cabins, tents, or the like.*

Officers are satisfied that the use is correctly defined as a caravan park given the tenancy arrangements which is for short stays of between six to 10 days and the use of cabin style accommodation.

In assessing the application, Council's Housing Strategy locates the land within an area described as *Investigation Area 1*. The purpose of Investigation Area 1, is to plan for the future of the racing precinct and to ensure future land uses do not compromise the use of the land for this purpose. This investigation is currently being undertaken by Council and an issues paper is due to be provided to Council in late July 2014.

Council's Local Planning Policy seeks to discourage ad hoc development approvals prior to the completion of these investigations. As such, based on the current planning scheme, the application should be refused.

The land is within an area of aboriginal cultural heritage sensitivity, however the applicants due diligence report prepared by a cultural heritage expert concluded the application did not trigger the need for a cultural heritage management plan. As such, this not considered to be a significant or problematic issue.

Officers have advertised the application and 13 objections were lodged with Council. The grounds of objection raised can largely be dealt with through permit conditions, with the

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### **7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)**

exception of the development preceding the completion of the investigation study associated with the racing precinct.

The application was referred to various authorities including Vic Roads, APA Group (gas authority) and Goulburn Broken Catchment Management Authority. All of the referral authorities consented to the grant of a permit subject to conditions.

On balance, the application has some positive elements when assessed against the planning scheme and other policy documents including the creation of a tourism drawcard to the municipality.

The biggest assessment concern associated with the application are the policy statements in the Municipal Strategic Statement which seek to ensure incremental developments do not occur before the completion of the strategic investigations. Therefore Council should oppose the application until such time that the investigation into the area is completed.

Officers recommend that Council oppose the granting of a permit and advise VCAT of the same.

#### **RECOMMENDATION**

1. In relation to Planning Application 2013-258, on the basis of the information before the Council and having considered all relevant matters as required by the *Planning and Environment Act 1987*, Council resolves to oppose the planning application at the Victorian Civil and Administrative Tribunal on the following grounds:
  - a) The application is contrary to 21.04-1 of the Local Planning Policy Framework which specifically discourages the approval of development within investigation areas until the such time that the investigation is complete
  - b) The use of land for a caravan park is prohibited within the Urban Floodway Zone
2. That Council seek a preliminary VCAT hearing to resolve legal matters such as the characterisation of the use.
3. That Council provide authority to the Team Leader of Statutory Planning and Principal Statutory Planner to represent Council at a Victorian Civil and Administrative Tribunal mediation hearing and to settle the matter if officers decide it to be appropriate.
4. That Council make a request to the Victorian Civil and Administrative Tribunal to hear the matter in Shepparton.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)

**Moved by Cr Oroszvary  
 Seconded by Cr Patterson**

1. In relation to Planning Application 2013-258, on the basis of the information before the Council and having considered all relevant matters as required by the *Planning and Environment Act 1987*, were it up to Council to make a determination, Council would have resolved to lay the matter on the table until such time as the investigation of the surrounding area identified as “investigation area 1” in the Greater Shepparton Planning Scheme is completed or VCAT have made a determination on the matter.
2. That Council seek a preliminary VCAT hearing to resolve legal matters such as the characterisation of the use.
3. That Council provide authority to the Team Leader of Statutory Planning and Principal Statutory Planner to represent Council at a Victorian Civil and Administrative Tribunal mediation hearing and to settle the matter if officers decide it to be appropriate.
4. That Council make a request to the Victorian Civil and Administrative Tribunal to hear the matter in Shepparton.

**CARRIED.**

#### **Property Details**

Land/Address	215 Mitchell Road, Kialla The land is 102ha in size and contains two dwellings one of which is occupied.
Zones and Overlays	Farming Zone 2 Urban Floodway Zone Land Subject to Inundation Overlay Floodway Overlay Abuts Road Zone Category 1 Area of cultural heritage sensitivity
Why is a permit required	1) Use of land for a caravan park – 35.07-1 2) Use of land for a host farm – 35.07-1 3) Buildings and works in the FZ – 35.07-4 4) Buildings and works in the FO – 44.03-1 Buildings and works in the LSIO – 44.04-1

#### **Proposal in Detail**

The application made to Council is described as a ‘*host farm, farm, caravan park, farm store, restaurant*’.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### **7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)**

Details of the proposed are summarised as follows:

- 16 clusters of 17 one, two and three bedroom pods totalling 272 pods
- Seven styles of pods
- Based on the submitted plans, 63 caravan sites although the traffic report refers to 24 caravans
- A farm store / café
- A toilet block
- A Men's Shed
- An office
- A dairy
- A machinery shed
- A 2 hectare village centre
- A community centre
- Community parks and gardens incorporating walking and bike paths
- A village green
- A village amphitheatre
- A market garden
- Various agricultural activities
- The application is staged over five stages

The applicant has informed Council that the pods will provide for short term accommodation of between six to 10 day stays mainly catering for overseas visitors.

