

# AGENDA

FOR THE  
GREATER SHEPPARTON CITY COUNCIL

## ORDINARY COUNCIL MEETING

TO BE HELD ON  
TUESDAY 21 AUGUST 2012  
AT 1.00PM

IN THE COUNCIL BOARD ROOM  
90 WELSFORD STREET

**COUNCILLORS:**

Cr Michael Polan (Mayor)  
Cr Chris Hazelman (Deputy Mayor)  
Cr Cherie Crawford  
Cr Geoff Dobson  
Cr Jenny Houlihan  
Cr Milvan Muto  
Cr Kevin Ryan

***VISION***

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

**A G E N D A**  
**FOR THE**  
**ORDINARY COUNCIL MEETING**  
**TO BE HELD ON**  
**TUESDAY 21 AUGUST 2012 AT 1.00PM**

**CHAIR**  
**CR MICHAEL POLAN**

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**PRESENT:**

**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**

**3. DECLARATIONS OF CONFLICTS OF INTEREST**

In accordance with Sections 77A, 77B 78 and 79 of the Local Government Act Councillors are required to disclose a □conflict of interest□in a decision if they would receive, or could be reasonably 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**

**RECOMMENDATION**

That the Minutes of the Confidential Ordinary Council Meeting held on 17 July 2012 and the Minutes of the Ordinary Council Meeting held on 17 July 2012, as circulated, be adopted.

**5. DEPUTATIONS AND PETITIONS**

**Safer City Project CCTV Network Submission to Extend Coverage in Maude Street**

A petition containing 12 signatures in relation to this issue has been submitted to Council for consideration.

The petition calls for Council to extend the proposed CCTV camera coverage to include the lower end of Maude Street through to the Vaughan Street roundabout.

**RECOMMENDATION**

That the petition relating to extending the proposed CCTV camera coverage to include the lower end of Maude Street through to the Vaughan Street roundabout in Shepparton be noted and received.

## 6. MANAGEMENT REPORTS

### FROM THE COMMUNITY DIRECTORATE

#### **6.1 Emergency Management Update (Including Summary of Flood Event February March 2012)**

##### **Summary**

As a result of a severe weather event with heavy rainfall during the period from 27 February to 1 March, the City of Greater Shepparton suffered varying levels of flooding throughout the municipality, the worst affected areas being the townships of Tallygaroopna, Congupna and Katandra West including a number of farm properties in those areas.

Council's Emergency Management Team in partnership with Victoria Police, the Country Fire Authority (CFA) and the Victoria State Emergency Service (SES) became involved and a number of mitigation strategies put in place to assist and support communities during and post the event. Council also provided support to the Moira Shire in the provision of relief and recovery functions.

Within Greater Shepparton an estimated 250 homes were damaged and around 1000 households affected. Council spent approximately 150,000 on salaries for response, relief and recovery and there has been approximately 220 days of work provided by volunteers. Infrastructure costs at this point in time are approximately 250,000 and works on roads, bridges and culverts as well as repairs to Council assets damaged by the floods are anticipated to increase up to one million dollars.

Work continues to support communities post the event in delivering flood mitigation works and a range of recovery supports including the development of integrated and whole of community emergency management plans and economic development initiatives.

##### **RECOMMENDATION**

That the Council:

1. notes the report
2. formally acknowledges and recognises the collaborative efforts undertaken by Emergency Management personal and the countless volunteer hours contributed by community in responding to and supporting the flood affected areas within Greater Shepparton.

##### **Background**

##### **Flood Event February March 2012**

##### **Rain Event Summary**

On the 27 February 2012, a severe weather event with heavy rainfall impacted the Northeast of Victoria. Over the initial 24 hour period 42 millimetres was measured at the Shepparton Airport, 77 millimetres at Benalla and 148 millimetres at Yarrawonga.

As a result of this initial rain the City of Greater Shepparton suffered varying levels of flash flooding throughout the municipality, the worst affected areas being the townships

## 6. MANAGEMENT REPORTS

### 6.1 Emergency Management Update (Including Summary of Flood Event February March 2012) (Continued)

of Tallygaroopna, Congupna and Katandra West including a number of farm properties in those areas.

#### **Response**

On 28 February 2012 the Greater Shepparton City Council, Victoria Police, the C.F.A. and the S.E.S. became involved and a number of mitigation strategies put in place to assist and support communities. As a result of this initial rainfall numerous homes were threatened with inundation and the township of Tallygaroopna was forced to protect assets using sand bags.

Overnight on the 29 of February and into the 1 March 2012, a further 73 millimetres of rain was recorded at the Shepparton Airport, 88 millimetres at Benalla and 67 millimetres at Yarrawonga.

The additional rain added to the existing water and the risks and overall situation became more serious. Compounding the problem was the lack of immediate and accurate rainfall and water flow data throughout a large part of the Northeast.

Data collated after the rain events indicated that many areas in the Northeast recorded their heaviest rainfall for the months of February and March on record. The monthly total for March in Shepparton was the fourth largest on record. Larger totals were recorded in 1956 and 1950, prior to the 1950s the only larger March total than 2012 was in 1878. As a result of the rain the majority of the impact was confined to the Hume Region and in total 15 Local Government Authorities were impacted.

As of 1 March 2012, properties in the Tallygaroopna, Congupna and Katandra areas were at greater risk of inundation and the protection of assets and properties occurred on a large scale. The ability to do this was compounded by limited road access, not just the City of Greater Shepparton but the Northeast in general. The Greater Shepparton City Council Municipal Emergency Coordination Centre (MECC) was formally activated on the same day and remained operating until the 4 March 2012.

As the true scale and extent of the flood event was realised the response at the state level also increased. Representatives of every agency associated with emergency management involving a flood became involved and as a result the Greater Shepparton City Council was also involved at the highest level. Ultimately the Greater Shepparton City Council's Prevention, Preparedness, Response and Recovery to a flood event were tested.

#### **Relief**

Relief/recovery work in the Greater Shepparton City Council commenced when the rain first started on the 27 February 2012, and in the first instance involved residents within Greater Shepparton and included the opening and staffing of relief centres. An initial Flood Relief Centre was opened centrally at the Shepparton Senior Citizens Centre and this was open for four days. A very small number of people visited the centre to find information and no one presented that required alternative accommodation.

As the response to the flood crisis eased for the Greater Shepparton City Council recovery assistance to the Moira Shire increased and continued over a protracted period of time. A Relief Centre was opened at the Kialla Park Sports Club for seven days, open 24

## 6. MANAGEMENT REPORTS

### 6.1 Emergency Management Update (Including Summary of Flood Event February March 2012) (Continued)

hours a day, to assist in the relief efforts for Nathalia which had no access to the north. Prior to the evacuation order being placed on Nathalia, the Department of Human Services estimated that this centre may need to process upwards of 1000 people in a very short space of time. This was ultimately not the case, with very few people actually evacuating from Nathalia when the initial evacuation notice was given, although the relief centre did see approximately 400 people through the doors for short term relief and registration.

#### **Recovery**

In the week following the floods, Recovery Centres were opened in Tallygaroopna, Congupna and Katandra West. These centres were open from 10am until 7pm each day and saw approximately 400 people during the week. Our best estimates is that at least half of these were Moira residents who had difficulty accessing recovery services, particularly Grant Officers, within the Moira Shire due to ongoing flooding downstream. Recovery Centre services included case management, personal support, grant officers and an information point for flood related materials.

A centralised Recovery Centre was opened at the Council offices for the following two weeks. Approximately 300 people came through this centre, and again approximately half of these were Moira residents.

Red Cross provided an outreach service on our behalf and knocked on every door in the flood affected areas over a period of two weeks to check on resident's wellbeing and provide an opportunity for debriefing and personal support. The Red Cross have followed this up with further outreach support in May, with a further round of visits planned for August.

Our Case Management services supported over 110 households during and after the event, assisting them to access physical, emotional and financial support. Three families are still receiving a small amount of case management support.

#### **Environmental Health**

Environmental Health Officers attended Recovery Centres at Congupna, Tallygaroopna and Katandra West daily for the first week following the floods. Officers also attended the evening Community Meetings at Congupna, Tallygaroopna and Katandra West to answer health related queries, mainly about septic tanks and mosquito related concerns.

Emergency funding was obtained to provide pump-out of septic tanks for flood affected properties. Environmental Health Officers made contact with 196 property owners with concerns about their septic tank system. As a result of these inquiries to date 43 properties have had a septic tank pump-out arranged, the cost for these pump-outs to date is 18,380.00. The remaining properties found their septic tank system returned to normal working order once the water sub-sided from their property.

The Mosquito Control Officer also visited the towns of Congupna, Tallygaroopna and Katandra West in the weeks following the flood event. Areas of poor drainage were assessed and treatment applied to drains in some circumstances.

## 6. MANAGEMENT REPORTS

### 6.1 Emergency Management Update (Including Summary of Flood Event February March 2012) (Continued)

#### **Planning Officers**

Several days after the floods began Planning Officers went out on the road to assess the flooding and to meet with flood affected landowners. They attended the Recovery Centres at Katandra West, and Congupna. Planning Officers also attended the community meetings after the floods at Katandra West, Congupna and Tallygaroopna to discuss drainage issues and address any queries from the community.

The Planning Investigations Officer has been working with Councils Development Engineers to address a total of 13 complaints in relation to drainage issues in the farming zone. These investigations are still ongoing.

#### **Engineering Flood Mitigation Works**

A number of community engagement sessions were held in each town to determine engineering solutions to address and mitigate risk associated with flood events. Attachment 2 provides a detailed set of programs listing works completed and future works to mitigate the impact of large rain events/flooding in the Congupna, Katandra, Tallygaroopna and Lemnos North Road areas.

#### **Flood Event Debrief and Learning**

Understanding the impact of an event on communities and our organisational response to such emergencies across the response, relief and recovery phases is critical to inform ongoing tactical, operational and strategic planning.

A municipal emergency management team debrief meeting was held Wednesday 2 May, 2012. Key learning and improvements identified include:

- Formal flood plans for small towns to be developed, incorporating a communications strategy and local knowledge
- Community information is vital for ensuring community safety and awareness during emergency events. Information and warnings were provided to the community through a variety of outlets, which ensure broad coverage and accessibility for the majority. It was acknowledged that there is a need to increase communication and collaboration between SES and Council regarding Community Meetings, the MECC to liaise with the ICC during an event to develop a combined Community Communication strategy to ensure consistency. Specifically:
  - Improve early notification systems and strategies
  - Community meetings can be planned and delivered more strategically
  - Need to communicate transition in SES priorities so Council can pick up community communications
  - Council Emergency Management Liaison Officer (EMLO) at ICC from the onset of the event to provide local intelligence and coordinate municipal efforts
  - Development of a Vulnerable Persons List
- Need to have agreed central point in towns to put up all community information, this should be updated regularly
- Deploy personal support workers earlier, this can help to diffuse emotional pressure earlier and support everyone else to work better
- Review and update training and skills for Council staff directly relating to the sustainability of surge capacity to enable Council to maintain their role in response, relief and early recovery for the community



## 6. MANAGEMENT REPORTS

### **6.1 Emergency Management Update (Including Summary of Flood Event February March 2012) (Continued)**

- Engage with Government earlier to ensure that the process and applicability of Federal / State grants and case management requirements are more timely, responsive and structured during relief and recovery phases
- Victoria Police to develop plans for town evacuations.

It is envisaged that these actions will form the basis of the work plan for the newly appointed Emergency Management Officer positions which commenced 9 July 2012.

#### **Other Emergency Management Activities**

- Municipal Emergency Management Plan (MEMP):
  - updated and issue 9.0 distributed in June 2012
- State Government Emergency Management funded positions
  - An Emergency Management Coordinator commenced on 9 July 2012. This position is a two year position funded by the Department of Planning and Community Development under the Municipal Emergency Resourcing Program. This funding covers both Greater Shepparton and Moira.
  - A Flood Recovery Project Officer also commenced on 9 July 2012. This position is a 12 month position funded by the Department of Human Services for Greater Shepparton. These positions, among other key tasks (refer aforementioned Flood Event Debrief and Learning(s)) will work with the Tallygaroopna, Katandra and Congupna communities, Victoria Police, CFA and SES to capture the local learning(s) through the development and implementation of fully integrated and whole of community emergency management plans that focus on building resilience and capability in communities. The development of these emergency management plans will align with the timing proposed for the development of Community Plans for these towns.
  - The Department of Planning and Community development has also provided Greater Shepparton City Council with funding for a 6 month position to stimulate economic recovery and development in the flood impacted area. It is anticipated that this position will commence in the coming months.
- MECC Central:
  - Council has purchased an online emergency management tool that is to assist in the Municipal Emergency Coordination Centre (MECC) setup, also allowing for a virtual MECC with officers being able to access the system on any internet enabled device. Officers are developing procedures around the use of this tool and also talking to other Councils who have used MECC Central.

#### **Risk Management**

Council's Emergency Management continues to review and strengthen its comprehensive and coordinated approach to emergency management across the domains of risk identification/mitigation, planning, prevention, preparedness, response and recovery. This broad approach includes an ongoing review of the Municipal Emergency Management Plan (MEMP) and associated sub-plans and a comprehensive debrief post each event to ensure learning(s) are captured and reflected in the MEMP.

#### **Policy Implications**

The recommendation contained in this report is consistent with Council Policy.

#### **Best Value Implications**

The Council's Emergency Management approach is consistent with best value principles.

## 6. MANAGEMENT REPORTS

### 6.1 Emergency Management Update (Including Summary of Flood Event February March 2012) (Continued)

#### **Financial Implications**

Within Greater Shepparton an estimated 250 homes have been damaged and around 1000 households affected. Council spent approximately 150,000 on salaries for response, relief and recovery and there has been 180 days of work provided by volunteers. Infrastructure costs at this point in time are approximately 250,000 and works on roads, bridges and culverts as well as repairs to Council assets damaged by the floods are expected to increase up to one million dollars. Refer to Table 1 (Attachment 1) for an overview of current expenditure against the flood ledger 10582 (as at May 2012).

Council is currently completing two claims to recover these costs; one with Councils insurer for property damage and the other with Federal Government Natural Disaster Recovery Fund (NDRF). Council has two financial years to complete the claim under the NDRF for this flood event which allows for monitoring of roads structures and other assets. Further works are being completed on grading roads, repair of a bridge, culverts and Kialla Lake foreshore.

It should be noted that Council has also submitted an NDRF application for 89,000 in April 2012 for flood mitigation measures for the three townships including flood mapping, the development of emergency flood sub plans, pump telemetry, flood depth markers and community education and awareness programs. The application requires a matched component of 49,000 to be sourced from existing budget allocations within Urban Drainage Renewal.

#### **Victorian Charter of Human Rights and Responsibilities Act 2006 Implications**

This proposal aligns with the human rights provided for under the *Victorian Charter of Human Rights and Responsibilities act 2006*.

#### **Legal Statutory Implications**

Under the *Emergency Management Act 1986* (the Act), local government plays a key role in emergency management in Victoria as the closest level of government to communities. Under the Act council is required to:

- appoint a Municipal Emergency Management Planning Committee (MEMPC)
- appoint one or more Municipal Emergency Resource Officers (MERO) to coordinate the use of municipal resources for emergency response and recovery
- prepare a Municipal Emergency Management Plan (MEMP) which must be audited by the Director, Victoria State Emergency Service every three years; and
- respond to an audit report within three months.

Further, the *Country Fire Authority Act 1958* requires that council appoint a Municipal Fire Prevention Officer (MFPO) and prepare and maintain a Municipal Fire Prevention Plan.

#### **Consultation**

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

## 6. MANAGEMENT REPORTS

### **6.1 Emergency Management Update (including summary of Flood Event □ February March 2012) (Continued)**

#### **Strategic Links**

##### a) Greater Shepparton 2030 Strategy

Direction 2 - Community Life

Direction 4 □ Economic Development

Direction 5 □ Infrastructure

##### b) Council Plan

Community Life - Provide a safe and family friendly community

Community Life - Develop and pursue strategies to improve community health and wellbeing

Council Organisation & Management □ Engage with community when making decisions

Council Organisation & Management □ Develop strong relationships with State and Federal Government

##### c) Other strategic links

No other strategic links have been identified.

#### **Attachments**

1. Attachment 1 □ Flood February/March 2012 Expenses Summary
2. Attachment 2 □ Flood Mitigation Works 2012 □ Congupna, Katandra, Tallygaroopna, Lemnos North Road

## 6. MANAGEMENT REPORTS

### 6.2 Home and Community Care Funding Reduction

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

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 Manager Neighbourhoods**

**Proof reader(s): Acting Team Leader Aged Services**

**Approved by: Director Community**

**Other: Nil**

#### Purpose

The State Government, via the Department of Health, confirmed on June 6 2012 that they will be actively reducing their funding of the Home and Community Care program by 2 per cent, in addition to reducing annual funding indexation by 1 per cent to 2.1 per cent. This program provides basic support services to keep older adults and people with disabilities independent in their own homes and includes the supports services of: domestic assistance, personal care, respite care, property maintenance, social support, assessment, care management and food services. The purpose of this report is to seek direction from Councillors on the actions to take resulting from this funding reduction.

### RECOMMENDATION

That the Council:

1. confirm it will not accept the costs associated with maintaining service levels due to State Government cuts and reduce future service targets accordingly
2. commit to advocating strongly to the State Government to improve base funding and annual indexation rates of the Home and Community Care program via:
  - Writing immediately to the Minister for Ageing
  - Writing to and meeting immediately with our Local Members of Parliament
  - Seeking support from the Hume Region Local Government Network and Regional Cities Victoria for a joint Council position
  - Requesting the Municipal Association of Victoria to take a very active lead in advocating for an immediate improvement to base funding and indexation.

#### Background

The Commonwealth agreement on the Home and Community Care program (HACC) with the States includes a 60:40 split in the program funding respectively. The Victorian Government has provided approximately 47 per cent of funding to the state wide program over the past several years, and locally Council contributes approximately an additional 12 per cent per annum.

The base HACC funding Council receives is approximately 2,800,000 per annum, and with the proposed cut of 2 per cent of funding plus the removal of a long term transition

## 6. MANAGEMENT REPORTS

### 6.2 Home and Community Care Funding Reduction (Continued)

payment, this will see a total reduction in HACC funding to Council of approximately \$64,000. In service delivery terms, this equates approximately to 1,800 hours of service delivery, dependant on the service type that is actively reduced. The State has confirmed that this cut will see a corresponding reduction in Council's performance targets so it is not a productivity saving, with the exception of the \$8,000 of transition payment which was included at HACC's inception to support the management of programs such as Senior Citizens.

In addition to the 2 per cent reduction in funding, the indexation rate of future funding is being reduced from just over 3.1 per cent to 2.1 per cent. This equates to a further current term reduction in funding of \$27,000 per annum, based on an indexation which is already well below a rate required to pay for a service and largely dependent on contract values and contract indexation. The State has confirmed that the initial \$64,000 reduction will be phased in over two financial years, with 50 per cent applied in the 2012/2013 financial year and a further 50 per cent in the 2013/2014 financial year.

Most individual unit rates of grant payment do not fund the real cost in services and this difference, plus the total value of administration and management of the program, is born by Council. Council's capacity to cover increasing costs via fees is also limited as the HACC program fees policy stipulates the maximum value of fees able to be charged by any HACC provider. These fee rates are also traditionally indexed at a rate below real cost growth.

Council annually delivers approximately 26,000 hours of domestic assistance, 13,000 hours of personal care and 12,000 hours of respite care. This initial funding cut will see an estimated 4 per cent reduction in the delivery of these in-home services. This reduction will primarily affect older residents who have a relatively low level of need and with whom early intervention can provide the greatest opportunities under an *Active Model of Service* to create longer term independence in their own homes. The age and circumstances of residents receiving these services vary, but statistically the cohort that is most likely to be directly affected is the 65-75 year old age group who are primarily reliant on a pension for income.

The State Government have confirmed that additional Commonwealth and State growth funding will be provided into the HACC service system this year that may offset the initial 2 per cent reduction. No details on where this growth fund will be applied have been released, either across regions or at the municipal or agency level. The same low level of indexation will apply to any growth funding we may receive.

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

Community Life □ Provide affordable and sustainable community services

#### **Risk Management**

A risk assessment has been carried out and there are no high or extreme risks associated with this tender.

Moderate risks exist in regards to Council's reputation and community expectations that Council should fund the gap left by the grant cut. This risk will be met by a media and communications strategy to inform the public of the reasons for the reduction.

A low risk exists of harm to a resident due to a reduction in service support. This risk is low due to the intervention of care management in the program, to ensure any resident

## 6. MANAGEMENT REPORTS

### 6.2 Home and Community Care Funding Reduction (Continued)

with high or complex needs receives some level of support, whilst those with lower needs may be waitlisted for services or receive a lower volume of care.

#### Policy Considerations

This recommendation does not conflict with any Council policy.

#### Financial Implications

Council contributes approximately 350,000 to this program annually. These costs are spread across the program to offset the grant unit rates that are below the level required to deliver the service, in addition to funding the administration of the program, which receives no grant support at all. The most extreme example of this is in Food Services (Meals on Wheels) where the grant provides less than 10 per cent of the actual costs for delivering a meal.