#### **Summary of Key Issues**

- The application seeks planning permission to use and develop the land for a caravan park. Officers are satisfied the use is correctly defined as a caravan park rather than a residential village.
- The applicant has filed a failure to grant a permit application with VCAT, therefore Council's task is to determine its position for the future VCAT review.
- The application has been advertised and 13 objections lodged. Grounds of objection largely related to increased traffic, flooding, increased population density, impact on racing precinct and viability of development.
- Vehicle access to the land from Mitchell Road is partly within the UFZ. Under the UFZ the use of land for a caravan park is a prohibited use. This matter could be resolved by shifting the vehicle access eastwards so that it is located outside the UFZ. If the access were not re-located the application would be prohibited under the UFZ.
- Council local planning policy at clause 21.04-1 has included the land within an investigation area relating to the future uses and expansion of the Greyhound and Harness Racing Clubs. Council has engaged consultants who are currently and actively undertaking the investigation study into the area.
- Council's local planning policy states that incremental approvals should not be permitted in investigation areas until the investigation is completed. The application should therefore be refused as the application is premature and should await the outcome of the investigation.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### **7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)**

#### **Background**

A pre-application meeting between the permit applicant and officers was held on 20 September 2013. During this meeting, officers informed that the submission of the application would be premature and should await the outcome of the investigation study into the future development of the area.

The planning application was lodged with Council on 1 October 2013.

Another meeting was held on 23 October 2013 to discuss the Council's further information request. Subsequently, a VCAT application was made by the applicant to review Council's further information request.

Officers and the permit applicant reached a VCAT mediated settlement on the further information requirements on 30 January 2014.

The application was placed on public notice on 11 April 2014.

Officers undertook an accompanied site inspection of the land on 5 June 2014.

The applicant filed the failure to grant permit review with VCAT on 17 June 2014.

#### **Assessment under the Planning and Environment Act**

##### **Urban Floodway Zone (UFZ)**

The below aerial plan shows the UFZ affecting the land abutting Mitchell Road.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)



The submitted application seeks to use the existing vehicle access from Mitchell Road as the main vehicle entry / exit to the land.

To accommodate the additional traffic volumes and to ensure a safe road environment upgrading of the vehicle access is proposed.

As illustrated by the above aerial photo, the vehicle access to the land is partly within the UFZ.

Under the UFZ a caravan park is a prohibited use, meaning no permit is able to be issued as access to the site is an integral part of the overall use of land for a caravan park.

The Victorian Civil and Administrative Tribunal (VCAT) in *Daryl Pelchen Architects v Stonnington 2010 VCAT 1670* considered the matter of access where the use was in a different zone to the access.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### **7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)**

VCAT position was that the accessway could not be classified as a separate use of the land.

If this interpretation was to be used in this instance, access to the caravan park via land in UFZ would result in the proposed use being a prohibited as the access way forms part of the use of land for a residential village or caravan park.

Officers acknowledge however that this is a minor matter overall that can be resolved through permit conditions.

#### Farming Zone 2 (FZ)

Under the FZ accommodation other than bed and breakfast, caravan park, dependent persons unit, dwelling, group accommodation, host farm and residential hotel are prohibited uses.

The application describes the use as a caravan park and host farm.

Clause 74 defines a camping and caravan park as:

*Land used to allow accommodation in caravans, cabins, tents, or the like.*

Residential Village (prohibited) is defined as:

*Land, in one ownership, containing a number of dwellings, used to provide permanent accommodation and which includes communal, recreation, or medical facilities for residents of the village.*

As this proposal does not involve a typical use or development within the FZ, characterising the proposed use is challenging.

The proposal sets out that the development will consist of seven pod types, incorporating one, two and three bedrooms pods. Pods provide for bathroom, kitchen, living area and bedroom.

All pod types are portable buildings. In total 272 pods are proposed.

The use also incorporates 63 caravan sites, although the submitted traffic report refers to 24 caravan sites. The caravan sites could be used for long term residents as well as visitors.

Submitted plans show the provision of BBQ sheds and community facilities including community centre, men's shed, toilets and café.

Based on officers understanding of the proposal the main purpose of the use is to develop a residential community based around agricultural production. It is envisaged that residents and visitors of the community will take part in the agricultural uses along with the 20 full time employees associated with the use.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)

In *National Lifestyle Villages v Wyndham City Council VCAT 798* Justice Morris considered the differences between a camping and caravan park and residential village. Justice Morris established four key differences between the two uses being:

Key Differences	Description of Differences	Officer's Comment
Permanency of residence	If accommodation is occupied on a permanent basis, more likely use will be a residential village	The applicant has informed the pods will be used for short term accommodation of between six to 10 days. This tenancy arrangement indicates the use will be a caravan park.
Accommodation standard and size	The higher the standard of accommodation the more likely the use will be a residential village	The proposal seeks to accommodate most residents within pods which in plain English are cabins. Cabins are at the lower end of scale of dwellings when compared to brick and mortar dwellings. Therefore given the accommodation is in cabins it is more likely the use will be a caravan park.
Moveability of accommodation units	Accommodation that is permanent i.e. brick and mortar the more likely the use is a residential village	The caravan accommodation is a highly mobile style of residence. The cabins are also movable however would require the use of lifting equipment such as a forklift. As the types of accommodation are movable the use will be a caravan park.
The nature of communal facilities	If the communal facilities is aimed at providing cooking and bathing facilities the use will be a caravan park	The nature of communal facilities varies between cooking facilities (BBQ's) and on site amenities such as café, Men's Shed and community centre. The communal facilities are aimed at creating a lifestyle residential estate and indicate the use of land for a residential village.

Officers conclude that based on the information provided the use of land is a caravan park for the following reasons:

- Pods are to provide for temporary accommodation for stays of not more than 10 days
- All pods are moveable buildings
- The pods whilst having all facilities normal to a dwelling are lower standard building to what is seen in residential villages. Whilst the applicant has termed the buildings as pods in everyday language they are cabins which are typical and common to caravan parks

Importantly should a permit issue, conditions will need to ensure the use remains as a caravan park with temporary accommodation and that the use does not transform into a residential village post construction. It will also be critical that Council's enforcement officers be able to take action should a transformation commence.

#### Rural Strategy

The Regional Rural Land Use Strategy October 2008 (RRLUS) included the land within the Niche area, now known as the Farming Zone 2.



## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)

Table 10-2 of the RRLUS (P.108) states the ancillary tourism is allowed in the FZ2 but is to be 'carefully managed to prevent conflict and impact on agricultural operations'.

Table 10-2 also states that dwellings can be allowed 'where it can be demonstrated it is to support the productive use of the land consistent with the direction of the area'.

Based on the policy direction in the RRLUS it is deemed that the FZ2 is the most appropriate FZ schedule for this type of use.

It is also acknowledged that given the development of the wider area with dwellings and rural lifestyle farming lots it is unlikely that the use would significantly affect nearby agricultural operations.

On this basis it is acknowledged that the application is not unreasonable when considered against the FZ2 or the RRLUS.

#### 21.04-1 Urban Consolidation and Growth

Planning scheme amendment C93 implemented the strategies of the Housing Strategy into the planning scheme. C93 was subject to an Independent Planning Panel which supported Council's proposal to include the racing precinct within an investigation area, which is now known as investigation area 1.

Investigation Area 1 is described as:

*Investigation Area 1 – Kialla Paceway and Shepparton Greyhound Racing environs. This area surrounds and includes the greyhound and trotting facilities and is directly adjacent to the Shepparton South Growth Corridor. There is potential to extend services to this land. However, future residential development within this area will be dependent on amenity issues such as lighting, noise, odour and dust being addressed to ensure that the long term interests of the racing facilities are protected.*

A strategy of Council's local planning policy at 21.04-1 is to:

*Avoid incremental approvals and development in identified investigation areas until an integrated investigation and has been completed to assess and resolve future land opportunities and constraints, land use, development opportunities, subdivisional layout and servicing for the area.*

Council has appointed with the financial assistance of the State Government, Shepparton Harness Racing Club, Shepparton Greyhound Racing Club, Harness Racing Victoria and Greyhound Racing Victoria consultants to undertake the investigation study for this area.

At the time of writing this report the consultants have not reported back to Council with their recommendations for the area. It is however expected that by late July 2014 the consultants will have completed an issues paper for the area.

Depending on the recommendations provided, it is possible that a planning scheme amendment will be required to implement the recommendations of the investigation.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### **7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)**

Given the land is within an investigation area and the investigation is actively being undertaken, it is considered that significant development approvals such as this application should await the outcome of the investigation. This position is in keeping with Council's local planning policy at 21.04-1.

If large developments such as this are approved before the completion of the investigation, the future development of the racing precinct could be jeopardised.

Good planning dictates that strategic planning should be undertaken to ensure the most appropriate land use outcomes are provided not just for the short term but also for the future. The investigation that is currently being undertaken provides for future orderly planning of the racing precinct and the investigation should run its course before significant developments are approved within the racing precinct.

The panel report into C93 foreshadowed the development pressures that Council would face in the investigation areas and stated that it would be premature to make decisions until the appropriate investigations are completed.

#### 21.06-6 Tourism

Council's local planning policy seeks to *encourage the provision of tourism facilities and services including short term and home hosted accommodation, host farms and similar facilities.*

Strategies of this policy include:

- *Promote the unique tourism opportunities of the irrigated rural landscape and the food growing and processing industries.*
- *Encourage the integration of tourist and agricultural activities where there are no adverse impacts on the operation of rural industries.*

It is accepted that the proposed use and development creates an agricultural tourism opportunity for the municipality and therefore responds positively to this policy direction.

#### Gas Pipeline

Along the northern boundary of the land is a high transmission gas pipe line being the Shepparton Kyabram Transmission Pipeline. The gas pipe line is protected by an easement on title.