	2012/2013 Budget	2013/2014 Budget	2 Year Effect
Direct Reduction in Revenue	32,000	32,000	
Reduction in Indexation	27,000	27,000	
<b>Net Result</b>	<b>59,000</b>	<b>59,000</b>	<b>118,000</b>

#### Legal Statutory Implications

The project does not raise any issues of non-conformity with the *Local Government Act (1989)* or any other relevant legislation.

#### Environmental Sustainability Impacts

The recommendation poses a minimal impact on any environmental outcomes. Ongoing funding based on this level of indexation is unsustainable and will directly impact on vulnerable members of our community.

#### Social Implications

The reduction in State Government funding will actively reduce the level of services available to one of the most vulnerable groups of people in our community. Reducing these services will be done with care to minimise impact, however some older residents will be required to wait for services to commence and those with lower needs may now not be eligible due to a tightening in assessment criteria. An initial 1,800 hours of service will need to be reduced from 2012/2012 service levels, increasing to total of over 3,300 hours over the first two year period. This outcome will mean some residents who may be requiring assistance with some basic home help tasks, some personal grooming assistance and shopping support may not be able to access this assistance at all or have it available at a level that is less than their needs may require.

#### Economic Impacts

The effect of the State Government funding reduction will have a small impact on reducing employment options. A successful advocacy campaign will maximise employment in this industry across the state.

#### Consultation

Each resident that will be affected by this funding reduction will have an individual assessment or conversation with a qualified care manager.

## 6. MANAGEMENT REPORTS

### 6.2 Home and Community Care Funding Reduction (Continued)

Councillors have been briefed on the impacts at the Councillor briefing session on 24 July 2012. Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

#### Strategic Links

a) Greater Shepparton 2030 Strategy

Direction 2 - Community Life

b) Other strategic links

Positive Ageing Strategy 2009-2014

#### Options for Consideration

##### Option A:

That Council does nothing, accepting the reduction in funding and reducing service levels without advocacy. This option may ultimately have the same outcome as the recommendation, however all avenues for advocating for and increase to this funding are highly recommended to be pursued.

##### Option B:

That Council contribute the funds that the State Government is reducing to ensure no reduction in service levels are made to residents. This option is unsustainable with the level of indexation indicated and would see a greater portion of costs for this program born by Council each year.

#### Conclusion

The delivery of the Home and Community Care program services is a basic level of support to older residents and residents with disabilities to allow them to remain living independently at home. This active funding reduction and lowering of indexation will have a direct effect on many residents as future users of these services. The long term effect of these changes will continue to either reduce service levels or restrict Council's ability to provide a sustainable service. An urgent review of the unit rates for services and the indexation rate is essential to ensure these services remain viable and appropriately supportive to a rapidly ageing population.

#### Attachments

Nil

## 6. MANAGEMENT REPORTS

### FROM THE BUSINESS DIRECTORATE

#### 6.3 Financial Report July 2012

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

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.

##### **Summary**

This report provides interim details of Council's financial position at 31 July 2012.

##### **RECOMMENDATION**

That the Council receive and note the financial report and position as at 31 July 2012.

##### **Background**

Section 137 of the *Local Government Act 1989* provides that Council maintain a budgeting and reporting framework that is consistent with the principles of sound financial management. Ongoing monthly reports will provide the basis for this.

Council adopted a revised 104M Operating Budget and a 36M Capital Works Program for 2011/2012. Council expects to have another successful year in delivering a multitude of Capital and Community based projects.

The following reports have been prepared and are presented to Council to facilitate decision making:

- Overview Commentary
- Income Statement
- Balance Sheet
- Cash Flow Statement
- Councillor Expense Report.

Other schedules have been included for the information of Councillors:

- Strategic Objective Reports (both Operating and Capital)
- Investment Reports
- Sundry Debtor Report
- Rates Report.

##### **Risk Management**

Risks identified as part of the preparation of this report include works being undertaken with invoices not yet received.

##### **Policy Implications**

There are no conflicts with existing Council policies.

##### **Best Value Implications**

Close monitoring of budgets is in line with Best Value principles.

##### **Financial Implications**

The 2011/2012 Budget provides a basis for measurement of actual performance/position to July 2012.



## 6. MANAGEMENT REPORTS

### 6.3 Financial Report □ July 2012 (Continued)

#### **Victorian Charter of Human Rights and Responsibilities Act 2006 Implications**

The report does not limit any human rights provided for under the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

#### **Legal Statutory Implications**

Section 138 of the *Local Government Act 1989* requires quarterly statements comparing budgeted revenue and expenditure for the financial year with the actual revenue and expenditure to date to be presented to the Council at a Council meeting which is open to the public. This report satisfies that requirement.

#### **Consultation**

All officers responsible for works included in the 2011/2012 Budget have been consulted in preparing this report.

Council 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) Council Plan

The report is consistent with the governance principle of Strategic Objective 6 of the *Council Plan 2009-2013* □ Council Organisation and Management □

##### c) Other strategic links

No other strategic links have been identified.

#### **Attachments**

July 2012 Financial Report containing:

1. Overview Commentary
2. Income Statement
3. Balance Sheet
4. Cash Flow Statement
5. Strategic Objective Reports (both Operating and Capital)
6. Investment Reports
7. Sundry Debtor Report
8. Rates Report
9. Councillor Expense Report.

## 6. MANAGEMENT REPORTS

### 6.4 Procurement Policy

#### **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 Property and Procurement**

**Proof reader(s): Procurement Advisor**

**Approved by: Acting**

#### **Director Business**

**Other: Nil**

#### **Purpose**

The Council adopted a Procurement Policy in 2009, in compliance with section 186(A) of the *Local Government Act 1989* (the Act). It is a requirement of the Act that the policy is reviewed each financial year. While no changes are recommended to the policy at this time, it is recommended that the Council formally endorse the policy in its current form.

### **RECOMMENDATION**

That the Council endorse the Procurement Policy, policy number 13.POL1 without amendment.

#### **Background**

The Procurement Policy was initially adopted in October 2009 and is considered to still be appropriate for the organisations needs.

The Council also has a Sustainable Purchasing Policy which will be reviewed over the next six months with a view to incorporating it into the Procurement Policy. On completion of the review, the Council will be provided with a Sustainable Procurement Policy to consider for adoption, with the objective of further embedding sustainability into the organisation.

To enable this review process to be completed, it is recommended that the existing Procurement Policy is endorsed in its current form.

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

This proposal is consistent with the strategic objective Provide best practice management and administrative systems and structures to support the delivery of Council services and programs. The Procurement Policy provides guiding principles for the procurement of goods and services.

#### **Risk Management**

This is an existing policy which has been in application without issue, therefore associated risk is considered minimal.

## 6. MANAGEMENT REPORTS

### 6.4 Procurement Policy (Continued)

Risks	Likelihood	Consequence	Rating	Mitigation Action
That the policy does not continue to meet the organisations needs following the restructure	Possible	Minor	Low	Operational, manage through usual procedures and accountabilities

#### Policy Considerations

The suite of policies and procedures relevant to the procurement functions of the Council are currently being reviewed in their entirety. The endorsement of the existing Procurement Policy will not preclude it from being re-examined as part of the review.

#### Financial Implications

As the existing Procurement Policy has been in place for over two years, there are no financial implications to endorsing it in its current form.

#### Legal Statutory Implications

The Procurement Policy was developed and is complied with in accordance with section 186 of the *Local Government Act 1989*.

#### Environmental Sustainability Impacts

Sustainable purchasing is currently considered in the Sustainable Purchasing Policy, which is read in conjunction with the Procurement Policy. It is intended that these two policies will be combined following an upcoming review.

#### Social Implications

There are no social implications to the endorsement of this policy. The current review of a suite of policies is proposed to include the development of a Social Procurement Policy. This is anticipated to be presented to Council within six months.

#### Economic Impacts

While the Council's procurement practices may have an impact on some local businesses by guiding Council's procurement processes, it is not considered that there will be economic impacts resulting from the recommendation to endorse the existing policy.

#### Consultation

Extensive internal consultation was undertaken when the policy was initially developed.

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

The Procurement Policy takes into account and should be read in conjunction with the following:

- Code of Conduct Policy
- Conflict of Interest in Local Government Feb 2009
- Exercise of Delegations

## 6. MANAGEMENT REPORTS

### **6.4 Procurement Policy (Continued)**

- Gifts and Benefits Policy
- Sustainable Purchasing Policy

#### **Options for Consideration**

The Council could endorse the existing policy, as recommended

The Council could propose changes to the policy prior to endorsement

#### **Conclusion**

It is concluded that endorsement of the existing policy for a further twelve months will enable compliance to the Local Government Act 1989, while allowing the policy to be reviewed to integrate the Sustainable Purchasing Policy with it.

#### **Attachment**

Procurement Policy Number 13.POL1.

## 6. MANAGEMENT REPORTS

### FROM THE SUSTAINABLE DEVELOPMENT DIRECTORATE

#### 6.5 Shepparton Show Me Annual Report 2011-2012

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

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.

##### **Summary**

Shepparton Show Me presents the Annual Report for 2011-2012.

The Annual Report highlights the achievements and reports the financials for Shepparton Show Me over the last financial year.

##### **RECOMMENDATION**

That the Council adopt the Shepparton Show Me Annual Report 2011-2012.

##### **Background**

During the past 12 months, Shepparton Show Me has developed a calendar of promotions and events that aim to draw people from our target areas to Shepparton to shop, dine and relax. By creating an enjoyable shopping experience and destination of choice the committee is actively injecting funds into the local economy.

Shepparton Show Me launched a new brand in late 2011 which is designed to engage not only prospective customers and visitors to Shepparton, but also Shepparton Show Me stakeholders themselves. The new Shepparton Show Me logo has been incorporated into branding on teardrop banners, vinyl banners, the promotional Ken Muston Automotive Jeep Wrangler and a marquee used at Shepparton Show Me events. The branding also features on two truck tarps, giving Shepparton Show Me exposure between Shepparton and Melbourne and throughout surrounding areas. A mobile stage to be used for promotions is also being developed.

Shepparton Show Me's *Step Up* campaign was launched in the Maude St Mall on 1 December 2011 in front of up to 300 business owners, families and employees. The three-year campaign is designed to encourage Shepparton businesses to 'Step Up' customer service and business practices with the help of a stakeholders' toolkit. The new Shepparton Show Me logo is vibrant, dynamic, fun, energetic and adaptable through the ability to interchange colours relevant to particular campaigns. It represents a virtual explosion of colour and excitement, from the central hub that is Shepparton – the heart of regional Victoria.

Shepparton Show Me have sponsored several events in 2011-2012 that closely align with its core purpose to attract consumers to retail and business services in Shepparton; the Chamber of Commerce Winter Market, Garden Expo and the Summer City Market which was coordinated by the Greater Shepparton City Council's Investment Attraction Department this year.

Highlights of the 2011-2012 financial year include the 2 Hour Parking Promotion in December 2011, introducing more 2 hour parking spaces in the CBD. Shepparton Show Me's 'Show Ho Ho Me' Christmas Promotion also highlighted in 2011 featuring a mobile

## 6. MANAGEMENT REPORTS

### 6.5 Shepparton Show Me Annual Report 2011-2012 (Continued)

Christmas game show that travelled around Shepparton with a selection of fabulous prizes available to be won.

Shepparton Show Me also hosted Twilight Fishing on Shepparton's newly developed Victoria Park Lake, which offered free entry, barbeque and fun competitions for all ages. The event attracted thousands of people, consisting of mostly families. The extremely popular event was run as a part of the Shepparton Show Me Step Up Campaign.

The Committee facilitated a meeting in 2011 to reassess their direction and further develop their vision, to guide the committee and its decision making.

The Shepparton Show Me Committee seek to provide united and measured multifaceted marketing campaigns, positioning Shepparton as the leading retail, commercial, industrial and cultural precinct of regional Victoria.

Shepparton Show Me's objective is to see measurable results for their stakeholders, in terms of economic benefit and to achieve market positioning for Shepparton as Victoria's most attractive regional destination.

As a part of Shepparton Show Me's new direction, the committee invited Radek Sali to Shepparton. Shepparton business owners and their staff were invited to "Step Up" and be inspired at a free event featuring guest speaker Radek Sali, CEO of Swisse Vitamins. The event attracted a huge crowd and encouraged business owners and their staff to participate in GOTAFE Customer Service Courses.

Shepparton Show Me, in partnership with Goulburn Ovens Institute of TAFE offered customer service training to small business owners and their employees with the aim of providing them with the skills to make an immediate difference to their businesses in terms of service, public image and hence financial sustainability as a part of their new direction. The courses proved to be a success as many business owners and staff attended and positive feedback was obtained.

At the July 2011 Council meeting two new committee members were appointed. The current appointed members of the Shepparton Show Me Committee are as follows;

<b>Name</b>	<b>Term</b>
<b>Ends</b>	
Bill Dowling, Complete Display Equipment	2013
Shelly Sutton, Studio Laine	2013
Gerard Michel, Graham Thomson Motors Pty Ltd	2013
John Montagner, Solar City Office Supplies	2013
Gerard Bruinier, Autobarn	2013
Barry Smith, Mailworks	2014
Tristen Murray, Stubbs Wallace Accountants	2014
Jamie Cox, Choice Corporate Pty Ltd	2014

This year Cr Cherie Crawford was appointed as the Chair under the newly adopted Delegation and Guidelines and replaced outgoing Chair Barry Smith.

The Council will continue to be represented on the committee by Cr Cherie Crawford, Cr Geoff Dobson and Director Sustainable Development, Dean Rochfort.

## 6. MANAGEMENT REPORTS

### 6.5 Shepparton Show Me Annual Report 2011-2012 (Continued)

#### **Risk Management**

The adoption of the Annual Report ensures compliance with Shepparton Show Me's requirements outlined in the Guidelines applying to the Delegation of Authority to Shepparton Show Me to:

*"provide a written report to the Council on its operation on an annual basis".*

#### **Policy Implications**

The recommendation within this report is consistent with Council policy.

#### **Best Value Implications**

The Best Value principles have been taken into account and the proposal is consistent with them.

#### **Financial Implications**

During the 2011/12 Financial Year Shepparton Show Me had an annual budget of 998,301 which included a carryover of 355,001 from the 2012/11 Financial Year. An overview of the 2011-2012 expenditure is included in the attached Annual Report.

#### **Victorian Charter of Human Rights and Responsibilities Act 2006 Implications**

This proposal does not limit any of the human rights embodied in the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

#### **Legal Statutory Implications**

This proposal conforms with all relevant legislation, and is required to comply with the Local Government Act 1989 and the guidelines pertaining to the Shepparton Show Me Committee.

#### **Consultation**

The Committee reviewed the Annual Report and it was endorsed at the July AGM held on Wednesday 18 July 2012.

#### **Strategic Links**

##### a) Greater Shepparton 2030 Strategy

The Shepparton Show Me 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) Council Plan

Shepparton Show Me is consistent with the Council plan as it promotes diversification and growth of local businesses.

##### c) Other strategic links

As per the Economic Development Action Plan, Shepparton Show Me meets the 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 is also a key objective found within the strategy.

#### **Attachment**

Shepparton Show Me Annual Report 2011-2012.

## 6. MANAGEMENT REPORTS

### 6.6 Instrument of Appointment and Authorisation (Planning and Environment Act 1987 Only)

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

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.

#### **Summary**

The Chief Executive Officer (CEO) has delegated provisions to appoint Council Officers as Authorised Officers under various pieces of legislation to ensure appropriate appointments can be made promptly. As previously indicated in the report presented at the Ordinary Council Meeting held on 15 November 2011, under the *Planning and Environment Act 1987* (PE Act), the Council cannot delegate the provision to authorise officers for the purposes of enforcing the PE Act. This section does not apply to any other Act and therefore the CEO can continue to appoint Authorised Officers under other legislation.

Edwina Breen, who is required to be an Authorised Officer for the purposes of the *Planning and Environment Act 1987* and the regulations made under that Act, has recently changed name from Edwina Hoffmann-Madsen.

It is now recommended that the appointment and authorisation issued to Edwina Hoffmann-Madsen by a resolution of Greater Shepparton City Council on 18 October 2011 be revoked, and that, Edwina Breen be appointed as an Authorised Officer under this Act in accordance with the attached Instrument of Appointment and Authorisation (*Planning and Environment Act 1987 only*)(S11A).

#### **RECOMMENDATION**

In the exercise of the provisions conferred by section 147 of the *Planning and Environment Act 1987* and the other legislation referred to in the attached Instrument of Appointment and Authorisation (*Planning and Environment Act 1987 only*)(S11A), the Council resolves that:

1. the Instrument of Appointment and Authorisation conferred to Edwina Hoffmann-Madsen be revoked
2. Edwina Breen be appointed and authorised as set out in the Instrument
3. the Instrument come into force immediately the Common Seal of Council is affixed to the Instrument and remain in force until Council determines to vary or revoke the Instrument
4. the Common Seal of Council be affixed to the Instrument as attached.

#### **Background**

The Council subscribes to a delegations and authorisations service provided by the legal firm Maddocks, and documentation is generally updated twice a year based on any legislative changes and specific issues raised by councils.

As previously advised in the Ordinary Report presented at the Ordinary Council Meeting held on 15 November 2011, some legislation expressly provides for the appointment of



## 6. MANAGEMENT REPORTS

### **6.6 Instrument of Appointment and Authorisation (Planning and Environment Act 1987 Only) (Continued)**

Authorised Officers to exercise specified statutory powers and carry out statutory duties and functions of that statutory position. The relevant legislation imposes and confers particular functions and duties on Authorised Officers.

The provision to appoint Council officers as Authorised Officers under various legislation has been delegated to the CEO to ensure that appropriate appointments can be made promptly where staff changes occur. Appointments are formally made by a signed Instrument of Appointment and Authorisation.

#### **Risk Management**

Only Authorised Officers are able to undertake various functions under the PE Act.

#### **Policy Implications**

There are no conflicts with existing Council policy.

#### **Best Value Implications**

The proposal is consistent with the Planning Department Best Value review, to streamline planning processes and ensure that enforcement tasks can be undertaken efficiently.

#### **Financial Implications**

There are no financial implications.

#### **Victorian Charter of Human Rights and Responsibilities Act 2006 Implications**

The proposal does not limit any human rights provided for under the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

#### **Legal Statutory Implications**

The proposal is consistent with the PE Act, in that officers must be authorised to perform duties under the PE Act.

#### **Consultation**

No consultation is needed, as this is an administrative process.

#### **Strategic Links**

##### a) Greater Shepparton 2030 Strategy

No strategic links have been identified to the Greater Shepparton 2030 Strategy.

##### b) Council Plan

This proposal supports Strategic Objective 6 of the *Council Plan 2009-2013: 'Provide Best Practice management and administrative systems and structures to support the delivery of Council services and programs'*.

##### c) Other strategic links

No other strategic links have been identified.

#### **Attachment**

S11A. Instrument of Appointment and Authorisation (*Planning and Environment Act 1987*) for Edwina Breen to be appointed and authorised.

## 6. MANAGEMENT REPORTS

### 6.7 Proposed Sister City Relationship □ Korce, Albania

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

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.

#### Summary

Greater Shepparton City Council currently has a formalised relationship with the following cities:

- Baguio, Phillipines
- City of Tieling, China
- City of Toyoake, Japan
- Oshu City, Japan (formerly Esashi City)
- Florina, Greece
- Lijiang City, China
- Novato, USA
- Resen, Yugoslavia
- Shangqiu City, China
- Shepperton, England

Council has received a request from a Shepparton citizen to consider a sister city relationship with the major southern city of Albania known as Korce. Shepparton has a significant Albanian population made up of original migrants who arrived in the 1920s and 1930s, first, second and third generation descendants of these original migrants, and more recent migrants who have been arriving in Shepparton since the mid 1990s. It is estimated that approximately 2,500 people make up this Albanian population. Many of these people maintain constant contact with friends and relatives in Korce.

It is important to note that the request for consideration of this relationship has been instigated by a private citizen in Shepparton, however there has been no official correspondence exchanged between the two cities. Council has received a letter from Ambassador Ms Jenny Bloomfield from the Australian Embassy in Athens, outlining her support for the establishment of links between the two cities. The Albanian community are keen to establish relations prior to Australia Day events scheduled to occur in Albania in September.

In response to this letter, the Chief Executive Officer responded to Ms Bloomfield indicating that the visit to Korce by the Mayor Cr Polan and Cr Crawford had been a social visit and that Council had requested further information from officers on what the potential benefits of a sister city relationship would be prior to making any formal decision.

The CEO indicated that this information would be provided to Council in the coming weeks, however any decision would not likely be made until 21 August Ordinary Council Meeting which made the proposed event in September unlikely to proceed.

It is proposed that the decision made by Council would be communicated to Ambassador Bloomfield at the earliest possible time.