Clause 19.03-6 – Pipeline Infrastructure also requires that gas pipelines are protected from further encroachment by residential development.

The application was sent to APA Group who consented to the grant of a permit subject to specific conditions relating to the protection of the gas pipeline.

It is acknowledged that subject to the inclusion of the APA Group conditions on any permit issued, acceptable outcomes are achieved against 19.03-6.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### **7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)**

#### Integrated Decision Making

10.04 of the planning scheme states:

*Responsible authorities should endeavour to integrate the range of policies relevant to the issues to be determined and balance conflicting objectives in favour of net community benefit and sustainable development for the benefit of present and future generations.*

31.02 of the planning scheme states:

*Because a use is in Section 2 does not imply that a permit should or will be granted. The responsible authority must decide whether the proposal will produce acceptable outcomes in terms of the State Planning Policy Framework, the Local Planning Policy Framework, the purpose and decision guidelines of the zone and any of the other decision guidelines in Clause 65.*

Having considered the relevant planning policies, whilst the application responds positively against some policies such as tourism, on balance the failure to comply with the strategic direction of development in investigation areas results in the application achieving unacceptable planning outcomes.

The investigation when complete may well be supportive of developments such as this and if it is a fresh application could be made at the completion of the investigation study for a development that positively responds to the findings of the investigation study.

#### **Council Plan/Key Strategic Activity**

Council Plan 2013-2017

Section 4.3

Encourage sustainable municipal growth and development

#### **Aim**

Greater Shepparton City Council, as one of Australia's fastest growing inland regional cities, recognises that it is important to manage growth in a structured and sustainable manner. In consultation with the Victorian Government and community stakeholders, we will continue to develop a planning framework that ensures our growth and development does not compromise our enviable lifestyle.

#### **Strategies**

- Review Council's Municipal Strategic Statement.
- Ensure Developer Control Plans minimise Council's requirement for expenditure within developments.
- Continue to develop structure plans for our growth corridors.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)

#### Risk Management

Risks	Likelihood	Consequence	Rating	Mitigation Action
Incorrect notification	A	5	Low	The application has been properly advertised which allowed objections to be lodged with the Council. These objectors will be informed of Council's position on the application.
Traffic	A	5	Low	Comments from Vic Roads inform that subject to the upgrading of the intersection of Goulburn Valley Highway and Mitchell Road the use will not have a detrimental impact on road safety

#### Policy Considerations

The application has been considered against the policies contained within the Greater Shepparton Planning Scheme and found to achieve unacceptable planning outcomes.

#### Financial Implications

This planning application has no significant financial implications on Council.

#### Legal/Statutory Implications

##### Title Details

- The title does not contain a Section 173 Agreement.
- The title contains a restrictive covenant being J728124 dated 25 November 1981.
- Dealing number J728124 is for the registration of an easement for the purpose of a gas pipeline. The easement is shown as E-1 on Lot 1 on PS416230P. The easement is 20m wide and runs along the northern boundary of the land.
- The encumbrance relating to dealing J728124 is an easement and not a covenant.
- Therefore there is no registered restrictive covenant that applies to the subject land.

##### VCAT Application

The permit applicant has filed a failure to grant a permit to VCAT.

As a result of this, this report seeks a resolution of Council as to its position for officers to present to VCAT rather than deciding on the application.

VCAT's task is to consider the application and make a balanced decision as to whether the use and development achieves acceptable outcomes when assessed against the Greater Shepparton Planning Scheme.

#### Cultural Heritage

The *Aboriginal Heritage Act 2006* provides protection for all Aboriginal places, objects and human remains in Victoria, regardless of their inclusion on the Victorian Aboriginal Heritage Register or land tenure.

The *Aboriginal Heritage Act 2006* introduces a requirement to prepare a Cultural Heritage Management Plan (CHMP) if all or part of the activity is a listed high impact activity, resulting in significant ground disturbance, and all or part of the activity area is an

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)

area of cultural heritage sensitivity, which has not been subject to significant ground disturbance.

The land is partly within an area of aboriginal cultural heritage sensitivity as shown on the below plan.

Transport, Planning and  
Local Infrastructure

#### Areas of Aboriginal Cultural Heritage Sensitivity

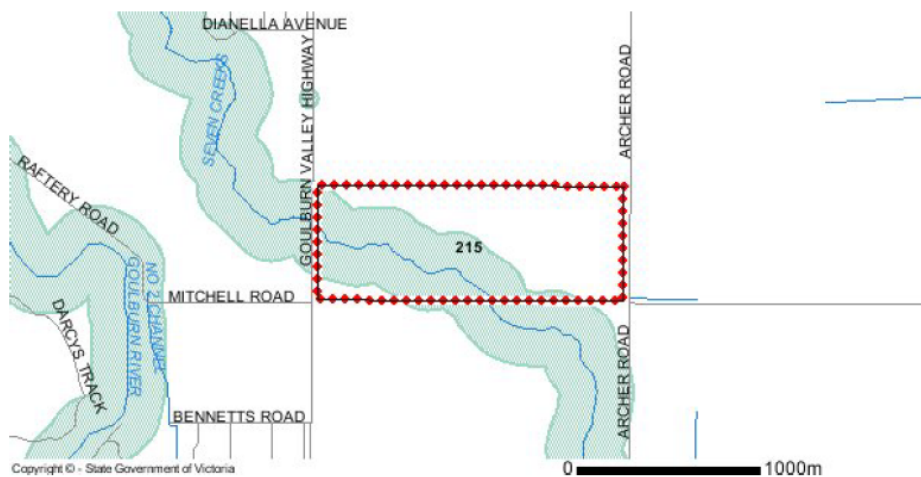
This property is within, or is affected by, one or more areas of cultural heritage sensitivity as described in the Aboriginal Heritage Regulations 2007.

The data provides indicative information about the location and extent of areas of Aboriginal cultural heritage sensitivity and is provided to assist with the decisions about the potential need to prepare a Cultural Heritage Management Plan in relation to proposed activities on this property.

For further information about whether a Cultural Heritage Management Plan is required go to [Aboriginal Heritage Planning Tool](#)

To find out if your property has any recorded Aboriginal cultural heritage places, such as scarred trees, occupation sites or places of burial, you can request information from the Victorian Aboriginal Heritage Register.

Find out more about the [Victorian Aboriginal Heritage Register](#)



Aboriginal Cultural Heritage Sensitivity ■ Aboriginal Cultural Heritage Sensitivity   Selected Land

The applicant provided a response from Jo Bell Heritage Services who informed the proposal does not trigger the need for a CHMP as the activity area is not within an area of cultural heritage sensitivity.

#### Environmental/Sustainability Impacts

The use has no detrimental impact on the environment subject to the inclusion of appropriate drainage conditions should it be decided to grant a permit.

#### Social Implications

Section 60(1)(f) of the Act states the following:

*Before deciding on an application, the responsible authority, if the circumstances appear to so require, must consider—*

- *Any significant social effects and the economic effects which the responsible authority considers the use or development may have.*

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)

This application does not raise any significant social issues nor does the objections lodged with Council against the application.

#### **Economic Impacts**

Should Council decide to oppose the application; the investment associated with the application may be lost.

The submitted application states the cost of the development is \$5,000,000 and upon full construction would employ 20 persons.

#### **Referrals/Public Notice**

The application was referred to the Goulburn Broken Catchment Management Authority (CMA) under 44.03-5 and 44.04-5 of the scheme. The CMA is a recommending referral authority.

The CMA on 14 April 2014 consented to the grant of a permit subject to conditions relating to floor level requirements of buildings. Based on the consent of the expert flood body it is considered that the application achieves acceptable outcomes against both the FO and LSIO and related flood policies within the scheme.

The application has been advertised pursuant to Section 52 of the *Planning and Environment Act 1987*, by:

- Sending notices to the owners and occupiers of adjoining land.
- Placing a sign on site.
- Notice in Newspaper.

The applicant provided a signed declaration stating the signs on site were erected between 15 April to 1 May 2014.

The Council has received 13 objections to date.

All objectors were issued with an acknowledgment letter. Additionally the permit applicants written response to the objections was provided to objectors on 29 May 2014.

The following key issues were raised in the objections:

<b>Ground of Objection</b>	<b>Officer's Response</b>
Decision on application should be delayed until the feasibility of the racing precinct is complete	Officers as set out within this report agree with this ground of objection
Increased traffic	Based on a Council traffic count on Mitchell Road abutting the land in May 2011 646 vehicles use Mitchell Road per day.  According to the Traffic Works report the development will generate 1442 vehicle trips per day.

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)

Ground of Objection	Officer's Response
	<p>To provide a safe road environment the development entry to Mitchell Road requires the provision of right and left turn lanes. These road works would form part of a planning permit and be undertaken at the developer's expense.</p> <p>The submitted traffic report concludes there is no traffic engineering reason to prevent a permit from issuing.</p> <p>Therefore despite the increase in traffic on Mitchell Road as a result of this development, traffic or impact on road safety is not a reason to refuse to grant the permit.</p>
<p>Loss of access to the site during flood events from the west</p>	<p>The bridge crossing of the Seven Creeks on Mitchell Road is below flood level and is flooded according to neighbours on a yearly basis.</p> <p>Despite this access to the east allows path of travel to Shepparton by the alternate truck route in times of flooding of Archer Road.</p> <p>Additionally the expert flood authority acting a referral authority consented to the proposal.</p>
<p>Increased population density in a rural area and associated noise impacts</p>	<p>It is accepted that at full development up to 700 persons may reside in the caravan park. With any development that increases population associated noise impacts are unavoidable.</p> <p>To ensure noise levels are within the EPA standards a permit condition can require compliance and acoustic testing on a needs basis to confirm compliance with noise standards.</p>
<p>Detrimental impact on environment</p>	<p>The application proposes to develop farm land into a caravan park. The application retains all existing native vegetation on the land and does not discharge stormwater or other waste water to the Seven Creeks.</p> <p>There is no information within the submitted application that raises concern that the development will detrimentally impact on the Seven Creeks environs.</p>
<p>Concern of viability of the development</p>	<p>The financial success of the development is not a planning consideration.</p>
<p>Lack of nearby amenities such as shops</p>	<p>It is acknowledged that the nearest major shopping centre is a Riverside Plaza which is several kilometres to the north of the subject site. It considered that the distance from services is undesirable.</p>

## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### 7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)

Ground of Objection	Officer's Response
Inappropriate zoning for the proposed use and development	The land is within the Farming Zone 2. This zone provides support for tourism development subject to the use not impacting on existing or future agricultural uses. Based on site inspections it is observed that it is unlikely the use will prevent the continued operation of agricultural uses. To protect agriculture a standard nuisance provision can be attached to the title under section 173 of the Planning and Environment Act, 1987.
Impact on gas pipe line across the land	APA being the relevant gas authority have reviewed the application and consented to the grant of a permit subject to conditions.

On 24 June 2014 objectors were invited by VCAT to lodge statement of grounds to become a party to the VCAT review.

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

#### **Strategic Links**

##### a) Greater Shepparton 2030 Strategy

The Greater Shepparton 2030 strategy (GS2030) is a reference document in the planning scheme under 21.09.

A reference document is described by Practice Note 13 Incorporated and Reference Document as:

*Reference documents provide background information to assist in understanding the context within which a particular policy or provision has been framed.*

*Reference documents have only a limited role in decision-making as they are not part of the planning scheme. They do not have the status of incorporated documents or carry the same weight.*

#### Section 8 Tourism

*Greater Shepparton is part of the Goulburn Murray Waters tourism region, which also comprises the towns of Kerang, Echuca, Cobram and Yarrawonga. Visitors to the tourism region in the 12-month period to March 2003 comprise 2.5 million day trip visitors and 1.5 million overnight visitors, staying an average of 2.4 nights. Only 23,000 international visitors came to the region during the period, compared with 1.2 million international visitors to Melbourne.*



## 7. SUSTAINABLE DEVELOPMENT DIRECTORATE

### **7.3 Planning Application to Use and Develop Land for a Caravan Park (continued)**

*The key objectives for this subtopic are:*

**Objective 1:** *To ensure a sustained level of growth in tourism, including promotion of the unique tourism opportunities of the irrigated rural landscape and the food growing and processing industries.*

**Objective 2:** *To provide tourist services which suitably meet the needs of visitors to the municipality.*

#### Greater Shepparton Housing Strategy 2011

The Housing Strategy is a reference document in the planning scheme under 21.09. The Housing Strategy was implemented into the scheme by way of C93. The preparation of the Housing Strategy was undertaken in accordance with direction from the GS2030.

These two reference documents have been used as the basis of planning scheme amendments to update local policy under C69 and C93.

Clearly the tourism policy with GS2030 provides support to developments such as is proposed.

In conflict with this tourism policy, elements of the Housing Strategy provide strategic support to allow planning for future growth of key locations within the municipality such as the racing precinct before development approvals that could compromise key sites.

On balance as set out within this report it is considered that the directions of the Housing Strategy which are set out in Council's local planning policy (21.04) should be followed to allow the completion of the investigation study to ensure development approvals do not detrimentally affect the future growth of the racing precinct.

#### **Options for Consideration**

1. That Council adopted the recommendation contained within this report.
2. That Council resolve to not oppose the proposed application and provide a draft set of permit conditions to VCAT for review.

#### **Conclusion**

Officers having reviewed the supplied information, inspecting the site and surrounds, considered objections against the planning scheme have formed the view that the application achieves unacceptable planning outcomes and should not be supported by Council.

#### **Attachments**

Plans of Proposed Development Page 367

## 8. TABLED MOTIONS

Nil Received

## 9. REPORTS FROM COUNCIL DELEGATES TO OTHER BODIES

Nil Received

## 10. REPORTS FROM SPECIAL COMMITTEES AND ADVISORY COMMITTEES

Nil Received

## 11. NOTICE OF MOTION, AMENDMENT OR RESCISSION

### 11.1 Notice of Motion 5/2014 - Cr Polan

**Moved by Cr Polan**  
**Seconded by Cr Summer**

1. Subject to SPC Ardmona Pty Ltd developing a proposal which does not require the closure of Andrew Fairley Avenue for the development of its site in Shepparton, support the request it makes of the Minister for Planning:
  - 1.1. To become the planning authority under Section 8 of the *Planning and Environment Act 1987*, and;
  - 1.2. Exempt himself from the notification requirements of Section 20(4) of the *Planning and Environment Act 1987*
  - 1.3. Expedite the consideration of any planning scheme amendment required to facilitate the development of the site.