Formal, active □Sister City□relationships are resource intensive and require a substantial financial commitment. Greater Shepparton currently has a significant number of international relationships, and further budgetary provision would be required to develop

## 6. MANAGEMENT REPORTS

### 6.7 Proposed Sister City Relationship – Korce, Albania (Continued)

and maintain an additional, formal relationship. The local Albanian community have indicated that approximately 30,000 would be required to initiate the relationship initially, with half of this amount contributed to by the local Albanian community. It is proposed that this financial allocation would be utilised for hosting of dignitaries from Albania, hosting a civic reception, sending a formal delegation of dignitaries from Shepparton to Albania and proposed signage at City entrances promoting the relationship. Officers believe this estimate is high and that the establishment of a relationship could be achieved for approximately 15,000 requiring a contribution from Council of 7,500.

On a related matter, Cr Muto has previously provided Councillors with a proposal to introduce a concept to recognise all the sister and friendship city relationships that Council is engaged in. This concept (attached) involves an imaginary link between the two cities via a 'Multicord' (Motherland Sculpture) system. In simple terms a 'dome' would be constructed from 'cords' or 'poles' (the size of a flagpole), with the cord being placed in such a way that the angle would represent the direction or location of the sister or friendship city through the earth. The proposal includes the placement of a plaque (or similar) with details of the sister or friendship city relationship including relevant details such as dates agreements were signed. The concept is that the 'multicord' would be placed in a prominent location in Shepparton and may be a tourist attraction in its own right. A reciprocal 'cord' could be erected in our sister or friendship city.

It is understood that the concept has been informally discussed with the Mayor of Korce, Mr Peleshi who was impressed with the concept and has provided in principle support to make space available in a prominent position in the centre of Korce, should the Sister City relationship be approved and the 'multicord' concept proceed. A similar concept has previously been presented to Councillors as part of the 21<sup>st</sup> Century Park by the Copulos Group which also incorporated an immigration museum. The costs for the multicord concept have not been scoped, pending direction from Council on this matter.

It is imperative, when taking into account the costs associated with instigating and maintaining international relationships that consideration also be given to potential benefits, especially in trade and tourism areas. Major Australian exports to Albania include margarine, vegetables, beef, hides and skins as highlighted in the attached Department of Foreign Affairs and Trade report. Based on this information, it is likely that a formal relationship with Korce would be weighted towards community and cultural benefits as opposed to economic or trade benefits.

A representative of the Albanian community has also outlined that it is estimated that currently there are between 50-100 Albanians visiting Shepparton families at any given time and this would be likely to increase should the Sister City relationship proceed. Additionally, this representative has indicated that a local travel agent has confirmed that Albania is experiencing a tourism boom and that this presents opportunities for Shepparton in organising tours to Albania. Further to this, discussions have occurred between the Albanian community and La Trobe University, with La Trobe indicating that they are supportive of the establishment of relationships with Korce via student exchange programs, should the formalisation of a relationship proceed.

## 6. MANAGEMENT REPORTS

### 6.7 Proposed Sister City Relationship □ Korce, Albania (Continued)

#### RECOMMENDATION

That the Council:

1. notes the request for consideration of a Sister City relationship with Korce, Albania
2. acknowledges the relationship that a number of citizens have with Korce, Albania
3. determines whether to write to the Mayor of Korce, Albania to instigate discussions with the intention of entering into a formal □Sister City□relationship
4. determine to not pursue the multicord structure at this point in time.

#### Background

The current status of each of the relationships Council has with International cities is outlined below:

##### Baguio, Philippines

Last known contact in December 2001, when three exchange students from Brent School in Baguio visited Goulburn Valley Grammar School on an exchange program □ the Mayor at the time, Cr Chris Hazelman sent a letter to the Mayor of Baguio, introducing students from Goulburn Valley Grammar School travelling to the Philippines.

##### City of Tieling, China

Letter of Friendship signed on 1 May 1998. Last known contact, Council received a delegation in Shepparton on 8 January 2001.

##### Shangqiu City, China

The affiliation between the two cities instigated a relationship between Sustainable Soils and Farms (SSF) and Tianyi Pty Ltd to undertake a joint venture to develop the Sino-Australia dairy project. A Memorandum of Understanding between SSF and Tianyi was signed in August 2010.

Last contact was in July 2011 when a meeting was held with Mr Sun, Kevin Hu, Rob Pearce and James Au to discuss a high level delegation from China intending to visit Shepparton and discuss the signing of a Memorandum of Understanding. The delegation is yet to occur and the Memorandum of Understanding is still pending.

##### Lijiang City, China

Delegation of Mayor and CEO visited Lijiang in August 2010.

Letter of Intent for Sister City relations was signed at this time.

Delegation from Lijiang was to visit Shepparton this year, however this has been delayed until approximately the 13/14 financial year. Currently determining the interest of Shepparton secondary schools to participate in a student exchange with Lijiang.

##### City of Toyoake, Japan

This Friendship City Agreement was signed on 22 October 2003. This relationship includes an educational exchange between Toyoake City and Bouchier Street Primary School and Wanganui Park Secondary College. This relationship was strengthened in 2006 to include a staff exchange program where Council agreed to enter into a program

## 6. MANAGEMENT REPORTS

### 6.7 Proposed Sister City Relationship □ Korce, Albania (Continued)

where this Council accepts a staff member from Toyoake every second year, and Toyoake accept a staff member from Shepparton every alternative second year.

#### Oshu City, Japan

Greater Shepparton City Council has a formal Sister City relationship with Oshu City (formerly Esashi City) signed in March 1979. In 2005, then Cr Anne McCamish in her role as Mayor of Greater Shepparton visited Esashi City. A Sakura Educational Foundation fund that was established by Mr Akira Kikuchi to promote Japanese language education for Greater Shepparton residents, still exists.

#### Florina, Greece

Last known contact was in August 1998 when then Cr Bill Hunter received a letter advising of a □Florina□Celebration occurring.

#### Novato, USA

Last known contact in April 1995 regarding a Greenleaves 1995 Youth Initiative.

#### Resen, Yugoslavia

Last known contact was in February 1995 when Council wrote to the Mayor of Resen to advise that amalgamation had occurred and that all previous Sister City Friendship and Sister City Agreements would be honoured.

#### Shepperton, England

An informal link was established with Shepperton in England in the early 1900s with the exchange of Empire Day gifts between Shepparton school children and Shepperton-on-Thames in a □hands across the sea□project. There is no evidence of any contact since amalgamation.

### **Risk Management**

Consideration has been given to risk management issues and this process has identified a risk that the Council may determine to establish a Sister City relationship with costs to be equally shared between Council and the Albanian community, and the Albanian community may be unable to raise sufficient funds through fundraising. This could leave the Council in a position where it is required to contribute additional funds.

### **Policy Implications**

Recommendations contained in this report are consistent with Council policy.

### **Best Value Implications**

Best Value principles have been taken into account and the proposal is consistent with them.

### **Financial Implications**

A formal, active Sister City relationship is likely to have financial implications. The Economic Development branch has a minor International Relations budget that is utilised to fund delegations to and from Shepparton, the Toyoake Staff Exchange Program, gifts and incidental expenses. Should Council determine to enter into a formal Sister City relationship with Korce, Albania, approximately 7,500 will be required to be contributed that currently does not have budgetary provision.

## 6. MANAGEMENT REPORTS

### 6.7 Proposed Sister City Relationship □ Korce, Albania (Continued)

Should Council determine to send a delegation to Korce, approximately 2,500 per person return is required for airfares and accommodation. The Albanian community have indicated that they would host a civic reception and contribute up to 15,000 to fund the instigation of a sister city relationship.

Lijiang City, China were planning to send a delegation to Shepparton during the 2012/13 financial year, however this has now been delayed until the 2013/14 financial year.

#### **Victorian Charter of Human Rights and Responsibilities Act 2006 Implications**

This proposal does not limit any of the human rights provided for under the *Victorian Charter of Human Rights and Responsibilities Act 2006*.

#### **Legal Statutory Implications**

The proposal conforms with all relevant legislation.

#### **Consultation**

Limited internal consultation has occurred regarding this proposal as well as limited external consultation with the Albanian community via leaders in that community.

#### **Strategic Links**

##### a) Greater Shepparton 2030 Strategy

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

##### b) Council Plan 2009 □ 2013

This proposal supports strategic objectives:

6 □ Embrace and strengthen cultural harmony and diversity

9 □ Develop and pursue strategies to improve community health and wellbeing.

##### c) Other strategic links

No other strategic links have been identified.

#### **Attachments**

1. Albania DFAT Fact Sheet
2. Multicord concept

## 6. MANAGEMENT REPORTS

### 6.8 Shepparton Show Me Reference Group Appointment of Members

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

The following Council officers and contractors have provided advice in relation to this report and have disclosed a conflict of interest regarding the matter under consideration:

- Councillors:  
Conflicted Councillors must leave the room
- Officers/Contractors:  
Under section 80c of the *Local Government Act (1989)*, officers and others who are contracted to provide advice or services to the Council must disclose any interests they have before that advice is considered. This includes the type and nature of the conflict.

#### Summary

Following the Ordinary Council meeting held on 17 April 2012, where Cr Hazelman successfully moved a motion 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”*, Terms of Reference for the Review of Shepparton Show Me have been adopted, the Mayor (Cr Michael Polan) and Deputy Mayor (Cr Chris Hazelman) appointed as the Councillor representatives, the call for nominations has been publicised and (insert number) nominations have been received for Council consideration.

#### RECOMMENDATION

That the Council, having considered the nominations received for appointment to the Shepparton Show Me Reference Group, appoint the following members:

- Rick Orr  representing Shepparton Chamber of Commerce and Industry
- Craig Blizzard  former Chair of Shepparton Show Me
- Alan Rossignoli  former Chair of Shepparton Show Me
- Rob Crow  representative of the legal profession
- Cheryl Hammer  Tourism Greater Shepparton
- Paul Jerome  Shepparton Business Community  Commercial
- Morry McKellar  Shepparton Business Community - Commercial
- Julie Warren  Shepparton Business Community  Industrial
- Kevin Saxton  Shepparton Business Community  Industrial

#### Background

At the Ordinary Council Meeting held on 17 May 2011, Councillor Crawford successfully moved a Notice of Motion 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”.*

Pitcher Partners were consequently engaged, with support of the Audit and Risk



## 6. MANAGEMENT REPORTS

### **6.8 Shepparton Show Me Reference Group – Appointment of Members (Continued)**

Management Committee (ARMC), to undertake an independent audit report on the:

- Section 86 Committee requirements in relation to the *Local Government Act 1989*
- Administration of the Shepparton Show Me Committee
- Delegations undertaken by the Shepparton Show Me Committee.

The final 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.

These recommendations were considered and endorsed by Council at the Ordinary Council Meeting held on 17 January 2012, including the requirement for the Shepparton Show Me Committee to review the Instrument of Delegation and Guidelines.

At the Ordinary Council Meeting held on 17 April 2012, Councillor Hazelman successfully moved the following motion:

*That the Council:*

1. *Adopt the proposed instrument of Delegation and Guidelines for the Shepparton Show Me Committee, as recommended by management*
2. *Undertake an intensive financial audit of the committee operations*
3. *Direct 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*
  - *examine waiving the differential rate while the review of the Shepparton scheme is undertaken.*

The Terms of Reference were adopted at the July Ordinary Council Meeting proposing the following objectives of the appointed reference group:

- To review the effectiveness of the current Shepparton Show Me promotions
- To make recommendations to Council on the most effective model to promote Shepparton's commercial and industrial businesses
- To identify and recommend to Council the principles that Council should consider when allocating the contribution to Shepparton Show Me
- To review and recommend to Council changes, if any, to the objectives of Shepparton Show Me and advise as to why, if any, objectives are not being met
- To review and recommend to Council changes, if any, to the structure of, or the governance model applicable to Shepparton Show Me
- To review and recommend the amount of total rates collected from properties for the Shepparton Show Me promotional scheme.

The reference group will comprise of 11 members as outlined below:

- Councillors (2 with one Councillor appointed Chairperson)
- Shepparton Chamber of Commerce and Industry (1)
- Former Chairs of Shepparton Show Me (2)
- Representative of the legal profession (1)
- Tourism Greater Shepparton (1)



## 6. MANAGEMENT REPORTS

### **6.8 Shepparton Show Me Reference Group Appointment of Members (Continued)**

- Shepparton Business Community  commercial (2)
- Shepparton Business Community  industrial (2).

Nominations were called for via advertisements in the Public Notices section of the Shepparton News on Friday 20 July and Friday 27 July 2012 and correspondence sent to various groups, individuals and organisations encouraging them to participate in the review by nominating themselves for appointment to the Reference Group. Applications closed at 5.00pm on Friday 3 August 2012 and (insert number) of nominations were received for Council consideration.

#### **Risk Management**

Consideration has been given to risk management issues during the development of the Shepparton Show Me Reference Group Terms of Reference and appointment process with the following risks identified:

- the Reference Group may make recommendations to Council that, after consideration, Council decides not to adopt, and this may cause Council negative publicity
- the Council may adopt recommendations from the Reference Group that may cause Council negative publicity
- the number of nominations may exceed the positions available on the Reference Group, and this may cause some adverse reactions from aggrieved applicants.

#### **Policy Implications**

Recommendations contained in this report are consistent with Council policy.

#### **Best Value Implications**

The Best Value principles have been taken into account and the options presented within this proposal are consistent with them.

#### **Financial Implications**

There are no financial implications associated with the appointment of members to the Shepparton Show Me Reference Group. The Reference Group will be supported by Council officers as determined by the Chief Executive Officer, and these resources will be met within current resourcing.

#### **Victorian Charter of Human Rights and Responsibilities Act 2006 Implications**

This proposal does not limit any of the human rights provided for under the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

#### **Legal Statutory Implications**

The options outlined within this report are consistent with the *Local Government Act 1989*.

#### **Consultation**

The call for nominations for the reference group was advertised in the public notices section of the Shepparton News on Friday 20 July and Friday 27 July, with applications closing on Friday 3 August at 5.00pm.

Letters and emails enclosing the Terms of Reference and nomination forms were sent to all relevant groups and individuals encouraging them to nominate for appointment.

## 6. MANAGEMENT REPORTS

### 6.8 Shepparton Show Me Reference Group – Appointment of Members (Continued)

#### **Attachments**

Nil.

#### **Strategic Links**

a) Greater Shepparton 2030 Strategy

Report No. 5 – Economic Development Theme

b) Council Plan 2009 – 2013

Strategic Objective 3 – Revitalise and promote the Shepparton CBD as the region's premier retail and entertainment destination.

Strategic Objective 35 – Provide best practice management and administrative systems and structures to support the delivery of Council services and programs.

c) Other strategic links

No other strategic links have been identified

## 6. MANAGEMENT REPORTS

### 6.9 Planning Application 2007-154 A Seeks to Amend Endorsed Plans to Increase the Size of the Sign

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

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

#### **Summary**

Planning permit 2007-154/A was issued on 16 March 2008 following an order by the Victorian Civil and Administrative Tribunal (VCAT) and allowed the erection of an internally illuminated electronic promotion sign (the sign).

The permit holder has informed the Planning Department, that an application is intended to be made to VCAT to increase the size of the sign from 1.2 metres in height by 5 metres in width equaling 6sqm to 2.4 metres high by 4.8 metres in width totaling 11.52sqm. This represents an increase of 5.52sqm to the existing sign.

The permit holder has provided specifications of the proposed sign which allow for the display of dynamic images and full animation.

Despite the signs ability for full animation, the permit holder has informed Planning Officers that the sign will be limited to the display of static images that change at 30 second intervals.

The Planning Department engaged a qualified traffic engineer (Traffic Works) to review the proposed sign in context of the Greater Shepparton Planning Scheme and the Vic Roads signage guidelines.

Traffic Works have reached the following conclusions:

- *The proposed increase in size of the current sign is unlikely to be an unacceptable planning outcome*
- *The display of full animation on the sign involves unacceptable road safety risks and conditions should be inserted in any permit issued in relation to the proposal, based on those reproduced in attachment A*
- *The control of levels of veiling luminance to the driver should be specified as part of the proposal; and*
- *The permit may be issued for the proposed sign, subject to conditions that preclude full animation and control the levels of veiling luminance*

Based on the expert traffic view of Traffic Works, the Planning Department does not oppose the increase size of the sign for static images only.

Additionally the Council's heritage advisor has reviewed the proposal and is not opposed to the increased size of the sign on heritage grounds.

Therefore as the two experts being traffic and heritage have not opposed the increased size of the sign, the Planning Department recommend that the Council not oppose the permit holders application to increase the size of the sign at VCAT.

#### **RECOMMENDATION**

That in relation to proposed amended sign, on the basis of the information before the Council and having considered all relevant matters as required by the *Planning and Environment Act 1987*, the Council resolves to not oppose the permit holders application to the Victorian Civil and Administrative Tribunal to amend the permit to increase the size of the sign from 6sqm to 11.52sqm for display static images only.

## 6. MANAGEMENT REPORTS

### 6.9 Planning Application 2007-154 A Seeks to Amend Endorsed Plans to Increase the Size of the Sign (Continued)

#### **Applicant Property Details**

The planning application was originally lodged with the Council on 23 April 2007 and subsequently the Council decided to refuse to grant a permit on 4 July 2007 predominately based on heritage grounds.

The Council's decision to refuse to grant a permit was reviewed by VCAT, who on 6 March 2008 ordered that a planning permit be issued.

The permit holder has approached the Planning Department with a proposal to increase the size of the sign.

The applicant has been informed that as VCAT ordered the permit be granted, a further application is required to be made to VCAT to consider the amended application.

The permit holder has requested that the Council consider the proposed amended sign and form its view, before lodging a VCAT application.

The purpose of this report is to establish the Council's position regarding the amended application, which can be provided and argued at VCAT.

#### **Proposal in Detail**

This proposal seeks to increase the size of the sign from 6sqm to 11.52sqm.

The below plan shows the extent of the proposed sign:



## 6. MANAGEMENT REPORTS

### 6.9 Planning Application 2007-154 A Seeks to Amend Endorsed Plans to Increase the Size of the Sign (Continued)

#### **Background**

1. Planning Officers meet with Vic Roads Officers (Bruce Davies and Graham Freestone) to discuss possible lodgment of application to increase the size of the sign on the Shepparton Hotel. Agreed strategy to seek an independent review of the proposed by Traffic Works on receipt of details of application.
2. 11 May 2012, Planning Officers meet with the permit holder to discuss doubling the size of the sign. The permit holder was informed of the need to amend the permit, through VCAT. The Planning Officer is informed an independent traffic review would be undertaken of the proposed sign
3. 12 May 2012, the permit holder provides specifications of the proposed sign to the Planning Officers
4. 14 May 2012, Planning Officers provide by email to the permit holder the relevant VCAT application form for completion
5. 16 May 2012, the Planning Officers engage Traffic Works to undertake a review of the proposed sign
6. 28 May 2012, Planning Officers provide a copy of the Traffic Works report to Vic Roads
7. 4 June 2012, the Planning Officers provide a full copy of the Traffic Works to the permit holder
8. 14 June 2012, Planning Officers hold a meeting with the permit holder, during which the permit holder informed that the proposal seeks to double the size of the sign for static images and not animated images
9. 18 June 2012, Planning Officers email permit applicant relevant documents relating to the planning file and inform no endorsed plan exists for the sign. The Planning Officers suggest a dimensioned plan be provided for endorsement
10. 16 July 2012, the permit holder consents to the endorsement of the existing sign based on an up to date photo of the sign. The permit holder informs that following the Council adopting its position on the sign, a VCAT application will be lodged.

#### **Assessment under the *Planning and Environment Act, 1987***

The land is within the Business 1 Zone (B1Z), and is a category 1 signage area under 52.05.

The purpose of a category 1 sign area is *to provide for identification and promotion signs and signs that add vitality and colour to business areas.*

No sign types within the category 1 area are prohibited.

The land is also within the Heritage Overlay 99 (HO).

## 6. MANAGEMENT REPORTS

### **6.9 Planning Application 2007-154 A Seeks to Amend Endorsed Plans to Increase the Size of the Sign (Continued)**

There are two main matters for consideration with the proposed increase in size of the sign being:

1. Impact of the sign on road safety
2. Impact of the sign on the heritage values of the building

#### Road Safety

To assess the impact of the increase size of the sign on road safety the Planning Department engaged Traffic Works to undertake an expert review of the proposed sign.

Clause 52.05-3 includes the following decision guidelines relating to road safety.

A sign is a safety hazard if the sign:

- Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.
- Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.
- Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.
- Is at a location where particular concentration is required, such as a high pedestrian volume intersection.
- Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has circles, octagons, crosses, triangles or arrows.
- Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.
- Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.
- Is within 100 metres of a rural railway level crossing.
- Has insufficient clearance from vehicles on the carriageway.
- Could mislead drivers or be mistaken as an instruction to drivers.

VCAT have considered similar type signs and made the following relevant comments:

#### *Muto v Greater Shepparton CC [2008] VCAT 385*

The March 2008 VCAT consideration of the permit application for the current sign on the Shepparton Hotel facade concluded that, provided the sign is illuminated so that it complied with the VicRoads guidelines (relating to level of luminance) for the display of Electronic Billboards, then there are no road safety reasons to refuse the application.

#### *VicRoads v Bayside CC [2009] VCAT 2734*

This VCAT hearing in December 2009 reviewed an application for the erection of a major dynamic promotion sign above a building at the corner of Nepean Highway and South Road, Moorabbin. In considering that matter the Tribunal accepted that there is a trend for promotional signing to move from a fixed image on a large canvas, either flood-lit or internally illuminated, to electronic promotional signs with varying degrees of movement to the images presented, with the degree of animation ranging from a series of fixed

## 6. MANAGEMENT REPORTS

### 6.9 Planning Application 2007-154 A Seeks to Amend Endorsed Plans to Increase the Size of the Sign (Continued)

images that change at set intervals to full animation on the basis of a big TV screen that displays video clips.

It found that, on the evidence currently available, full animation involves unacceptable road safety risks and should be avoided. However, it considered that it would be overly restrictive to require images shown to be static for an extended period like 30 seconds. To this end it proposed suggested conditions relating to the subject permit that required:

- Any one image shown on the screen to be fully static; but on the basis that the images can be rotated, with each new image to appear no quicker than every two seconds (so as to create some impression of movement similar to primitive animation); and
- The images associated with any one product or item being promoted to last as a group for at least 15 seconds.

The Tribunal reached the conclusion that the location of the sign was fairly benevolent; some degree of dynamic images would not cause an undue road safety risk but that full animation should not be allowed. It determined that an amended permit be issued that contained several specific conditions related to the control of animation.

*Tewlen Pty Ltd v Melbourne CC [2010] VCAT 535*

This VCAT hearing in May 2010 reviewed an application for the erection of a major dynamic promotion sign at the complex and busy intersection of City Road and Power Street, Southbank. Despite current research not being able to establish a definitive and unambiguous link between the distraction caused by such signs and a reduction in road safety, in the context of this location the Tribunal found that the sign represented an unacceptable planning outcome. Of particular note were the intended mounting of the sign on the lower part of the building, thereby being in direct view of drivers approaching the signalised intersection from the east, and its dynamic nature that was considered to be a source of distraction to drivers in an already complex environment. The Tribunal affirmed refusal of the Planning Permit by the Responsible Authority.

It is worth noting that neither Tribunal was able to reach any general conclusions as to whether such signs have a measurable adverse effect on road safety. They considered that a particular signing proposal needed to be dealt with on its own merits and in its own context.

*Westfield Limited v Manningham CC (Red Dot) [2011] VCAT 1341*

This VCAT hearing in June 2011, considered a proposal at the Westfield Shoppingtown in Doncaster. The proposal was for a LED sign with a display area of 112sqm, messages would have a dwell time of 30 seconds.

The sign would be visible from a complex intersection, which its peak hour 6000 vehicles would use.

*VCAT stated that Driving is a complex task involving ongoing subtasks and monitoring and corrections. Expert evidence from a cognitive expert suggests drivers involuntarily glance to digital signs. There appears to be a correlation between glances longer than 1.5 seconds and propensity to have an accident,*



## 6. MANAGEMENT REPORTS

### **6.9 Planning Application 2007-154 A Seeks to Amend Endorsed Plans to Increase the Size of the Sign (Continued)**

*although research has not identified a clear link between distraction and traffic accidents. Recent research indicates the lack of clear evidence to date does not mean that no link exists. Decision makers should be cautious and apply the precautionary principle so the major advances in road safety are not diminished.*

VCAT ordered that no permit be granted.

#### Crash History

Traffic Works have undertaken a comparison between crash data at the Wyndham and High Street intersection pre and post the sign being erected.

Pre sign between 2002 □ 2007 there were six recorded crashes at the intersection all of which were vehicle collisions, one of which caused serious injury.

Post sign between 2008 to 2012 eight crashes have been recorded, two of which were rear end crashes in a direction facing the sign, neither of which resulted in serious injury.

Based on this traffic data Traffic Works conclude *that there is no discernible pattern that would indicate a change resulting from the installation of the electronic sign at the Shepparton Hotel in late 2007.*

#### **Assessment of the sign**

##### Increase in size

As set out previously within this report that proposal is to increase the size of the sign from 6sqm to 11.52sqm.

Traffic Works state the following regarding the increase in size of the sign:

*From an inspection of the site, this increase in size in itself is not expected to create a dominating influence over the intersection and is considered unlikely to have any adverse impacts on traffic safety.*

##### Animation

The specifications of the sign provided by the permit holder indicated that the sign would be capable of full TV style animation.

Traffic Works have considered animation and made the following comments:

*Appreciating that the sign is situated at the intersection of two busy highways, controlled by signals and located in the centre of the Shepparton CBD with relatively high volumes of pedestrian traffic, such full animation is considered to present an unacceptable distraction to drivers at a location where a high level of concentration is required. It is contrary to the decision guidelines in the Planning Scheme and is inconsistent with the rulings of two recent VCAT hearings on similar applications. It is concluded that full animation should not be permitted.*

##### Luminance

The specifications of the sign indicate that the sign adjusts depending on back ground light levels between 6000cd/m<sup>2</sup> to 3000cd/m<sup>2</sup>.



## 6. MANAGEMENT REPORTS

### 6.9 Planning Application 2007-154 A Seeks to Amend Endorsed Plans to Increase the Size of the Sign (Continued)

Traffic Works have considered the luminance levels and stated:

*VicRoads policy on Electronic Billboards requires that the luminance of an advertising sign must be such that it does not give a veiling luminance to the driver of greater than 0.25cd/m<sup>2</sup>, throughout the driver's approach to the advertising sign. It is suggested that the matter of the maximum veiling luminance also needs to be addressed in any application for an upgrade to the illuminated advertising sign.*

As part of VCAT's assessment of the amended application, the Council would request that a condition be included in the permit to require compliance with the veiling luminance level of not greater than 0.25cd/m<sup>2</sup>.

Traffic Works have concluded:

- *The proposed increase in size of the current sign is unlikely to be an unacceptable planning outcome;*
- *The display of full animation on the sign involves unacceptable road safety risks and conditions should be inserted in any permit issued in relation to the proposal, based on those reproduced in Attachment A;*
- *The control of levels of veiling luminance to the driver should be specified as part of the proposal.*

Based on this conclusions, the permit holder has informed the Planning Department, that the proposal does not seek an animated sign and is limited to the display of static images that change every 30 seconds.

Therefore the Planning Department have formed the view that the increase in size of the sign for static images does not result in unacceptable road safety issues.

#### **Heritage Assessment**

At the time of the Council first opposing to grant a permit for the sign, the Council's grounds of refusal largely related to the impact of the sign on the heritage values of the building.

The Council in support of its grounds of refusal sought expert heritage evidence at the VCAT hearing.

VCAT considered the heritage arguments and decided that the sign did not result in an unacceptable outcome based on:

- Signage being an integral part of a business in the 21<sup>st</sup> Century
- Signage within Shepparton central business district is an integral part of commercial activity
- The sign represents a small portion of the entire two street facades
- The sign does not dominate the heritage place
- The sign is in a position and of a size where sign have been previously located
- The sign does not to any great degree obscure or detract from a feature of the building
- Fixing of the sign has not damaged the historic fabric
- No views to individually significant sites are affected

## 6. MANAGEMENT REPORTS

### **6.9 Planning Application 2007-154 A Seeks to Amend Endorsed Plans to Increase the Size of the Sign (Continued)**

- The sign can be readily removed without damaging the historic site
- The sign is not painted on a previously unpainted surface
- It does not interrupt views into and within the heritage place and is clearly of modern design

VCAT identified the one failing of the sign was that the sign was internally illuminated.

Despite this VCAT on balance decided the sign resulted in acceptable heritage outcomes for the following reasons:

- It replaces a similarly dimensioned internally illuminated sign that existed prior to the installation of this new electronic sign.
- It is located on a building zoned Business 1 within the pre-eminent business area of Shepparton.
- Land in the Business 1 Zone has the least restrictive controls over signs and the sole purpose within Category 1 areas is to provide for identification and promotion signs and signs that add vitality and colour to business areas.
- That subject to compliance with Vic Roads guidelines, there are no adverse traffic or road safety implications.
- That from a heritage perspective this relatively modestly sized sign will not adversely affect the significance, character and appearance of the Shepparton Hotel.

#### **Is the increased size of the sign acceptable in the HO**

The Council's heritage advisor has reviewed the proposed increase in size of the sign and has informed the following:

*The proposed signage is extensive and it will obscure the facade of the hotel. However, the integrity of the hotel has been severely compromised by the fire and its cultural heritage significance has been diminished. Taking into account the previous VCAT decision and the fact that the significance of the hotel is reduced there are no heritage objections to the construction of the sign.*

Based on the expert view of the Council's heritage advisor, the Planning Department are satisfied that the proposal does not result in an unacceptable heritage outcome.

Given both the relevant experts being traffic engineer and heritage advisor do not oppose the increased area of the sign, the Planning Department recommends that the Council not oppose the proposed amended application.

#### **Risk Management**

The application has been considered in accordance with the provisions of the Act, which includes a traffic safety review of the proposed sign, which reduces possible risk to the Council.

#### **Policy Implications**

There are no conflicts with the Council's planning policies.

## 6. MANAGEMENT REPORTS

### **6.9 Planning Application 2007-154 A Seeks to Amend Endorsed Plans to Increase the Size of the Sign (Continued)**

#### **Financial Implications**

In the event of an application for review by Victorian Civil and Administrative Tribunal (VCAT), each respective party will be required to bear its own costs.

Victorian Charter of Human Rights and Responsibilities Act 2006 Implications  
In *Smith v Hobsons Bay (Red Dot)* 2010 (VCAT 668) considered the link between planning decisions and the Charter.

*The Charter does not manifestly change the role and responsibility of the Tribunal. Implicitly, the Tribunal already considers the reasonableness of potential infringements on a person's privacy and home in its day-to-day decision making, in dealing with issues such as overlooking (as in this case), overshadowing, noise, environmental constraints and a variety of other issues and potential amenity impacts within the planning regulatory framework. That framework recognises that reasonable restrictions may be placed on the use and development of land, and that there may on occasion be reasonable and acceptable off-site impacts on others. There is an emphasis on performance based policies, objectives and guidelines that deal with a range of potential amenity impacts on a person's privacy and home. Provided these issues are properly considered, it would be a rare and exceptional case where the exercise of a planning discretion in accordance with the regulatory framework is not Charter compatible.*

Given the proposed planning application has been considered in accordance with the relevant parts of the Greater Shepparton Planning Scheme, the decision does not contravene the Charter.

#### **Legal Statutory Implications**

Ultimately this is a matter that VCAT will need to decide on.

Under clause 66.03, Vic Roads are a referral authority to the proposed increase in size of the sign, given the sign is an electronic sign within 60 metres of an arterial road.

It is anticipated before VCAT can decide on the application; Vic Roads will also need to inform VCAT of its position of the proposed amended application.

During preliminary discussions with Vic Roads, it was indicated that they would support the advice provided by Traffic Works.

#### **Consultation**

Given that there were previously parties other than the Council to the appeal, it is possible that VCAT will consult with these parties to determine their views on the increased size of the sign.

#### **Strategic Links**

##### **a) Shepparton CBD Strategy**

A key priority of the strategy is *to consolidating the CBD as the principal retail centre in the region and creating an active, vibrant and safe CBD.*

A building objective of the strategy is *to protect the amenity of residential areas and the significance of heritage sites.*

Part of the strategy refers to heritage buildings which includes the following strategies:

## 6. MANAGEMENT REPORTS

### **6.9 Planning Application 2007-154 A Seeks to Amend Endorsed Plans to Increase the Size of the Sign (Continued)**

- Identify and protect remaining built heritage in the Shepparton CBD.
- Encourage and facilitate the restoration of heritage buildings.
- Encourage the restoration of historic shopfronts and the removal of upper level signage and cladding that obscure the original facades.

The Shepparton CBD design guidelines state the following on signage:

#### Signage

- Develop a consistent and coordinated suite of signage for the CBD that is designed to serve a range of purposes, such as way finding, marking historical locations or announcing entry points.
- Provide for business identification but discourage cluster of business identification signs within the CBD.
- Ensure signs do not dominate, are of high quality and minimise the visual impact of advertising signage on streetscapes.
- Encourage multiple business occupancies to share space on the sign.
- Limit the size of freestanding business identification signs to an envelope that is a maximum height of 1.5m and a maximum width of 1m. (This envelope includes the height of any supporting structure).
- Limit the size of signs attached to a building.
- Avoid promotional signs.
- Avoid all kinds of V-board signs, above-verandah signs and advertising elements such as banners, flags, major promotional signs and inflatable signs within the CBD.
- Avoid A-frame signs within the CBD.
- Avoid colours and materials that interfere with the safety or efficiency of traffic circulation.

#### b) Council Plan

Strategy 3 □ Revitalise and promote the Shepparton CBD as the region's premier retail and entertainment destination

Strategy 11 - Ensure social issues are actively considered when making planning decisions

Based on the relevant strategic policies as set out above, the proposed increase in the signage area is generally consistent with the policies, through maintaining road safety, brightening the CBD and providing an entry feature to Shepparton's CBD when approaching from the south.

These factors outweigh the policy direction to avoid promotion signage particularly given a promotion sign is already displayed from the land.

## 6. MANAGEMENT REPORTS

### FROM THE ORGANISATION DIRECTORATE

#### **6.10 Election Caretaker Provisions Policy**

##### **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: Team Leader Governance**

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

**Approved by: Acting Director Organisation**

##### **Purpose**

Councils must comply with special arrangements during Council elections to ensure the probity of the election process and to safeguard the authority of the incoming Council. These include statutory requirements relating to decision making and Council publications.

Local Government Victoria produced a Governance Practice Note No.5 that related to Election Caretaker Arrangements. This Practice note recommended that Councils should adopt a Caretaker Policy.

### **RECOMMENDATION**

That the Council adopt the Election Caretaker Provisions Policy.

##### **Background**

Specific provisions in the *Local Government Act 1989* (the Act) require Councils to implement caretaker practices during an election period. These include limits on Council publications and prohibitions on certain types of decisions (sections 55D and 93A of the Act).

Due to these limitations set out in the Act, Local Government Victoria believe it is good practice that Council adopt an Elections Caretaker Policy. This way the Council is demonstrating its commitment to probity in its elections and allows the Council to address matters not covered in the Act.

The Chief Executive Officer (CEO) has also adopted an operational administrative CEO Directive, to limit staff actions during the election period and a procedure for checking and certifying publications.

The statutory caretaker requirements apply during the election period. Section 3(1) of the Act defines the election period to be the 32 day period that starts on the last day of nominations and ends at 6 p.m. on the Election Day. For the 2012 Council elections, this means that the mandatory election period will be:

## 6. MANAGEMENT REPORTS

### 6.10 Election Caretaker Provisions Policy (Continued)

- From midnight on 25 September 2012
- Until 6 pm on 27 October 2012.

The Nomination Period for the Council Elections is from 20 September to 25 September 2012 at 12 noon.

#### Council Plan Key Strategic Activity

This report is consistent with the Objectives of the *Greater Shepparton Council Plan 2009-2013*, in particular the following objectives:

- Objective 33 □ Pursue organisational development and improvement
- Objective 35 □ Provide best practice management and administrative systems and structures to support the delivery of Council services and programs

#### Risk Management

Risks	Likelihood	Consequence	Rating	Mitigation Action
Councillors using Council resources for campaigning	Unlikely	Major	Moderate	Covered in s76D in the act with a 600 penalty unit
Having to deal with a major policy decision during the caretaker period	Unlikely	Moderate	Moderate	The Council can apply for a Ministerial Exemption
Putting out a publication or other information that has not been certified by the CEO	Unlikely	Major	Moderate	An internal CEO directive has been adopted and training will be provided to all senior managers on the requirements of the Caretaker period
CEO certifying a publication that contains electoral matter	Rare	Major	Moderate	All documents will be checked by the Director Organisation before going to the CEO for certification

#### Policy Considerations

The adoption of the Election Caretaker Provisions Policy does not conflict with existing Council policies.

#### Financial Implications

The financial implications identified relate to the penalties set out in the Act. The Act contains offences for breaches of section 55D. A breach may be prosecuted in Court and, if a person is found guilty, he or she may be convicted and fined up to 60 penalty units. This includes:

## 6. MANAGEMENT REPORTS

### 6.10 Election Caretaker Provisions Policy (Continued)

- A CEO who intentionally or recklessly certifies a publication containing electoral matter.
- A Councillor or member of Council staff who intentionally or recklessly authorises, prints, published or distributes an uncertified publication containing electoral matter.

It should also be noted that section 76D of the Act, which imposes serious penalties (600 penalty units or imprisonment for five years) on a Councillor who misuses his or her position for private benefit, identified improper use of public resources as a misuse of position.

#### **Legal Statutory Implications**

Council policy to avoid making certain decisions during an election (other than decisions prohibited under section 93A) is not legally binding on the Council.

However, if it becomes important to make a decision contrary to the Council policy during the election period, the necessity will generally need to be demonstrated to the community.

The Local Government Investigations and Compliance Inspectorate has also indicated that they will place a high level of scrutiny on candidates and Council activity to ensure electoral laws of the Act are followed.

Although the policy is not legally binding, it does put the Council in a positive position in preventing any breaches of the Act and any legal ramifications.

#### **Environmental Sustainability Impacts**

The adoption of this policy will not have any environmental impacts.

#### **Social Implications**

The adoption of this policy will not have any social implications.

#### **Economic Impacts**

The adoption of this policy will not have any economic impacts.

#### **Consultation**

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.

##### c) Other strategic links

No other strategic links have been identified

#### **Options for Consideration**

That Council not adopt the policy and rely of the requirements of the Act.

#### **Conclusion**

While it is not a statutory requirement to have a policy, it is seen as good practice and demonstrates the Council's commitment to probity in its elections and allows the Council to address matters not covered by the Act.

## **6. MANAGEMENT REPORTS**

### **6.10 Election Caretaker Provisions Policy (Continued)**

This policy should be adopted to ensure best practice across the organisation.

#### **Attachment**

Election Caretaker Provisions Policy.



## 6. MANAGEMENT REPORTS

### 6.11 Committees of Management □ Appointment of Members

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

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 Coordinator**

**Proof reader(s): Acting Manager Corporate Performance and Team Leader**

**Governance**

**Approved by: Acting Director Organisation**

#### Purpose

The term of appointment for the six members of the Karramomus Recreation Reserve and Community Centre Committee of Management expired on 17 August 2012. This report recommends the appointment of a new committee to manage the facility for a term of two years.

At the same time, it is proposed to appoint additional members to the following committees:

- Dhurringile Recreation Reserve and Community Centre Committee of Management

At the Ordinary Council Meeting held on 19 June 2012 eight members were appointed to the Dhurringile Recreation Reserve and Community Centre Committee of Management. Two additional members have subsequently submitted applications to join this committee.

- Central Park Recreation Reserve and Community Centre Committee of Management. At the Ordinary Council Meeting held on 17 July 2012 seven members were appointed to the Central Park Recreation Reserve and Community Centre Committee of Management. One additional applicant has subsequently submitted applications to join the committee.

### RECOMMENDATION

That the Council:

1. having considered the nominations received for appointment to the Karramomus Recreation Reserve and Community Centre Committee of Management appoint the following five members for a two year term expiring on 21 August 2014:

Matthew KERR  
Peter KERR  
Leigh METZKE  
Brian SEACH  
Gwenda STEPHENS  
Ray Thrum

2. having considered the nominations received for appointment to the Dhurringile Recreation Reserve and Community Centre Committee of Management appoint the following two members for a term expiring on 19 June 2014:

Sharon McCarthy  
Nerissa Russell

## 6. MANAGEMENT REPORTS

### 6.11 Committees of Management □ Appointment of Members (Continued)

3. having considered the nomination received for appointment for appointment to the Central Park Recreation Reserve Committee of Management appoint John Pottenger to the committee for a term expiring on 17 July 2014.
4. resolve that all members (who are not Councillors or nominated Officers) of the Karramomus Recreation Reserve and Community Centre, Dhurringile Recreation Reserve and Community Centre and Central Park Recreation Reserve committees of management 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*.

#### Background

1. Karramomus Recreation Reserve and Community Centre Committee of Management.

At the Ordinary Council Meeting held on 17 August 2010 six members were appointed to the Karramomus Recreation Reserve and Community Centre Committee of Management. The term of appointment for these members has now expired and it is necessary to appoint a new committee to manage the facility. An advertisement calling for applications to fill between 5 and 11 places on the committee was placed in the Shepparton News and letters were sent to the outgoing committee members encouraging them to reapply. Six applications have been received and these are listed below:

Matthew KERR  
Peter KERR  
Leigh METZKE  
Brian SEACH  
Gwenda STEPHENS.

It is recommended that all six applicants be appointed to the Karramomus Recreation Reserve and Community Centre Committee of Management for a term of two years.

2. Dhurringile Recreation Reserve and Community Centre Committee of Management. At the Ordinary Council Meeting held on 19 June 2012 eight members were appointed to the Dhurringile Recreation Reserve and Community Centre Committee of Management. Additional applications to join the committee have been received from Sharon McCarthy and Nerissa Russell. It is recommended that these two additional applicants also be appointed to the committee with their term expiring on the same date as the existing members of the committee.

3. Central Park Recreation Reserve and Community Centre Committee. At the Ordinary Council Meeting held on 17 July 2012 seven members were appointed to the Central Park Recreation Reserve and Community Centre Committee of Management. An additional application has subsequently been received from John Pottenger and it is recommended that he be appointed to the committee for a term expiring at the same time as the existing members of the committee.