**CARRIED.**

## 12. DOCUMENTS FOR SIGNING AND SEALING

Nil Received

## 13. COUNCILLOR ACTIVITIES

### 13.1 Councillors Community Interaction and Briefing Program

#### **Disclosures of conflicts of interest in relation to advice provided in this report**

Under section 80C of the *Local Government Act 1989* officers and persons engaged under a contract providing advice to Council must disclose any conflicts of interests, including the type and nature of interest.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

#### **Councillors' Community Interaction and Briefing Program**

From 1 June 2014 to 30 June 2014 some or all of the Councillors have been involved in the following activities:

- What's Happening In Your Town | Tallygaroopna
- Chilean Delegation | Welcome Dinner
- GV BRaIN | Carolyn Creswell
- Deakin Reserve Advisory Committee Meeting
- Vic Sport CEO'S Forum Dinner – 4<sup>th</sup> & 5<sup>th</sup> June, 2014
- Library & Art Teachers Conference | Mayor to Open the Conference
- Minister Damian Drum | Announcement of funding for Shepparton War Memorial
- MAV Regional Forum – Benalla
- HRLGN Meeting - Benalla
- GBGA meeting
- The Hon Minister Jeanette Powell | Funding Announcement - Aquamoves Lighting Project
- Northern Victorian Sled Dog Club | 2014 Event
- Citizenship Ceremony
- Positive Ageing Advisory Committee Meeting
- Welcome Luncheon | Regional Victoria Living Expo
- Celebration of the International African Child Day
- Welcome to Greater Shepparton | Breakfast and Bus Tour
- 'A Free McGee' | Community Engagement Workshop
- Refugee Week | Launch
- Shepparton Show Me | Ordinary Meeting
- Tatura Community House - Occasional Childcare - Opening of New Playground
- The Hon Jeanette Powell | GV Community Energy Announcement and Tatura Milk Industries | Investment Highlights
- Funding Announcement by the Hon Jeanette Powell | Tatura Memorial Gardens [Enhancement Project]
- MOU Launch | Yorta Yorta Aboriginal Corporation & GBCMA
- RiverConnect Implementation Advisory Committee Meeting
- Australian Botanic Gardens Shepparton meeting
- Victorian DAC Meeting
- Girls, Let Your Hair Down event
- Shepparton Fire Brigade | Annual Dinner
- Goulburn Valley Concert Orchestra
- VEC Election Countback
- Respecting Difference Forum
- MAV | Rural & Regional Planning Conference
- Goulburn Broken Catchment Management Authority Board | Dinner
- Women's Charter Alliance Advisory Committee meeting
- Disability Advisory Committee Meeting

## 13. COUNCILLOR ACTIVITIES

### 13.1 Councillors Community Interaction and Briefing Program (continued)

- Goulburn Broken Community Natural Resource | Management Awards
- Shepparton Villages | Farewell Kevin Bertram and Welcome CEO Kerri Rivett
- 2014-2015 Draft Budget | Community Information Session – Tatura

Councillors were also briefed on the following matters:

- Development Hearing Panel
- GS Sporting Precinct - Functionality Design Contract report
- Maude Street 'Walk' for Councillors
- Adoption of Draft Budget 2014-2015
- Grants update
- Planning Framework, Integration Version | Council Submission
- Update Residential Growth in Small Towns
- Greater Shepparton Environmental Sustainability Strategy [2014-2030] & Action Plan [2014-2017]
- Sam Advisory Committee appointment of community members and revised Terms of Reference
- Shepparton Show Me - Final Review Report
- Shepparton Show Me - Quarterly Report, July - December 2014
- Shepparton Show Me | Marketing and/or Advertising Services Panel of Providers
- Appointment of Shepparton Show Me Committee Members and amendments to the Committee Delegation Guidelines

In accordance with section 80A of the *Local Government Act 1989* records of the Assemblies of Councillors are attached.

**Moved by Cr Adem**  
**Seconded by Cr Oroszvary**

That the summary of the councillors' community interaction and briefing program be received.

**CARRIED.**

### **Attachments**

- |  |          |
|--|----------|
| 1. Councillor Briefing Session - 20 May 2014   | Page 372 |
| 2. Councillor Briefing Session - 3 June 2014   | Page 373 |
| 3. Andrew Fairley Avenue Discussion - 6 June 2014  | Page 374 |
| 4. Councillor Briefing Session - 10 June 2014  | Page 375 |
| 5. Councillor Briefing Session - 17 June 2014  | Page 376 |
| 6. Record of Assembly of Councillors - RiverConnect Implementation<br>Advisory Committee - 18 June 2014    | Page 377 |
| 7. Councillor Briefing Session - 24 June 2014  | Page 378 |
| 8. Record of Assembly of Councillors - Women's Charter Alliance<br>Advisory Committee meeting 27 June 2014 | Page 379 |

**14. URGENT AND OTHER BUSINESS NOT INCLUDED ON THE AGENDA**

**Cr Polan moved a request for Urgent and Other Business not listed on the Agenda be considered.**

**Seconded by Cr Adem**

**CARRIED.**

**Moved by Cr Polan  
Seconded by Cr Patterson**

That the Special Council Meeting to consider the adoption of the 2014/2015 Budget, previously resolved to take place on Tuesday 5 August 2014 at 5.30pm, be rescheduled to Wednesday 6 August 2014 at 5.30pm in the Council Boardroom.