## 6. MANAGEMENT REPORTS

### 6.11 Committees of Management □ Appointment of Members (Continued)

#### Council Plan Key Strategic Activity

This proposal supports the key strategic activity no. 6 of the Council Plan 2009-2013: □ Council Organisation and Management □ it that it helps council to □ *deliver best practice management, governance administrative and financial systems that support the delivery of Council programs to the community of Greater Shepparton* □

#### 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 appointed to a committee are covered by the 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 three committees 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 of members of special 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/sustainability impacts arising from this proposal.

#### 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

Letters were sent to outgoing members of the three committees inviting them to apply for

## 6. MANAGEMENT REPORTS

### 6.11 Committees of Management Appointment of Members (Continued)

another term on the committee. They were also encouraged to talk to other members of their community who may be interested in joining the committee.

Advertisements calling for applications from community members interested in joining the Karramomus Recreation Reserve and Community Centre Committee of Management were placed in the Shepparton News on Friday 13 July and 20 July 2012.

Advertisements calling for applications from community members interested in joining the Dhurringile Recreation Reserve and Community Centre Committee of Management were placed in the Shepparton News on Friday 30 March and Thursday 5 April 2012.

Advertisements calling for applications from community members interested in joining the Central Park Recreation Reserve and community Centre Committee of Management were placed in the Shepparton News on Friday 1 June and 8 June 2012.

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>• Letters 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 their facilities.
Collaborate	Feedback will be incorporated into decisions to the maximum level possible	Council collaborates with its committees when making decisions about facility upgrades and maintenance.
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.

## 6. MANAGEMENT REPORTS

### **6.11 Committees of Management Appointment of Members (Continued)**

#### **Strategic Links**

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

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

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

There are no other strategic links applicable to this proposal.

#### **Options for Consideration**

Councillors could choose not to appoint all or some of the applicants to the three committees of management.

#### **Conclusion**

It is recommended that Council appoint all of the listed applicants to the three committees as it helps to increase the involvement of the local community in the ongoing management of important facilities and reduces the amount of responsibility on the other committee members and reduces the need for Council to directly manage these facilities.

#### **Attachments**

Nil.

## 6. MANAGEMENT REPORTS

### 6.12 Development of Corporate Documents

#### **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 and conflicts of interests, including the type and nature of the 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.

#### **Summary**

The Greater Shepparton City Council is committed to providing transparent governance and views this policy framework as critical in providing the community with clarity as to Council's decision making processes while ensuring that staff can manage their work.

This policy provides guidance to Council staff in preparing key documents that will assist the organisation in determining and delivering policy directives or outcomes.

It establishes a framework for the development, implementation, review and approval of policies, directives and procedural guidelines. Understanding and having an approved list of document types and best practice guidelines for developing corporate documents will ensure consistency and a clear and co-ordinated approach across the organisation.

The framework consists of the following naming conventions:

#### Council Policy:

An externally focused statement of Council's strategic intent requiring Council direction

#### CEO Directive:

An internally focused statement of the organisations intent requiring CEO direction

#### Procedural Guideline:

An internally focused procedure or guideline governing how staff undertake their work and is the basis upon which Council staff make their daily operational decisions. A procedural guideline must be consistent with the principles, boundaries and definitions espoused in any related Council policy or CEO directive.

### **RECOMMENDATION**

That the Council resolve to:

1. adopt the Development of Corporate Documents Policy
2. extend the review date of existing policies identified in this report to 30 June 2013.

#### **Background**

Significant confusion surrounds the current policy framework and naming conventions used across Council. Current naming conventions are Council Policy, Council Procedure, Operational Policy, Operational Procedure and Legislative Procedure. In addition there are Council Strategies, Operating Strategies, Council Plans and Community Plans.

As part of the Organisational Scan it became apparent that a revised framework is necessary to alleviate the confusion and a review of all existing arrangements required in an effort to better streamline corporate documents. The development of this policy framework is the first step identified in addressing the confusion surrounding existing naming conventions.

## 6. MANAGEMENT REPORTS

### 6.12 Development of Corporate Documents (Continued)

Following the adoption of this policy framework, attention will turn to the review of all existing policies and procedures. Council has a significant number of policies and procedures which have evolved overtime, however with changes to legislation and operational requirements there is a need to review and better streamline these documents. It is intended to commence this review in September 2012 and it is expected that in reviewing existing policies a determination will be made and proposed changes presented to Council for consideration, with or without amendment, dependant on legislative requirements.

Existing policies vary in review date with some overdue or falling due within the Council Caretaker period. Following the adoption of this policy, it is deemed appropriate that with the commencement of the review of existing policies and procedures scheduled to commence in September 2012, the Council endorse the extension of the operation of the existing policies listed below until 30 June 2013.

Policy	Policy No.
Special Charge and Special Rate Policy	73.POL1
Urban Street Name and Community Facilities Signage Policy	82.POL1
Asset Management Policy	03.POL1
Tree Management Policy	31.POL1
Craigmuir Lake Water Management Policy	94.POL1
Incident Detection Cameras and Images Policy	19.POL1
Shepparton Art Museum Collection Development Policy	02.POL2
Shepparton Art Gallery Community Gallery Policy	02.POL3
Community Engagement Policy	07.POL1
Investment and Cash Management Policy	34.POL1
Land Under Roads Policy	34.POL2
Risk Management Policy	79.POL1
Property Insurance Policy	79.POL2
Records and Information Management Policy	49.POL1
Smoke Free Workplace Policy	16.POL1
Outdoor Dining Policy	58.POL1
Exercise of Delegations Policy	37.POL2
Travel and Accommodation Policy	46.POL1
Conduct of Council Business Policy	37.POL5
Gifts and Benefits Policy	37.POL6
Information Privacy Policy	16.POL2
Councillor Expenses and Entitlements Policy	37.POL1
Flying of Flags at Council Controlled Flag Stations and War Memorials Policy	07.POL1
Reward & Recognition Policy	46.POL2
Civic Recognition Policy	37.POL8
Sustainability Policy	31.POL2
Greater Shepparton Visitor Information Centre Brochure Policy	25.POL1
Sustainable Purchasing Policy	16.POL3
Special Events and Promotions Signage Policy	58.POL2

## 6. MANAGEMENT REPORTS

### 6.12 Development of Corporate Documents (Continued)

Community Plans Policy	55.POL1
Implementation of Community Plan Policy	55.POL2

#### Risk Management

There are no risks identified with the adoption of this policy and extension of existing policy review dates. This policy provides for new naming conventions to be applied in any future documents. Review and amendment of any existing document will be required to be formally considered by the Council at a future Council Meeting.

#### Policy Implications

There is no policy conflict with associated with the matters outlined in this report. This policy is designed to streamline and provide clarity in decision making and promote a higher degree of governance transparency.

#### Best Value Implications

This policy is consistent with Best Value principles.

#### Financial Implications

No financial implications arise directly out of this proposal per se for the Council.

#### Victorian Charter of Human Rights and Responsibilities Act 2006 Implications

This proposal does not limit any of the human rights provided for under the Victorian *Charter of Human Rights and Responsibilities Act 2006*.

#### Legal Statutory Implications

The naming conventions proposed in this policy are consistent with and conform to all requirements of the *Local Government Act 1989* or any other relevant legislation.

#### Consultation

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) Council Plan

This policy supports strategic objective 6 of the *Council Plan 2009-2013* □ Council Organisation and Management and is consistent with the following objectives:

- Pursue organisational development and improvement; and
- Provide best practice management and administrative systems and structure to support the delivery of Council services and programs.

##### c) Other strategic links

No other strategic links have been identified.

#### Attachment

Development of Corporate Documents Policy.



## 6. MANAGEMENT REPORTS

### 6.13 Sustainable Professional Local Government Regional Service Delivery

#### **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: Chief Executive Officer**

**Proof reader(s): Team Leader Governance**

#### **Purpose**

There are increasing expectations upon the Local Government sector to reform business practices, improve the quality of Council services and to reduce costs.

There is diversity across the sector in business systems, business processes, data schemes and reporting.

The Local Government sector faces unprecedented change from exponential change drivers:

- World is being transformed by growth, globalisation and technology;
- Complexity is significantly increasing;
- Digital government is fast approaching;
- Community desire for lower rate increases;
- An ageing workforce with the prospect of loss of knowledge;
- Growing infrastructure gap;
- Rising expectations in communities; and
- Increasing pressure on our budgets.

Corporate systems and processes are only partially managing the large amounts of community knowledge that is held in the minds of our ageing workforce. The sector is exposed over the next decade to an irretrievable loss of corporate and community knowledge which will have impacts on service delivery and decision making.

Victorian Councils, in that timeframe, are also looking at a 2.5 billion unfunded community infrastructure gap that will have significant impact on their service levels. Also many regional /rural Councils continue to operate with underlying operating deficits that are not sustainable in the longer term.

In fact in the last four years 67 per cent of Councils have reported underlying operating deficits. These factors are, and will continue, to put pressure on rates, debt levels, service levels, capital programs; and lead to increasing dependency on the State and Federal Governments.

The Greater Shepparton City Council in partnership with Moira Shire Council and Strathbogie Shire Council wish to develop a *Business Plan for a Regional Services Delivery Model*, exploring opportunities to collaborate to provide more efficient cost effective services to our collective communities.

## 6. MANAGEMENT REPORTS

### 6.13 Sustainable Professional Local Government Regional Service Delivery (Continued)

#### RECOMMENDATION

That the Council:

1. participate in a Goulburn Valley Regional Collaborative Alliance with Moira Shire Council and Strathbogie Shire Council.
2. authorise the Chief Executive Officer to sign the *Statement of Intent*.

#### Background

##### Objectives of a Regional Services Delivery Model

In contemplating a *Regional Services Delivery Model* we believe the following mutual objectives are relevant:

- Reform the way services are delivered to our communities providing more channels, greater flexibility, more integration improving our effectiveness and efficiency utilising our collective resources in the most prudent way;
- Transform the quality and responsiveness of information and services provided to customers;
- Become employers of choice, providing improved career paths, better process and modern business systems;
- Provide a platform for continued further reform of other core services;
- Breakdown the barriers to collaboration, develop common business processes and reporting, introduce more standardised ways of working across the three Councils;
- Leverage innovative developments as a Pilot for the sector, using our collective resources to translate innovative ideas into real projects.
- Use our collective capability to build better, more responsive solutions that are able to meet the needs of our communities into the future.

Strategic collaboration with Strathbogie and Moira Shires is not just about savings and sharing resources it is also about maximising capacity in addressing community expectations. Collaboration between Councils should also enhance staff skills and experience. Collaboration is not necessarily about reducing staff numbers or Council autonomy.

The forming of a collaborative arrangement will allow the three Councils to pool resources reduce duplication and form a common platform to develop initiatives. Benefits include economies of scale and scope, streamlined business processes and improved service delivery.

The question could be asked why Moira Shire and Strathbogie Shire. This is due to the fact that we already collaborate, or in part, on a number of initiatives. These include:

- Goulburn Valley Library Corporation
- Infrastructure Design Manual
- Goulburn Valley Regional Waste Management Group
- Goulburn Broken Greenhouse Alliance
- Regional Rural Land Use Strategy
- North East Regional Development Scheme (NERDS)

## 6. MANAGEMENT REPORTS

### 6.13 Sustainable Professional Local Government □ Regional Service Delivery (Continued)

This proposed project will enable us to look at other services we may be able to collaborate in delivery.

#### **Business Plan**

The *Municipal Association of Victoria* has agreed to partially fund to develop a *Business Plan* for a *Pilot Regional Services Model* identifying:

- Services that would be appropriate to operate in a regional collaborative services environment;
- Governance arrangements between the Councils in the Regional Alliance;
- Communications options between the Councils;
- Opportunities for improved use of I.T. applications across the region;
- Establishment costs for the *Regional Collaborative Service*; and
- Quantification of potential savings arising from collaboration.

This project will be a Pilot for future opportunities for regional/rural Councils to collaborate in the delivery of services to their communities. Each Council is proposed to contribute **10,000** with the MAV funding **32,000** a total Budget of **62,000**. The *Business Plan* project will be undertaken by *CT Management* who has detailed knowledge of all three Councils having undertaken organisation reviews at Shepparton and Strathbogie and significant work at Moira Shire Council.

The MAV has also agreed to *CT Management* undertaking this project as part of the 2012/13 STEP Program.

The Chief Executive Officers of the three Councils believe that the first step in this process would be the development of a Statement of Intent (SOI) as there are a number of different structures that Councils can apply to formalise an agreement between them to undertake joint projects or resource sharing activities.

These range from entering into a *Memorandum of Understanding* to document the intentions of the parties through to the formation of a separate corporate entity.

The recommended form of structure to formalise the arrangements between the three Councils is the attached *Statement of Intent*.

This SOI is a simple document that indicates that each Council will have a commitment to commence the process and provide the funding and in-kind support with officer resources to fully develop the Business Plan as detailed above. It also becomes a statement to each community that each Council wants to execute different ways to deliver both effective and efficient services to the community.

It is envisaged that the Business Plan would consider the following matters and provide the required detail to enable a formal Council decision on the merits or otherwise of continuing to explore collaborative services.

The *Business Plan* will detail:

- The scope, level and method of delivery of services;
- Proposed budget including start up costs;
- Funding options, including a breakdown of contributions from participating Councils and financial analysis including best and worst case scenarios;

## 6. MANAGEMENT REPORTS

### 6.13 Sustainable Professional Local Government Regional Service Delivery (Continued)

- Establishment of required management and business model and operating procedures;
- Staffing arrangements  Taking into account issues for staff that may be required to work across Council boundaries. These issues need to be carefully considered and negotiated with relevant industrial organisations
- Required Industrial Agreements.
- Required contracts for the supply of services.
- Statutory requirements and how they will be addressed.
- Risk Assessment  identify, analyse, prioritise and manage risks.
- Assumptions underpinning the plan;
- Conflict resolution procedures;
- Advertising and community information;
- Evaluation criteria and processes;
- Implementation schedule detailing timeframes, tasks and responsibilities; and
- Exit strategies.

#### Council Plan Key Strategic Activity

The report is consistent with the *Council Plan 2009-2013*, Council Organisation and Management principles of:-

- Strategic Objective 33 - Pursue organisational development and improvement
- Strategic Objective 35  Provide best practice management and administrative systems and structures to support the delivery of Council services and programs

#### Risk Management

There is no risk with signing of the SOI, as the document requires the Council to sign off on a Memorandum of Understanding (MOU) and a Business Plan before the partnership goes ahead. If significant risks arise, these risks will be dealt with prior to the signing of the MOU and Business Plan. If the risks cannot be resolved, the documents will not be signed and the partnership will not go ahead.

#### Policy Considerations

There is no policy consideration that would prevent the Council from signing the Statement of Intent with Moira and Strathbogie Shires.

#### Financial Implications

	2012/2013 Approved Budget for this proposal	This Proposal	Variance to Approved Budget	Comments
Revenue	-	-	-	
Expense	-	10,000	10,000	
Net Result	-	10,000	10,000	Amount will be allocated as part of the September review of the Council budget

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

## 6. MANAGEMENT REPORTS

### 6.13 Sustainable Professional Local Government Regional Service Delivery (Continued)

#### Legal Statutory Implications

There is no legal or statutory implications of the Council to prevent the execution of a regional collaborative model as referred to in this report.

The Business Plan, when completed, will provide the possibilities, with a future recommendation for the Council to consider including the legal requirements of the preferred model, at a later Council meeting.

#### Environmental Sustainability Impacts

There are no environmental or sustainable impacts in the signing of a Statement of Intent.

#### Social Implications

There are no social impacts in the signing of a Statement of Intent.

#### Economic Impacts

There are no economic impacts in the signing of a Statement of Intent.

However, the purpose of the signing of the Statement of Intent is that a Business Plan will be developed to explore the ability of the Council to deliver a better quality service via the regional collaboration model.

#### Consultation

Level of public participation	Promises to the public/stakeholders	Examples of techniques to use
Inform	Staff will be informed that Council is intending to sign s Statement of Intent.	<ul style="list-style-type: none"> <li>• Staff meetings</li> <li>• GSCC Insite</li> <li>• Email from the CEO</li> </ul>
Consult	Staff will be consulted as part of the Business Plan development to ensure a knowledge of the Plan, but also to seek contributions to its development.	<ul style="list-style-type: none"> <li>• Individual meetings</li> <li>• Email</li> <li>• Survey</li> </ul>

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

#### Options for Consideration

##### 1. Do nothing

Not recommended - as Council needs to develop service delivery to ensure that it provides the best possible services that are the most cost effective and efficient to our community.

## 6. MANAGEMENT REPORTS

### 6.13 Sustainable Professional Local Government Regional Service Delivery (Continued)

2. Sign the Statement of Intent  
Recommended  the Statement of Intent is not a legally binding agreement but provides an organisational commitment to the process of examination of regional collaboration of service delivery.

#### **Conclusion**

Local Government needs a sector wide game plan to lead change rather than react to it. The formation of a *Regional Collaborative Group* in the North East will assist the participant Councils and the sector learn what can be achieved (savings and improved services ) through collaboration.

There is a need for stronger collaboration between councils to capture the economies of regional scale and to create the added value and opportunity regions provide whilst ensuring local democracy is maintained.

Collaboration enables this opportunity and improves the ability to transform service delivery. In addition, there is a need for improved cross-boundary cooperation between neighbouring councils, as well as the development of more common specifications and standards.

Ratepayer expectations need to be managed to ensure an understanding of the requirement for financially sustainable councils and communities.

The *Business Plan* will facilitate the way forward for the Regional Collaborative Alliance in the Goulburn Valley.

#### **Attachments**

2012/32833  Statement of Intent  Goulburn Valley Regional Collaboration Alliance

**7. TABLED MOTIONS**

**8. REPORTS FROM COUNCIL DELEGATES TO OTHER BODIES**

**9. REPORTS FROM SPECIAL COMMITTEES AND ADVISORY COMMITTEES**

**10. NOTICES OF MOTION, AMENDMENT OR RESCISSION**

**11. DOCUMENTS FOR SIGNING AND SEALING**

## 12. COUNCILLOR ACTIVITIES

### Councillors Community Interaction and Briefing Program

From 5 July to 6 August, some or all of the Councillors have been involved in the following activities:

- Advanced Facilitation
- Sir Murray Bouchier Memorial working group meeting
- ResourceGV Audit Committee - Special Meeting
- Wayaperri Forum - La Trobe University
- Weeknights TV - Australia Day Committee
- Murchison & District Lions Club Changeover Dinner
- Heritage Advisory Committee meeting
- Victorian Iron
- Saleyards Advisory Committee Meeting
- Meeting Banner March Artists, Tom Nicholson & Razaat Ishak
- Deakin Reserve Committee of Management - User group meeting
- Naidoc Week Event - Bangerang Cultural Centre
- Mr Hideaki Ohmura - Governor of Aichi Prefecture of Japan - Official Reception
- VicIron and GVEG
- Media Preview: Banner March exhibition
- Sobraon Street site visit
- Visit from Damian Drum MLC for Northern Victoria Region
- "Turning on the Water" Yanco Regulators
- Older Person's Advisory Committee meeting
- Meeting - Legality of GMW and NVIRP
- Mooroopna - 'Buy Local Campaign'
- GMLLEN Meeting
- Commo's Metals - Consultation Meeting 16 July 2012
- Media Conference - budget
- Shepparton Show Me Committee meeting
- WIN TV - re Rural Land Use Strategy and Heritage issues
- Meeting with Ray Henderson
- Murray Darling Basin Authority - Phone Meeting
- Morning Tea with Andrew Fairley & Fairley Board members
- Fairley Foundation Lecture- Eastbank Centre
- Sir Andrew and Lady Fairley Foundation Dinner - La Trobe University
- Change of Date Notice - Municipal Health Panel Meeting
- Community Matching Grants Scheme Process and Chq Presentation Meeting
- Goulburn Valley Equine and Greyhound Precinct meeting
- ONE FM - Budget special
- Sir Murray Bouchier meeting
- Meeting with Mr Rigoli
- Mooroopna Library Art & Craft Show
- Regional Development Victoria & Geelong Football Club 'Good Move campaign'
- Council Plan and Business Breakfast promotion
- National Tree Planting Day - Media Opportunity
- Community Information Session- Safer City Project- network coverage (CCTV)
- Shepparton Access - From Behind Closed Doors launch
- SAM Exhibition opening
- Natures Poetry Pathway (Morning Tea & Presentation)
- Indigenous Careers Celebration Day



## 12. COUNCILLOR ACTIVITIES

### Councillors Community Interaction and Briefing Program (Continued)

- Indian Exchange Students Afternoon Tea
- La Trobe Rural Health School Student Accommodation
- Opening of Accommodation Units at HM Prison Dhurringile by Minister Andrew McIntosh
- Afternoon Reception at Government House
- Mayor & CEO's Forum "Leading now for our Future"
- Kialla Lakes repair photo opp
- Consultation Panel - Camera Network Coverage
- Julie Salomon's Farwell Morning Tea
- CCTV Photo opportunity
- Heritage Advisory Committee meeting

Councillors were also briefed on the following matters:

- Budget - Draft 2012/2013 Budget Report
- Rural Regional Land Use Strategy
- Safer City Project Update
- Council Plan - Community Consultation Update
- Commo's Metals - Part 1
- Peppermill Hotel
- Budget 2012/2013 Questions
- Inspection of Geoffrey Thompson Coolstores
- Councillor Briefing with the Lawyers - Geoffrey Thompson Coolstores
- SSM Annual Report briefing
- Home and Community Care - Funding Reduction
- Goulburn River Valley Tourism - Council Representation
- ConnectGV Site Visit
- High Speed Rail Briefing
- Election Caretaker Provision Policy briefing

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

### **RECOMMENDATION**

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

### **Attachments**

Assemblies of Councillors Records:

- Shepparton Art Museum - Advisory Committee Meeting 20 June 2012
- Councillor Briefing 3 July 2012
- Councillor Briefing 10 July 2012
- Women's Charter Alliance Advisory Committee Meeting 16 July 2012
- Councillor Briefing 17 July 2012
- Heritage Advisory Committee 14 May 2012
- Heritage Advisory Committee 18 June 2012

**13 URGENT AND OTHER BUSINESS NOT INCLUDED ON THE AGENDA**

**14. PUBLIC QUESTION TIME**

**15. CONFIDENTIAL MANAGEMENT REPORTS**

**15.1 Designation of Confidentiality of Information**

**RECOMMENDATION**

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

**15.2 Planning Application 2008-247 A Allows for Development of 629 Goulburn Valley Highway, Shepparton North for a Secondary School**

**15.3 Reopening of the Council Meeting to Members of the Public**

Greater Shepparton City Council	
File No	
Record No	
23 JUL 2012	
Referred To	
Copies To	

17th July 2012

To Cr Michael Polan Mayor, and Mr. Gavin Cator ~~CEO Greater Shepparton City Council~~

Dear Sirs,

We the undersigned would like to request that the proposed CCTV camera coverage be extended to include the lower end of Maude Street through to the Vaughan Street roundabout.

The Lower end of Maude street seems to have been overlooked in current drafts of camera placement, however quite regularly the police are called to this area by business owners and civilians due to random assaults, vandalism, threats to members of the public, and general antisocial behavior. We believe we would see a reduction in these events if the cameras were introduced.

Many businesses in this area have spent considerable money repairing their buildings after acts of vandalism, in particular the breaking of plate glass windows. As a consequence these businesses have also seen a significant rise in their insurance premiums due to frequent claims. This vandalism also costs business owners time when having to clean up graffiti, broken glass and other waste prior to opening for the day.

There has also been costly damage to council property in the area with the bus/ taxi shelters having been maliciously damaged on several occasions.

With a high number of food outlets in the area and the car parks further down Maude Street, this is a busy thoroughfare both day and night and the safety of staff, customers and passing foot traffic would be improved if the area was under surveillance.

In conclusion, we trust this has given you a small insight into the issues and safety concerns facing the business owners in this area.

We look forward to the information session and thank you in advance for considering our submission.

Yours Sincerely,

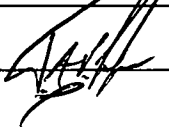


Joseph A Sofra

Collins booksellers on Maude, 262 Maude St Shepparton Vic 3630 Ph 58 222679

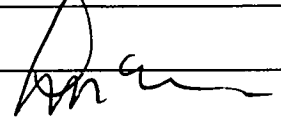
On behalf of the undersigned.

Safer City Project CCTV Network Submission to Extend Coverage in Maude Street

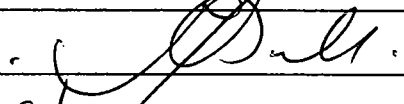
Contact Person	JOSEPH BOERA 
Business/ Company Name	Collins on Maude
Address	267 Maude SHEPPARTON Vic 3630
Contact Details	0358222679


Contact Person	JACEK SZCZUREK
Business/ Company Name	JB JEWELLERS
Address	265 MAUDE ST, SHEPPARTON, VIC 3630
Contact Details	ph. 58311611


Contact Person	Jane McNeill
Business/ Company Name	Hairtrend
Address	245 Maude St Shepparton 3630
Contact Details	58311441

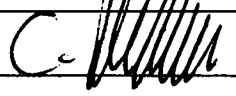
Contact Person	LISA MCINNES 
Business/ Company Name	BAKING DOUGH BAKERY
Address	251-253 MAUDE STREET SHEPPARTON
Contact Details	58314166

Safer City Project CCTV Network Submission to Extend Coverage in Maude Street

Contact Person	Julia Powell 
Business/ Company Name	Treechoice Tobacconist
Address	255 MAUDE ST SHEPPARTON
Contact Details	PH 58311000

Contact Person	VICKI CAI 
Business/ Company Name	G V CHINESE TAKEAWAY
Address	261 MAUDE ST SHEPPARTON
Contact Details	58318183

Contact Person	Arlind Nebiu 
Business/ Company Name	My Mate's Pizza Pasta Shepparton
Address	263B Maude st
Contact Details	0401090207 58222226

Contact Person	Clay Doyle 
Business/ Company Name	NEW DOYLE'S ELECTRICAL
Address	273 MAUDE ST. SHEPPARTON.
Contact Details	Phone. 58213249. B.H.

Safer City Project CCTV Network Submission to Extend Coverage in Maude Street

Contact Person	Tommaso Giuliani
Business/ Company Name	Giuliani's Hair For Men.
Address	249 MAUDE ST SHEPPARTON
Contact Details	58 213 984. TJGIULIANI @ Hotmail.

Contact Person	David Spark
Business/ Company Name	COLES
Address	cnr maude + Vaughan st shepparton.
Contact Details	5831 4900. Fax 03 5831 6651

Contact Person	Nicole Pelaez
Business/ Company Name	Shepparton Chemmart Pharmacy
Address	SHOP 14/15 276-278 Maude St Shepparton
Contact Details	58213399

Contact Person	Mario Torres
Business/ Company Name	DICK SMITH ELECTRONICS
Address	MAUDE ST SHEPPARTON
Contact Details	6358 219888

Safer City Project CCTV Network Submission to Extend Coverage in Maude Street

Contact Person	Ash Taylor <i>AT</i>
Business/ Company Name	Shepp city McDonalds
Address	272 b maude street
Contact Details	58312881

Contact Person	Robert Keen <i>RK</i>
Business/ Company Name	Radio Rentals
Address	272A Maude St Shepperton
Contact Details	03 58586083

Contact Person	Kellie Lewis
Business/ Company Name	Monarch Personnel
Address	Suite 4 / 262 Maude St, Shepperton
Contact Details	58315880

Contact Person	RODNEY Diamond
Business/ Company Name	LA Parche HA Shepp
Address	264 MAUDE ST
Contact Details	0407503002

Safer City Project CCTV Network Submission to Extend Coverage in Maude Street

Contact Person	Dean Jafer
Business/ Company Name	HYS TER IA
Address	70 Union Lane Shepparton.
Contact Details	58 313138 .

Contact Person	Nicole Robinson .
Business/ Company Name	St Vincent de Paul
Address	Suite 2 / 262 Maude St .
Contact Details	58219458

Contact Person	MARK SHADBOLT
Business/ Company Name	GB COFFEE
Address	254-260 MAUDE ST
Contact Details	58224246

Contact Person	Melissa Lago
Business/ Company Name	Blades hair design
Address	257 maude Street
Contact Details	58216700 .



Safer City Project CCTV Network Submission to Extend Coverage in Maude Street

Contact Person	Roland Haccart
Business/ Company Name	Leading Edge Telecoms
Address	76 High St shepp
Contact Details	58316789

Contact Person	Scott Kelly
Business/ Company Name	Ren 2000 Pty Ltd TRADING AS TRISTIA
Address	
Contact Details	04 298 34677

Contact Person	Rocky Furci
Business/ Company Name	CASH / RECYCLE S.
Address	19 STEWART ST.
Contact Details	0409 131 420

Contact Person	
Business/ Company Name	
Address	
Contact Details	

Council Report – Emergency Management Update – 21 August 2012  
**Flood Event – February/March 2012**



**Attachment 1**

Table 1

Greater Shepparton City Council										
Floods (February/March 2012) Ledger - 15082										
For Period May										
Sub Account	2011-2012 Revised Budget	30 06 2012 Forecast	2011-2012 Mid Year Budget	YTD Budgets	YTD Actuals	YTD Variance (Fav) Unfav	YTD Variance (Fav) Unfav	YTD Commit	YTD Actual incl Commit	2011-2012 Budget Remaining
301. Salary	0	145,000	0	0	143,701	143,701	0.0	0	143,701	(143,701)
302. Salary Oncosts	0	12,000	0	0	12,023	12,023	0.0	0	12,023	(12,023)
321. Plant	0	24,000	0	0	24,152	24,152	0.0	0	24,152	(24,152)
364. General Expense	0	6,000	0	0	14,183	14,183	0.0	17,003	31,186	(31,186)
371. Materials or Supplies	0	75,000	0	0	72,447	72,447	0.0	13,541	85,988	(85,988)
372. External Labour	0	130,000	0	0	104,595	104,595	0.0	65,500	170,094	(170,094)
373. Repairs and Maintenance	0	12,000	0	0	7,632	7,632	0.0	(2,442)	5,189	(5,189)
399. Internal Expense Charges	0	2,000	0	0	1,212	1,212	0.0	0	1,212	(1,212)
<b>Sub Total</b>	<b>0</b>	<b>406,000</b>	<b>0</b>	<b>0</b>	<b>379,944</b>	<b>379,944</b>		<b>93,601</b>	<b>473,546</b>	<b>(473,546)</b>
<b>Grand Total</b>	<b>0</b>	<b>406,000</b>	<b>0</b>	<b>0</b>	<b>379,944</b>	<b>379,944</b>		<b>93,601</b>	<b>473,546</b>	<b>(473,546)</b>

## FEBRUARY 2012 FLOODS - PROPOSED MITIGATION WORKS Congupna Township

Key: ○ = stage completed

= update line

planning
design
pre-delivery
delivery
Completed

↑  
Award Works

Objective: Implement means of improving urban township drainage in the immediate future, for the 1 in 5 rainfall event, and for the longer term, mitigating the effect on the township of larger overland flows.

Item No	TRIM references of follow-up actions	Project Plan Number	Action By	Project Title	Estimated Cost	Actual Cost	2012						2013				
							May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>Immediate priorities</b>																	
C1	-	-	GS	Map overland flows of rural water in vicinity of township in relation to existing GMW channels and drains.	15,000	-											
C2	-	-	GS	Install stream water level markers to monitor flood flows and provide advance warning of an event at Pine Lodge Creek, Congupna Creek, Guilfus Creek and Community Drain subject to GMW approval.	6,000	-											
C3	-	-	DB	Increase the size of culverts under Shepparton Katamatite Road in front of the Post Office subject to authority approvals from GMW and VicRoads. (6,000) / (65,000)	(6,000) / (65,000)	-											
C4	-	-	DB	Investigate other means of reducing water height on the east side of the Shepparton Katamatite Road thereby reducing flooding of house floor levels at this location.	5,000	-											
C5	-	-	GS	Develop an access flood plan with GMW to include strategic access to GMW drainage/irrigation channels during extreme emergency events.	5,000	-											
C6	-	-	GS	Develop a township Flood Emergency Plan that outlines details, procedures, operational requirements and thresholds for actions in future events and ensure it captures local knowledge and complements existing flood warning processes.	10,000	-											
C7	-	-	GS	Construct a hard stand area for an emergency pump where GMW drain (1/15/11) enters main GMW drain (1/5/11).	3,000	-											
<b>Long Term actions</b>																	
C8	-	-	DB	Consider construction of a new underground drain along west side of Shepparton Katamatite Road and divert into a new retardation basin. This will assist to hold flows before water enters the GMW drain beside the GVH to the north.	(10,000) / (60,000)	-											
C9	-	-	DB	Consider construction of high flow diversions into main GMW drain (1/5/11) by replacing 300mm choke pipe where 1/15/11 enters 1/5/11 north on the GVH east side and install hard stand area for emergency pump installation.	30,000	-											
C10	-	-	DB	Investigate construction of a retardation basin at Congupna Recreation Reserve.	(10,000) / (160,000)	-											
C11	-	-	DB	Investigate overland flow protection for southern township boundary. Consider construction of an open cut off drain along southern boundary and construction of a retardation basin near Old Grahamvale Road complete with pump and pipe discharging to west side of rail line.	(20,000) / (210,000)	-											
C12	-	-	DB	Investigate increasing the capacity of the GMW drain (3/5/11) under the railway land to the south in the caravan park, by building up the GMW channel banks to contain drain overflows and prevent this water spilling over and flowing north into the township.	15,000	-											
<b>Comments: Information from community at Congupna meeting 7.00pm 23/4/2012</b>																	
C13	-	-	Long Term RM	Install a levee bank around Congupna Township on the south boundary.	0	-											
C14	-	-		GM Water Drains with chokes to be fixed	0	-											
C15	-	-	RM	GM Water Culverts should be inspected to ensure they are not blocked with debris/silt	0	-											
C16	-	-	See item 3	Culvert to be installed under the Katamatite Road	0	-											
C17	-	-	RM	Caravan Park drainage upgrade	0	-											
C18	-	-	RM	Old Grahamvale Road drainage choke to be improved.	0	-											
C19	-	-	GS	Maintenance of drains around township.	0	-											
C20	-	-	Long Term DB	Maintenance of drain (VicRoads) on west side of highway should be completed including spur that extends east-west to drain 5/11	0	-											
C21	-	-	See item 3 DB	Want to divert some of Congupna's drainage after it passes under Katamatite-Shepparton Road (in front of Pivot) under the railway to the west and then under the Goulburn Valley Highway to improve discharge capacity.	0	-											
<b>Comments: Information from meeting with Congupna Resident Joe Farrell at Congupna on 1 May 2012</b>																	
C22	-	-	RM	Concerned with capacity of GMW 5/11 drainage culvert under railway south of Congupna (may be silted up etc). GMW 5/11 drain bank has been removed in this area.	0	-											
C23	-	-	RM	Approximately 40m south of the GMW 5/11 drainage railway culvert is an existing shallow double barrel railway culvert (2 x 600mm diameter culverts) which Joe believes with some modification could be utilised to allow additional flows from GMW drain 5/11 to cross railway line from east to west. The pipes are exposed and have failed/been broken into on the eastern side.	0	-											
C24	-	-	RM	The Old Grahamvale Road table drain on the west side of the road (from GWM drain 5/11 to the Congupna township) connects with the GMW drain via a check structure controlled with a slide gate. Joe believes that under normal conditions this gate should remain closed (he thinks the table drain flows towards Congupna). In a flood event Joe believes that the gate can then be opened (provided that the water level in the GMW drain is low enough) to provide additional outfall for the road table drain. Thinks existence of this gate has been forgotten about.	0	-											
C25	-	-	RM/GS	The farm drainage inlet from V & D Crifo's farm across Old Grahamvale Road into GMW drain 5/11 needs a non-return flap to prevent flood water back flowing from the drain.	0	-											
C26	-	-	Long Term RM	Joe suggested a possible realignment of GMW drain 1/5/11 through L & D Drum's property beside their existing reuse dam to avoid having the GMW drain passing through Congupna township. This would require GMW to carry out either land acquisition or perhaps a drainage easement through Drum's property. Consideration would also have to be given as to where/how Congupna's drainage flows would outfall into the realigned GMW drain.	0	-											
C27	-	-	Long Term RM	Joe would like to see GWM construct a new connection drain which would head west and outfall into the Goulburn River to improve capacity of the 5/11 drainage system.	0	-											
C28	-	-		Joe provided a plan on which he had marked up some of his suggestions/comments, Trim 2012/17300.	0	-											Completed ○

## FEBRUARY 2012 FLOODS - PROPOSED MITIGATION WORKS Katandra Township

Key: ○ age completed

planning
design
pre-delivery
delivery
Completed

update line

Objective: Implement means of improving urban township drainage in the immediate future, for the 1 in 5 rainfall event, and for the longer term, mitigating the effect on the township of larger overland flows.



Item No	TRIM references of follow-up actions	Project Plan Number	Project Title	Estimated Cost	YTD Expenditure (including Commitments)	2012						2013			
						May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
<b>Immediate priorities</b>															
K1	-	-	GS	Map overland flows of rural water in vicinity of township in relation to GMW channels and drains.	15,000	-	○								
K2	-	-	RM	Install culvert and non return device in road table drain on Donohue Street just west of retardation basin to avoid GMW drain overflow entering town drain system.	4,000	-									Completed ○
K3	-	-	RM	Install culvert and non return device in road table drain east side of Union Road opposite recreation reserve where it enters GMW drain to avoid GMW drain overflow entering town drain system.	4,000	-									Completed ○
K4	-	-	RM	Install culvert and non return device in road table drain east side of Union Road south of recreation reserve where it enters GMW drain to avoid GMW drain overflow entering town drain system.	4,000	-									Completed ○
K5	-	-	RM	Install culvert and non return device in table drain on east side of Union Road where GMW drain crosses Union Road to avoid GMW drain overflow entering town drain system.	4,000	-									Completed ○
K6	-	-	GS	Develop an access flood plan with GMW to include strategic access to GMW irrigation and drainage channel during extreme emergency events.	5,000	-	○								
K7	-	-	GS	Develop a township Flood Plan that outlines details, procedures, operational requirements and thresholds for actions in future events and ensure it captures local knowledge and complements existing flood warning processes.	10,000	-	○								
<b>Long Term actions</b>															
K8	-	-	DB/GS	Investigate increasing the capacity of the retardation basin to the west of the town or provide a larger capacity pump to remove water more quickly from the town centre.	(7,000) / (80,000)	-									
K9	-	-	DB	Investigate formalising GMW drain by increasing the bank height to prevent overflow back into Queen Street.	6,000	-									
K10	-	-	DB	Investigate possible redirection of drainage outfall from lasered rural land to the east of houses on King Street. Runoff from this land currently discharges south into Hickey Road and flows east into the township.	10,000	-									
<b>Comments: Information from community at Katandra meeting 7.00pm 30/4/2012</b>															
K11	-	-	GS	Drain blocked near Poynes in Hickey Road to the east will slow water down.	0	-	○								
K12	-	-	RM	Pipe in table drain with flap at junction of 212 to the north of the town to stop flow back to the south.	0	-	○								
K13	-	-	?	Cut the roadway in farm to west of the town to allow the water to get away quicker.	0	-	○								
K14	-	-		Bank down west side of Allan Opray's to discharge to the south or north to protect eastern side of town.	0	-	○								
K15	-	-		No 2 is in wrong location.	0	-	○								
K16	-	-	GS	Drain to the south of 4 driveway culvert belongs to body corporate, could out flap on this after cleaning in out and repairing.	0	-	○								
K17	-	-	SC	Check ownership with Steve Cobden of this culvert. Is it body corporate or Gavin's?	0	-	○								
K18	-	-	RM	Kevin Teague asked if we could install a culvert under the Access Lane into the Katandra Cemetery as the water is been held up on the south side, we have cleaned out the table drain on the north side and the water gets away good. Kevin's mobile phone is 0400 283311. Please call Kevin to arrange a site meeting.	0	-									
K19	-	-	RM	Belinda Collins who lives on Creighton Road said the that drain the runs in front of her place down to Union Road and connects to the GM Water drain to the south that crosses Union Road needs to be clean and regarded as there seems to be a high spot along Union Road. I advised that this might be a GM Water Drain but will follow up.	0	-									Completed ○
K20	-	-	GS	Geoff Scales 0427 684 319 spoke about the table drain on the east side from his property back to the Football oval along Union Road needs to be cleaned out and a culvert under a driveway. This table drain connects to the GM Water drain at the corner of the Football Oval.	0	-	○								
K21	-	-	RM	Gavin Thorn and Geoff Scales spoke about the proposed new pipe and non return flap at the corner of the football Oval at Union Road, they think that this is not required.	0	-	○								
-	-	-			0	-									

UPDATE LINE

## FEBRUARY 2012 FLOODS - PROPOSED MITIGATION WORKS Tallygaroopna Township

Key: ○ = age completed

planning
design
pre-delivery
delivery
Completed

update line

Objective: Implement means of improving urban township drainage in the immediate future, for the 1 in 5 rainfall event, and for the longer term, mitigating the effect on the township of larger overland flows.