**CARRIED.**

**15. PUBLIC QUESTION TIME**

**Question 1 ( John Gray)**

In an attempt to alleviate the appalling lack of dense summer shade, how many large, advanced, deciduous, specimen shade trees will be planted on the eastern and northern relatively bare expanses of Shepparton's Victoria Park in the next ten best-planting weeks?

**Response**

Thank you for your question John. There are no plans to plant large, advanced, deciduous, specimen shade trees at Victoria Park Lake in the next 10 weeks.

**Question 2 (John Gray)**

What have been the itemized costs to Council incurred for advertising, consultancies, legal advice, special meeting overheads (including sound and recording together with security) in respect to the recent application to close Andrew Fairley Avenue?

**Response**

At the time of preparing this response, the following accounts have been received in relation to this matter:

Advertising	\$5,341.25 (Excl GST)
Traffic Report	\$14,285.91 (Excl GST)
Legal Advice	\$84,240.05 (Excl GST)
Security	\$1,584 (Excl GST)
Recording Equipment	\$2,880 (Excl GST)
Facility Set Up Charges	\$595.50 (GST not applicable)

## 15. PUBLIC QUESTION TIME

### **Question 3 (Lynda Ford)**

The Council in the traffic report prepared for the AFA issue – noted that the round a-bout intersection at Verney Road and Balaclava Road required work for traffic flow reasons – has this intersection now been listed for attention in the towns road works plans as outlined in the traffic report.

### **Response**

A peer review of the TrafficWorks report is being conducted by VicRoads to determine the priority or otherwise for any revised intersection treatment at this roundabout. New Dookie Rd and Balaclava Rd are owned and managed VicRoads so any revised treatment needs to be agreed and co-funded by them.

### **Question 4 (Lynda Ford)**

The Council incurred a lot of costs regarding the issue of the proposed closure of AFA, such as the traffic reports. Has any of these costs been forwarded onto SPCA to pay, as they put the original application to the council or has council and the rate payers incurred these costs.

### **Response**

Council has not, nor does it intend to forward on any of its expenses incurred in relation to this matter.

### **Question 5 (Jim Murphy)**

Has Council ascertained from CCA / SPCA whether they will be seriously looking at fixing their boom gates in regards to the systematic closing to traffic in Andrew Fairley Avenue when nothing crosses the road! The company agreed there was something wrong with the programming during the recent issue of the proposed road closure and it does seem that nothing has been done about it as I and others have been held up in recent days.

### **Response**

Council officers have requested that SPCA check the operation of their boom gates and actuators on Andrew Fairley Avenue.

### **Question 6 (Jim Murphy)**

Having reported to Council staff recently the shocking state of visually impaired tiles in the CBD, cases of cracked, lifting and missing tiles are now very common place surly this should be a priority of council to see that such assets for the visually impaired are kept in top order?

### **Response**

Council asset inspectors have identified the tiles in question and have programmed works to have repairs and replacements completed in the near future.

## **16. CONFIDENTIAL MANAGEMENT REPORTS**

### **16.1 Designation of Confidentiality of Information**

**Moved by Cr Patterson**  
**Seconded by Cr Polan**

That pursuant to sections 89(2)(h)(d) of the *Local Government Act 1989* the Council meeting be closed to members of the public for consideration of 2 confidential items.

**CARRIED.**

### **16.2 Audit and Risk Management Committee Minutes - 31 March 2014 Meeting**

### **16.3 Contract 1475 Raftery Road Upgrade Variation Request**

### **16.4 Reopening of the Council Meeting to Members of the Public**

### **16.5 Designation of Confidentiality of Information – Report Attachments**

**Moved by Cr Ryan**  
**Seconded by Cr Summer**

In accordance with section 77(2)(b) of the *Local Government Act 1989* (the Act) the Council designates as confidential all documents used to prepare the following agenda items and previously designated by the Chief Executive Officer in writing as confidential under section 77(2)(c) of the Act.

1. Report 5.2: Shepparton Show Me Quarterly Report - July - December 2013 .This document relates to a matter which the Council or special committee considers would prejudice the Council or any person, which is a relevant ground applying under section 89(2)(h) of the Act.
2. Report 5.3: Shepparton Show Me Marketing and/or Advertising Services Panel of Providers.This document relates to a matter which the Council or special committee considers would prejudice the Council or any person, which is a relevant ground applying under section 89(2)(h) of the Act.

**CARRIED.**

**MEETING CLOSED AT 6.31PM**