Award Works

Item No	TRIM references of follow-up actions	Project Plan Number	Project Title	Estimated Cost	YTD Expenditure (including Commitments)	2012						2013			
						May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
<b>Immediate priorities</b>															
T1	-	-	GS	Map overland flows of rural water in vicinity of township in relation to existing GMW channels and drains.	15,000										
T2	-	-	GS	Install stream water level markers to monitor flood flows and provide advance warning of an event at Pine Lodge Creek, Congupna Creek, Guilfus Creek and Community Drain subject to GMW approval.	6,000										
T3	-	-	GS	Construct a hard stand area for an emergency pump at discharge point of town retardation basin.	3,000									Completed	
T4	-	-	RM	Construct a new culvert system under Victoria Road, east of Slaughterhouse Road to divert water along Slaughterhouse Road to Congupna Creek subject to authority approvals from GMW, Victrack and VicRoads. Investigations would need to ensure that water is able to pass through the Congupna Creek culverts at the highway and railway structures to avoid build up that may flood the town from the north.	(10,000) / (50,000)										
T5	-	-	GS	Develop an access flood plan with GMW to include strategic access to GMW irrigation and drainage channel during extreme emergency events.	5,000										
T6	-	-	GS	Develop a township Flood Emergency Plan that outlines details, procedures, operational requirements and thresholds for actions in future events and ensure it captures local knowledge and complements existing flood warning processes.	10,000										
T7	-	-	GS	Install additional or improved town pump operating lights so that it is clear that the pump is working or unserviceable.	3,000									Completed	
<b>Long Term actions</b>															
T8	-	-	DB	Investigate construction of higher drain walls at discharge point of town dam pump into the outfall channel as the pumped water was running over the sides of the outfall drain and back into the dam (ie avoid the pump delivering water into the channel at a rate greater than the channel discharge rate).	5,000										
T9	-	-	RM	Consider construction of a slide inlet into the GMW irrigation channel south of the township at the north east corner of the Goulburn Valley Highway/Thompsons Road intersection	15,000										
T10	-	-	DB	Investigate elevating township outfall drain (via aqueduct) to Congupna Creek to allow the drain to discharge into the top of the Congupna Creek instead of discharge into the bottom of the creek (ie do not have a submerged drain discharge).	(10,000) / (40,000)										
T11	-	-	GS	Investigate altering the town pump to a remote control device (telemetry) that will warn of any pump failure and reduce possible of lost pumping time.	10,000										
T12	-	-	DB	Investigate increasing the capacity of the town retardation basin.	10,000										
T13	-	-	RM	Investigate increasing the height of the GMW channel bank to the east of the township.	20,000										
T14	-	-	DB	Review drainage patterns to the south of the township in the vicinity of the Bowls Club and Church Street/Smith Street as this is where rural drainage water is entering the town urban drainage system.	5,000										
T15	-	-	RM	Consider construction of a retardation basin east side of rail line and south of the town.	(15,000) / (160,000)										
<b>Comments/Information from community at Tallygaroopna meeting 7.00pm 2/5/2012</b>															
T16	-	-	RM	More culverts under railway lone at Thompsons Road	0										
T17	-	-	RM	Too small inlet into 2/11 at end of Slaughterhouse Road	0										
T18	-	-	GS	Edwards Road pipes silted up	0										
T19	-	-	DB	Pipe from pub towards the retardation basin? Upsize	0										
T20	-	-	DB	Levee bank on south side	0										
T21	-	-	RM	Maybe 450 diameter pipe down Tally West Road laser this lane again	0										
T22	-	-	RM	Edwards Road north of Victoria Road holding water. Ian Carlisle	0										
T23	-	-	RM	Could we deeper west side drain along GV highway to the 2/11	0										
T24	-	-	GS	Check the probes in retardation basin taking too long to kick in	0									Completed	
T25	-	-	GS	Zeerust Road drains to be cleaned	0									Completed	
T26	-	-	GS	Lack of intelligence information getting through to everyone	0										
T27	-	-	GS	Newcomer induction advice about flooding	0										
T28	-	-	DB	North Street and Church street drainage problems, same level and floods after 25mm rainfall.	0										
T29	-	-	GS	Trees in Church Street Drainage pipes	0									In the process of having all the pipes inspected via a camera	
T30	-	-	GS	Water slow to get away from streets	0									In the process of having all the pipes inspected via a camera	
T31	-	-	DB	Railway line acts as a levee bank, install more culverts under railway line.	0										
T32	M12/35070	-	DB	Sparrow Monty spoke about building up of banks of channel will force water to his farm, would like to meet on site sometime to discuss 0418 579474.	0									Completed	
T33	-	-	RM	Harold Sandles (RM1485 Tally) 3230 Katamatite-Shepparton Main Road TALLYGAROPNA.	0										
T34	-	-	GS	Rob Rutten 1300 GV Highway Tallygaroopna 0419 911920 58298226. Flooded for 6 days, 7 days to clear. Maintenance of drain? Maybe additional culvert under highway. Culvert in Reynolds road to be improved to remove stranded water. Steve C spoke to Rob.	0										
T35	-	-	RM	Culvert in front of service station appears to be undersized (12" vs 18") compared to the upstream and downstream culverts (i.e. culverts under GV Highway) investigate to determine if culvert needs upgrading as it may impact on the ability for water trapped between GV Highway and Railway Station from getting away;	0										

**FEBRUARY 2012 FLOODS - PROPOSED MITIGATION WORKS**

**Lemnos**

**North Road (north of Pine Lodge Creek)**

Key:  age completed

planning design pre-delivery delivery Completed

update line

Objective: Implement means of improving urban township drainage in the immediate future, for the 1 in 5 rainfall event, and for the longer term, mitigating the effect on the township of larger overland flows.



Item No	TRIM references of follow-up actions	Project Plan Number	Action By	Project Title	Estimated Cost	YTD Expenditure (including Commitments)	2012						2013			
							May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
<b>Immediate priorities</b>																
L1	-	-	DB	Modify the endwall with a back flow device where the culvert crosses under Lemnos North Road 200 metres north of Pinelodge Creek.	2,000	-										
L2	-	-	DB	Install a new culvert with a back flow device under Lemnos North Road 80 metres south of 820 Lemnos North Road.	11,000	-										
L3	-	-	DB	Upgrade the existing 300mm diameter culvert to 450mm diameter west side of Lemnos North Road and south of GMW channel syphon, with a back flow device to assist overland flows to clear more quickly.	0	-									Completed	
L4	-	-	DB	Survey and redesign the table drains either side of Lemnos North Road and check water flow direction between the GMW channel to the north and Pinelodge Creek to the south.	5,000	-										
L5	-	-	DB	Survey road levels for low spots and consider installation of road flood depth markers on Jubilee Road west of Boundary Road and Cosgrove Lemnos Road between Raak and Pinelodge Roads.	3,000	-										
-	-	-			0	-										
<b>Long Term actions</b>																
-	-	-		Nil	0	-										
<b>Comments/Information from community at Congupna meeting 7.00pm 23/4/2012</b>																
L6	-	-	DB	Residents along Lemnos North Road indicated if we could have a meeting after undertaking level survey of the table drains along the road.	0	-										
L7	-	-	GS	Residents along Lemnos North Road asked if they could have prior approval to close off road and sand bag across road when there is a flood event.	0	-										
L8	-	-	DB	Also the Residents along Lemnos North Road asked if they could have another culvert install under Lemnos North Road.	0	-										
L9	-	-	DB GS	Gavin Pritchett (0417 719386) advised that the 5 houses along Congupna East Road north of Lemnos North Road could not get in and out during flood event. Road was flooded on north side of Irrigation channel and at creek crossing near Lemnos North road. Maybe raise road? Also asked if table drains could be cleaned in this area.	0	-										
-	-	-			0	-										

← UPDATE

# GREATER SHEPPARTON CITY COUNCIL

## Addendum to Financial Report

### Finance Manager's Overview

The July 2012 Financial Report provides a comprehensive summary of the budget compared to actual financial position. It is very difficult to draw any conclusion after one month of the financial year. From an operating perspective Council is tracking within an acceptable margin of the budget for the first month of the financial year. Revenue is currently ahead of budget by £ 0.31m and expenditure is behind budget by £ 0.30m, resulting in a favourable overall operating year-to-date budget position of £ 0.61m.

The forecast position for end of year reflects a decrease in income of £ 0.41m and a decrease in expenditure of £ 0.99m resulting in an overall favourable forecast which is £ 0.58m better than budget.

Capital revenue is tracking behind budget by £ 0.32m, and a forecast decrease of £ 0.22m under budget is predicted for end of year. Capital expenditure is tracking £ 0.16m over budget, with works to the value of £ 0.34m out of a total budget of £ 31.37m having been completed in the month of July. Traditionally, capital works don't commence in July until the budget is adopted and planning completed, and as the budget was adopted on July 17 2012, this explains the small percentage of the capital works budget spent.

Investments are tracking as expected, with £ 32.78m invested. The average interest rate is 4.96% , which is above the 90 day bank bill cash rate of 3.63% . Council has a diverse investment portfolio, which includes local banking institutions. Council actively manages investments to maximise returns within Council's Investment Policy guidelines. Recent reductions in the official cash rate will see a reduction in the interest rates the Council receives.

Sundry Debtors are running below this time last year due to large current invoices being paid on time. Sundry Debtors are within acceptable limits and are being actively managed. The largest current outstanding invoice is for £ 248k, which is payable by the Department of Human Services for the Municipal Rate Concession & Council Administration fee.

Further details and explanations are contained in the financial report.





# **FINANCIAL STATEMENTS**

**2012-2013 FINANCIAL YEAR TO DATE AS AT**

**31 July 2012**



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## Greater Shepparton City Council

# Financial Narrative

### 31 July 2012

#### Summary

As at 31 July 2012, Greater Shepparton City Council reports an operating deficit of £ 5.02m, which is £ 0.60m lower than expected. This deficit comprises revenue of £ 3.24m and expenditure of £ 8.26m. The end-of-year forecast estimates that the operating surplus will be £ 6.58m, £ 0.58m higher than the Adopted Budget.

Capital expenditure totalling £ 0.34m has been recorded to 31 July 2012. This equates to a total of 1% of the total capital expenditure budget with 8% of the year passed. The end-of-year forecast for capital expenditure indicates that £ 31.02m is required for works, which is £ 0.35m less than the Adopted Budget of £ 31.37m.

#### Income Statement

Operating revenue of £ 3.24m is £ 0.31m ahead of budget, while operating expenses of £ 8.26m are £ 0.31m behind budget. The end-of-year forecast estimates a decrease of £ 0.41m in revenue expected to be received, while expenditure is forecast to be under by £ 0.99m.

- 1 Operating grants and contributions are £ 0.21m ahead of budget. The majority of the variance is related to unbudgeted flood recovery income of £ 0.12m and contributions for Rumbalara Road shared path of £ 0.07m.
- 2 Capital grants and contributions report as £ 0.31m behind budget. The variances relates to:
  - Roads to Recovery funding of £ 0.45m not yet received, which is expected to be received in August.
- 3 User fees and charges revenue is reported as £ 0.27 ahead of budget. This is primarily due to the lease income paid earlier than expected of £ 0.14m and Debt Collections for unpaid rates, which were put on hold for 6 weeks due to the flood events early in 2012.
- 4 Statutory Fees are tracking £ 0.05m ahead of budget. This variance comprises of several smaller variances, the largest being a £ 0.02m favourable variance in Building and Planning fees.
- 5 Parking Fees and fines is reporting to be £ 0.03m behind budget. This primarily due to staff vacancies.
- 6 Rent income is currently tracking favourably by £ 0.02m. This minor variance is made up of several smaller variances.
- 7 Employee Benefits reports a £ 0.25m favourable variance. This variance includes:
  - £ 0.05m underspend in Workcover premiums, which are due to be paid later in the year
  - £ 0.16m underspend in general salaries, due to staff vacancies.
- 8 Borrowing costs are reporting a £ 0.19m overspend. This is due to the payment of borrowing costs occurring earlier than expected.

#### Balance Sheet

- 1 Accumulated surplus has decreased by £ 5.02m, as a direct result of the 2012/2013 deficit reported.

#### Investments

Investments have decreased by £ 1.38m since June, from £ 34.16m to £ 32.78m. This is due to the call of funds for the months payments. The average interest rate on investments is 4.96%. Investments are higher than expected at this point in the year as a direct result of the Grants Commission making payment of their operation grants earlier than expected. While the average rate is still showing at a reasonable level, recent investments are not attracting this level of return.

#### Capital

Capital revenue of £ 0.13m is behind budget by £ 0.32m, while capital expenditure of £ 0.34m is £ 0.16m behind budget. There are a number of individual items which explain these variances with further details provided on page 7 of this report.

Greater Shepparton City Council  
**Income Statement**  
for period ending July 2012

	2012 2013 Adopted Budget	2012 2013 Forecast	2012 2013 YTD Budget	2012 2013 YTD Actual	2012 2013 YTD Variance (Fav) Unfav	2012 2013 YTD Variance (Fav) Unfav	Note
	\$	\$	\$	\$	\$	\$	
<b>Revenue</b>							
Rates and Charges	56,410,956	56,410,956	0	0	0		
Operating Grants and Contributions	15,908,695	15,998,176	1,034,983	1,242,583	(207,600)	(20.1 )	1
Capital Grants and Contributions	8,659,700	8,441,700	412,700	96,801	315,899	76.5	2
Interest	1,648,059	1,646,290	6,714	5,223	1,491	22.2	
User Charges	14,297,803	14,368,368	1,042,482	1,308,952	(266,470)	(25.6 )	3
Statutory Fees	2,444,736	2,417,736	137,055	184,233	(47,178)	(34.4 )	4
Proceeds from Sale of Assets	346,000	346,000	35,000	34,802	198	0.6	
Other	533,207	533,207	42,061	158,705	(116,644)	(277.3 )	
Parking Fees and Fines	1,983,695	1,983,695	165,263	130,395	34,869	21.1	5
Rent	591,451	267,620	60,233	81,380	(21,147)	(35.1 )	6
<b>Total Revenue</b>	<b>102,824,302</b>	<b>102,413,748</b>	<b>2,936,491</b>	<b>3,243,073</b>	<b>(306,582)</b>	<b>(10.4 )</b>	
<b>Expenses</b>							
Employee Benefits	38,100,587	37,645,724	3,200,538	2,953,915	(246,623)	(7.7 )	7
Materials and Consumables	26,623,515	26,987,881	2,991,040	2,817,102	(173,938)	(5.8 )	
External Contracts	10,060,458	9,164,249	687,342	643,251	(44,091)	(6.4 )	
Utilities	2,706,526	2,704,961	207,053	184,685	(22,368)	(10.8 )	
Borrowing Costs	1,330,247	1,330,247	0	188,896	188,896	0.0	8
Depreciation and Amortisation	17,649,000	17,646,000	1,473,242	1,470,747	(2,495)	(0.2 )	
Written Down Value of Assets Sold	357,800	357,800	0	0	0		
<b>Total Expenses</b>	<b>96,828,133</b>	<b>95,836,862</b>	<b>8,559,215</b>	<b>8,258,595</b>	<b>(300,620)</b>	<b>(3.5 )</b>	
<b>Surplus (Deficit) for the period</b>	<b>5,996,169</b>	<b>6,576,886</b>	<b>(5,622,724)</b>	<b>(5,015,523)</b>	<b>(607,201)</b>	<b>10.8</b>	

Greater Shepparton City Council  
**Balance Sheet**  
for period ending July 2012

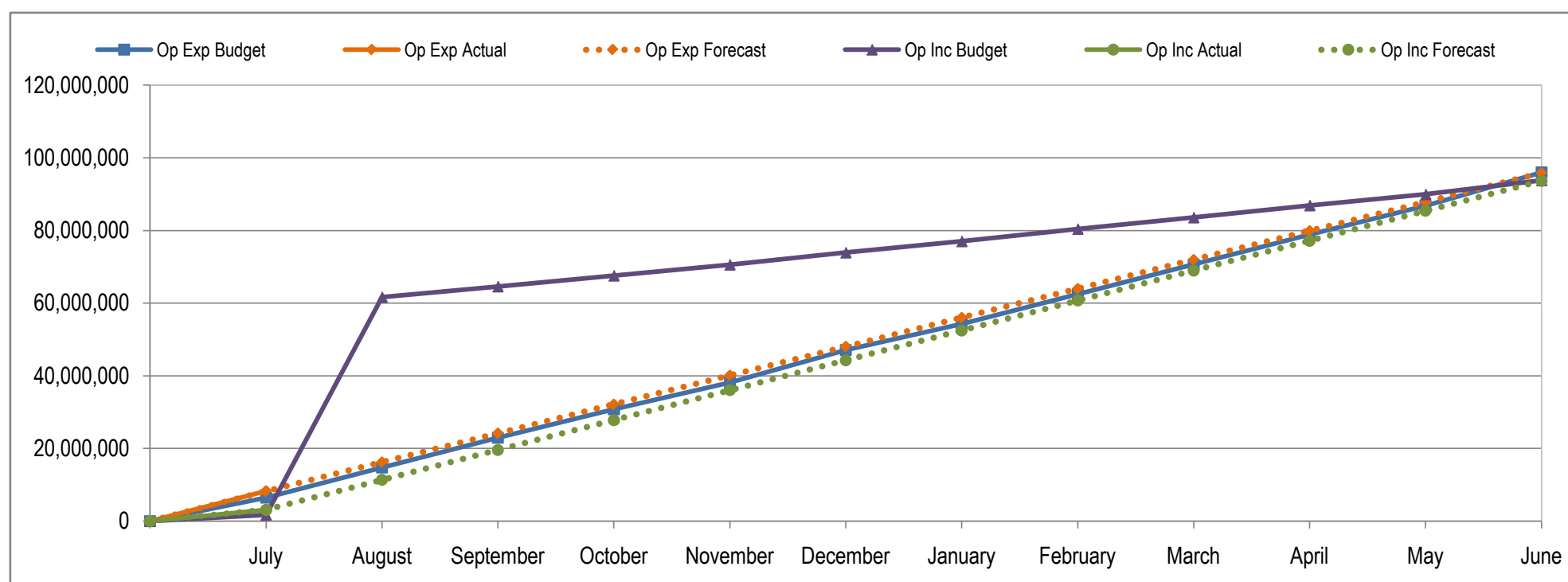
	2012\2013 Adopted Budget	June 2012	July 2012
	\$	\$	\$
<b>Current Assets</b>			
Cash	1,000,000	2,685,120	29,509
Receivables	6,000,000	4,803,422	3,392,558
Investments	22,625,884	34,163,064	32,781,179
Other	500,000	78,968	77,688
Non Current Assets Held for Resale	-	-	-
<b>Total Current Assets</b>	<b>30,125,884</b>	<b>41,730,573</b>	<b>36,280,934</b>
<b>Non Current Assets</b>			
Receivables	-	0	0
Infrastructure	667,662,472	649,795,745	648,661,454
Other	1,371,049	1,157,661	1,157,661
<b>Total Non Current Assets</b>	<b>669,033,521</b>	<b>650,953,406</b>	<b>649,819,115</b>
<b>Total Assets</b>	<b>699,159,405</b>	<b>692,683,980</b>	<b>686,100,049</b>
<b>Current Liabilities</b>			
Payables	8,236,305	5,145,239	3,600,556
Interest Bearing Liabilities	100,000	389,095	389,095
Trust Funds	2,000,000	2,123,054	2,151,847
Employee Benefits	7,900,000	7,900,106	7,900,106
Other	220,000	242,851	254,538
<b>Total Current Liabilities</b>	<b>18,456,305</b>	<b>15,800,345</b>	<b>14,296,143</b>
<b>Non Current Liabilities</b>			
Payables	200,000	166,602	166,602
Employee Benefits	800,000	907,758	907,758
Interest Bearing Liabilities	15,238,000	15,224,794	15,160,589
<b>Total Non Current Liabilities</b>	<b>16,238,000</b>	<b>16,299,154</b>	<b>16,234,949</b>
<b>Total Liabilities</b>	<b>34,694,305</b>	<b>32,099,499</b>	<b>30,531,092</b>
<b>Net Assets</b>	<b>664,465,100</b>	<b>660,584,480</b>	<b>655,568,957</b>
<b>Represented By</b>			
Accumulated Surplus	304,344,194	300,608,693	295,593,170
Reserves	360,120,906	359,975,787	359,975,787
<b>Total Equity</b>	<b>664,465,100</b>	<b>660,584,480</b>	<b>655,568,957</b>

## Cash Flow Statement for period ending July 2012

	2012-13 Adopted Budget	2012-13 Actual July 2012
<i>Cash flows from operating activities</i>		
Receipts from customers	71,070,602	2,880,542
Payments to suppliers	(77,491,333)	(7,978,167)
Net cash inflow(outflow) from customers(suppliers)	(6,420,731)	(5,097,624)
Interest received	1,598,755	5,223
Government receipts	26,625,000	1,339,384
Other	(1,330,000)	81,380
<b>Net cash inflow(outflow) from operating activities</b>	<b>20,473,024</b>	<b>(3,671,637)</b>
<i>Cash flows from investing activities</i>		
Property, plant & equipment, infrastructure - receipts	345,000	34,802
Property, plant & equipment, infrastructure - payments	(31,372,472)	(336,456)
Other	-	
<b>Net cash inflow(outflow) from investing activities</b>	<b>(31,027,472)</b>	<b>(301,654)</b>
<i>Cash flows from financing activities</i>		
Proceeds from interest bearing loans and borrowings	-	-
Repayment of interest-bearing loans and borrowings	(362,000)	(64,205)
Other	-	
<b>Net cash inflow(outflow) from financing activities</b>	<b>(362,000)</b>	<b>(64,205)</b>
<b>Net increase(decrease) in cash and equivalents</b>	<b>(10,916,448)</b>	<b>(4,037,496)</b>
Cash and equivalents at the beginning of the year	34,542,448	36,848,184
<b>Cash and equivalents at the end of the year</b>	<b>23,626,000</b>	<b>32,810,688</b>



Greater Shepparton City Council  
**Operating Budget vs Actual**  
 2012|2013 Financial Year to period ending July 2012



**Expenditure**

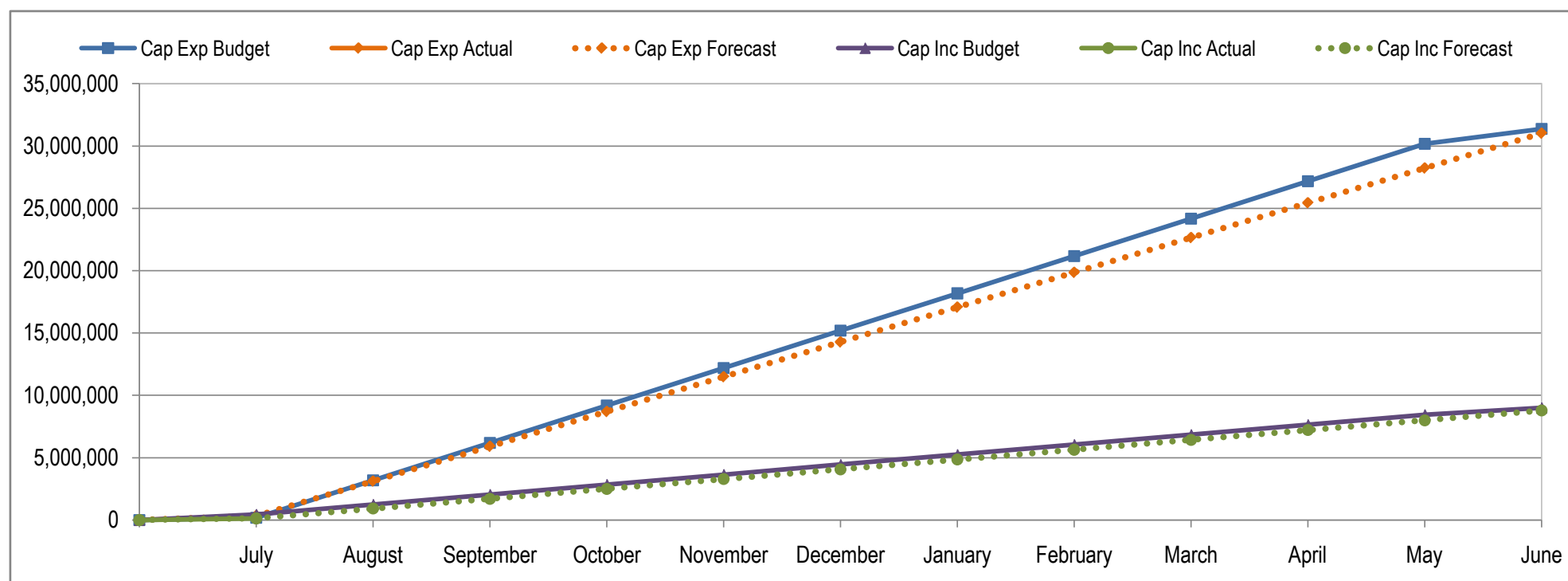
Strategic Objective	2012 2013 E.O.Y. Forecast	2012 2013 Adopted Budget	2012 2013 YTD Budget	2012 2013 YTD Actuals	2012 2013 YTD Variance (Fav./Unfav.)		
					Variance	Variance	Note
Community Life	33,905,321	34,466,279	2,913,313	2,499,525	(413,788)	(14.2%)	1
Council Organisation and Management	15,246,962	15,116,662	1,857,494	2,304,309	446,815	24.1%	2
Economic Development	5,903,576	6,437,658	612,478	439,377	(173,101)	(28.3%)	3
Environment	12,024,633	12,061,183	855,652	812,047	(43,605)	(5.1%)	
Infrastructure	22,309,893	22,336,974	1,836,771	1,744,577	(92,194)	(5.0%)	
Settlement and Housing	6,446,477	6,409,377	483,507	458,760	(24,747)	(5.1%)	
<b>Grand Total</b>	<b>95,836,862</b>	<b>96,828,133</b>	<b>8,559,215</b>	<b>8,258,595</b>	<b>(300,620)</b>	<b>(3.5%)</b>	

**Income**

Strategic Objective	2012 2013 E.O.Y. Forecast	2012 2013 Adopted Budget	2012 2013 YTD Budget	2012 2013 YTD Actuals	2012 2013 YTD Variance (Fav./Unfav.)		
					Variance	Variance	Note
Community Life	17,325,570	17,335,750	1,494,095	1,727,213	(233,118)	(15.6%)	4
Council Organisation and Management	57,301,956	57,222,456	57,484	228,450	(170,966)	(297.4%)	5
Economic Development	2,475,492	2,806,323	209,302	383,284	(173,982)	(83.1%)	6
Environment	12,300,676	12,333,676	448,352	333,723	114,629	25.6%	7
Infrastructure	2,496,594	2,407,637	174,107	205,478	(31,371)	(18.0%)	
Settlement and Housing	1,725,760	1,712,760	105,451	233,322	(127,871)	(121.3%)	8
<b>Grand Total</b>	<b>93,626,048</b>	<b>93,818,602</b>	<b>2,488,791</b>	<b>3,111,470</b>	<b>(622,679)</b>	<b>(25.0%)</b>	

Greater Shepparton City Council  
**Capital Budget vs Actual**

2012-2013 Financial Year to period ending July 2012



**Expenditure**

Strategic Objective	2012-2013 E.O.Y. Forecast	2012-2013 Adopted Budget	2012-2013 YTD Budget	2012-2013 YTD Actuals	2012-2013 YTD Variance (Fav./Unfav.)		
					Variance	Variance	Note
Community Life	4,603,784	4,643,990	0	29,425	29,425		
Council Organisation and Management	792,850	792,850	0	43,825	43,825		
Economic Development	2,498,960	2,478,960	0	37,077	37,077		
Environment	3,538,811	3,539,000	0	42,240	42,240		
Infrastructure	17,460,749	17,789,006	180,000	183,787	3,787	2.1	
Settlement and Housing	2,128,666	2,128,666	0	103	103		
<b>Grand Total</b>	<b>31,023,820</b>	<b>31,372,472</b>	<b>180,000</b>	<b>336,456</b>	<b>156,456</b>	<b>86.9</b>	

**Income**

Strategic Objective	2012-2013 E.O.Y. Forecast	2012-2013 Adopted Budget	2012-2013 YTD Budget	2012-2013 YTD Actuals	2012-2013 YTD Variance (Fav./Unfav.)		
					Variance	Variance	Note
Community Life	171,600	171,600	171,600	1,500	170,100	99.1	
Council Organisation and Management	0	0	0	0	0	0.0	
Economic Development	224,100	224,100	224,100	87,848	136,252	60.8	
Environment	52,000	52,000	52,000	12,500	39,500	76.0	
Infrastructure	3,229,800	3,447,800	0	29,755	(29,755)		
Settlement and Housing	5,110,200	5,110,200	0	0	0		
<b>Grand Total</b>	<b>8,787,700</b>	<b>9,005,700</b>	<b>447,700</b>	<b>131,603</b>	<b>316,097</b>	<b>70.6</b>	

# Greater Shepparton City Council

## Budget vs. Actual Notes

### 31 July 2012

#### OPERATING

##### Expenditure

- 1 Community Life reports an operating underspend of £0.41m. This current underspend relates to a large number of much smaller variances across the Community Life which are not of concern at the early stage in the year.
- 2 Council Organisation and Management is reporting a £0.45m overspend. The majority of this variance relates to the timing of Information Systems annual licences (£0.36m). The remaining £0.2m relates to a loan repayment made during the month.
- 3 Economic Development is reporting a £0.17m underspend. This variance is made up of a number of smaller variances which do not materially effect the financial statements.

##### Income

- 4 Community Life reports a £0.23m favourable variance. The majority of the variance is related to unbudgeted flood recovery income of £0.12m and £0.04m of unbudgeted contributions received for Tree Planting.
- 5 Council Organisation and Management is currently reporting a favourable income position by £0.16m. This variance relates to Debt Collections fees £0.10m which were put on hold in 2011/2012 due to the flood event.
- 6 Economic Development has reported a £0.17m favourable variance at July 2012. This is primarily due to the lease income £0.14m.
- 7 Environment is also reporting an unfavourable income position by £0.11m. £0.13m was originally budgeted for Weed Control grant, but the application was unsuccessful.
- 8 Settlement and Housing are currently reporting a £0.13m favourable variance. Variances include:
  - £0.04m directly relates to a grant received from the Department of Transport which was not budgeted for.
  - £0.06m of contributions where received which had not been budgeted for.

#### CAPITAL

##### Expenditure

Expenditure within the capital budget is reporting an overspend. This is as projects have just been given approval with the adoption of the budget on July 19 2012. Expenditure is set to occur on all projects throughout the year, and be on track by June 2013.

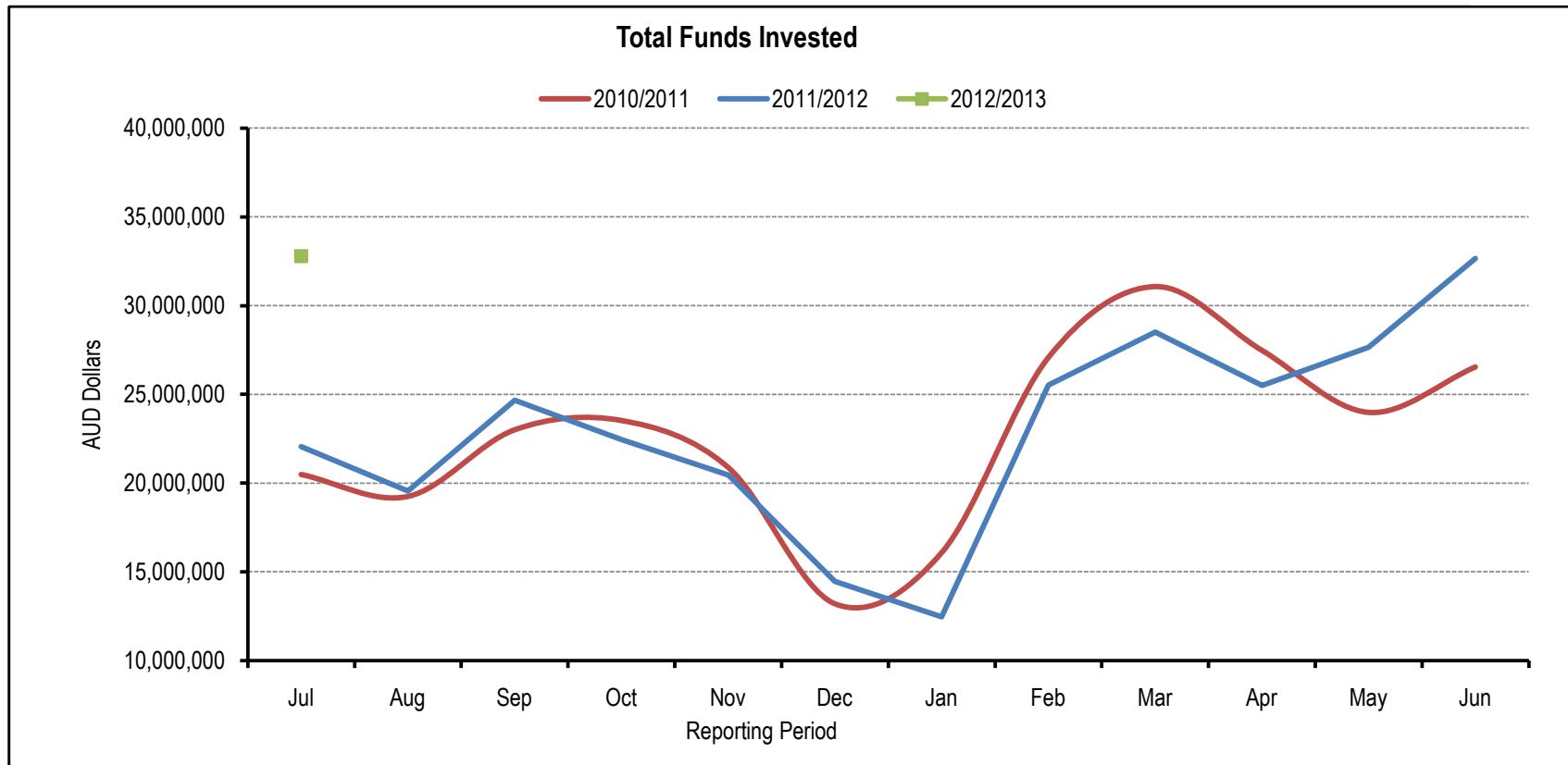
As capital works move past the planning stage Council expects to see a spike in expenditure.

##### Income

Capital income is reporting an underspend. This is due to the Council not yet receiving grants that it was expected to received throughout the 2012/2013 financial year.

As with expenditure, forecasts show that income is expected to be received throughout the year and be on track in 2012/2013.

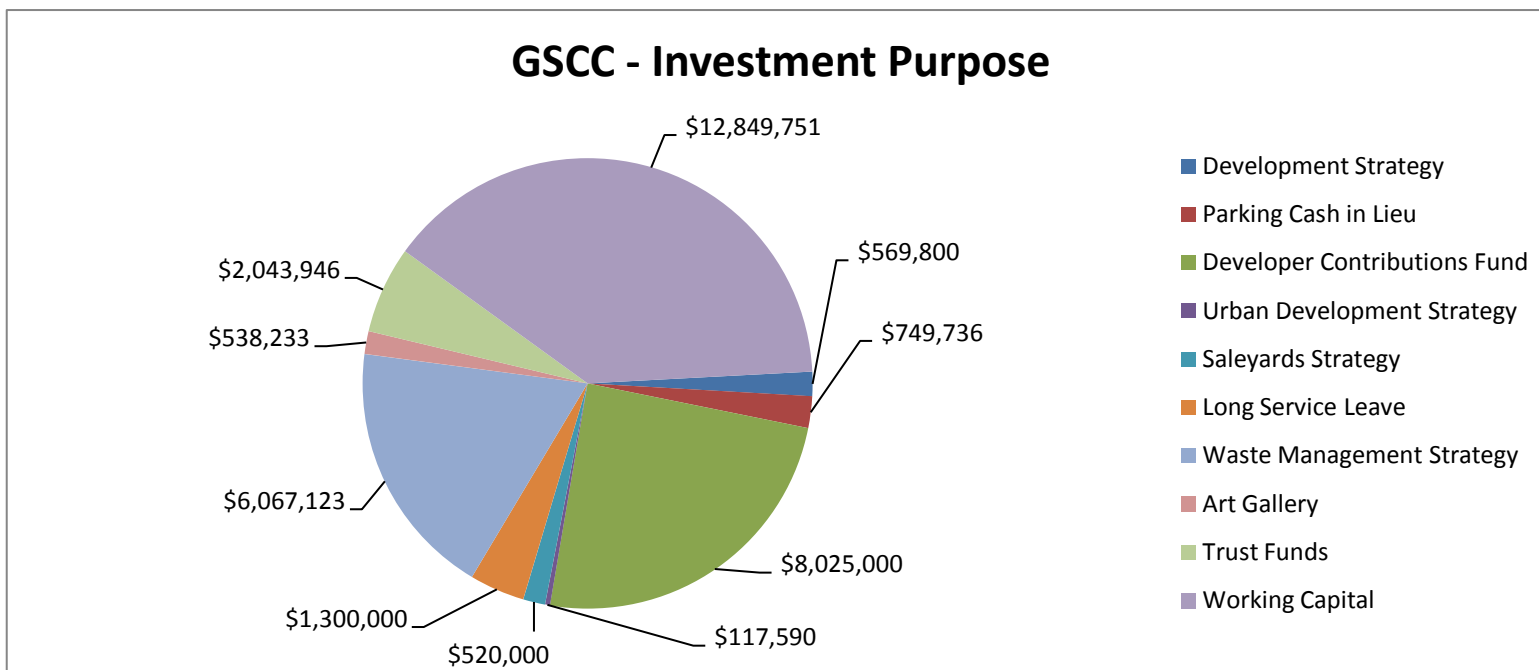
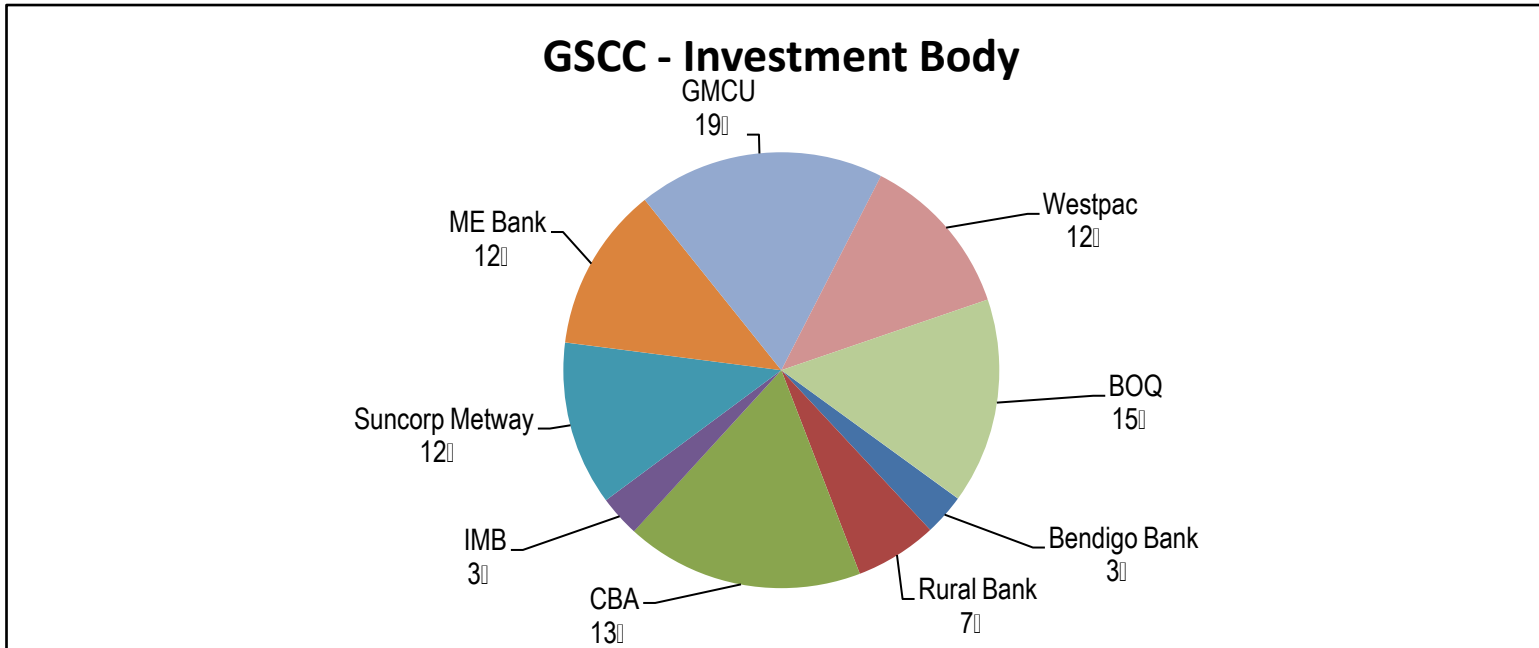
Greater Shepparton City Council  
**Investments Summary**  
 2012-2013 Financial Year to Date at 31 July 2012



**GREATER SHEPPARTON CITY COUNCIL INVESTMENT REGISTER AT 31 JULY 2012**

Investment Body	Rate	Maturity Date	Investment Amount
Bendigo Bank	5.0000%	9/10/2012	1,000,000
Rural Bank	5.3500%	27/11/2012	2,000,000
CBA	3.4000%	<b>AT CALL</b>	3,000,000
CBA	3.4000%	<b>AT CALL</b>	1,453,862
CBA	4.5500%	10/10/2012	556,327
CBA	4.5500%	10/10/2012	33,967
CBA	4.5000%	22/10/2012	37,023
CBA	3.4000%	<b>AT CALL</b>	300,000
CBA	4.5000%	16/10/2012	400,000
GMCU	5.5000%	15/11/2012	2,000,000
GMCU	5.2500%	7/09/2012	2,000,000
GMCU	5.2500%	5/12/2012	2,000,000
IMB	5.7000%	3/10/2012	1,000,000
ME Bank	5.7500%	2/10/2012	1,000,000
ME Bank	5.4800%	15/08/2012	1,000,000
ME Bank	5.6500%	27/08/2012	1,000,000
ME Bank	5.2000%	3/09/2012	1,000,000
BOQ	5.2100%	16/10/2012	3,000,000
BOQ	5.1100%	8/11/2012	2,000,000
Westpac	5.3600%	19/10/2012	2,000,000
Westpac	5.4000%	29/10/2012	2,000,000
Suncorp Metway	5.6000%	14/11/2012	2,000,000
Suncorp Metway	5.1000%	1/10/2012	2,000,000
<b>TOTAL</b>			<b>32,781,179</b>

Greater Shepparton City Council  
**Investments Summary**  
 2011-2012 Financial Year to Date at 31 July 2012



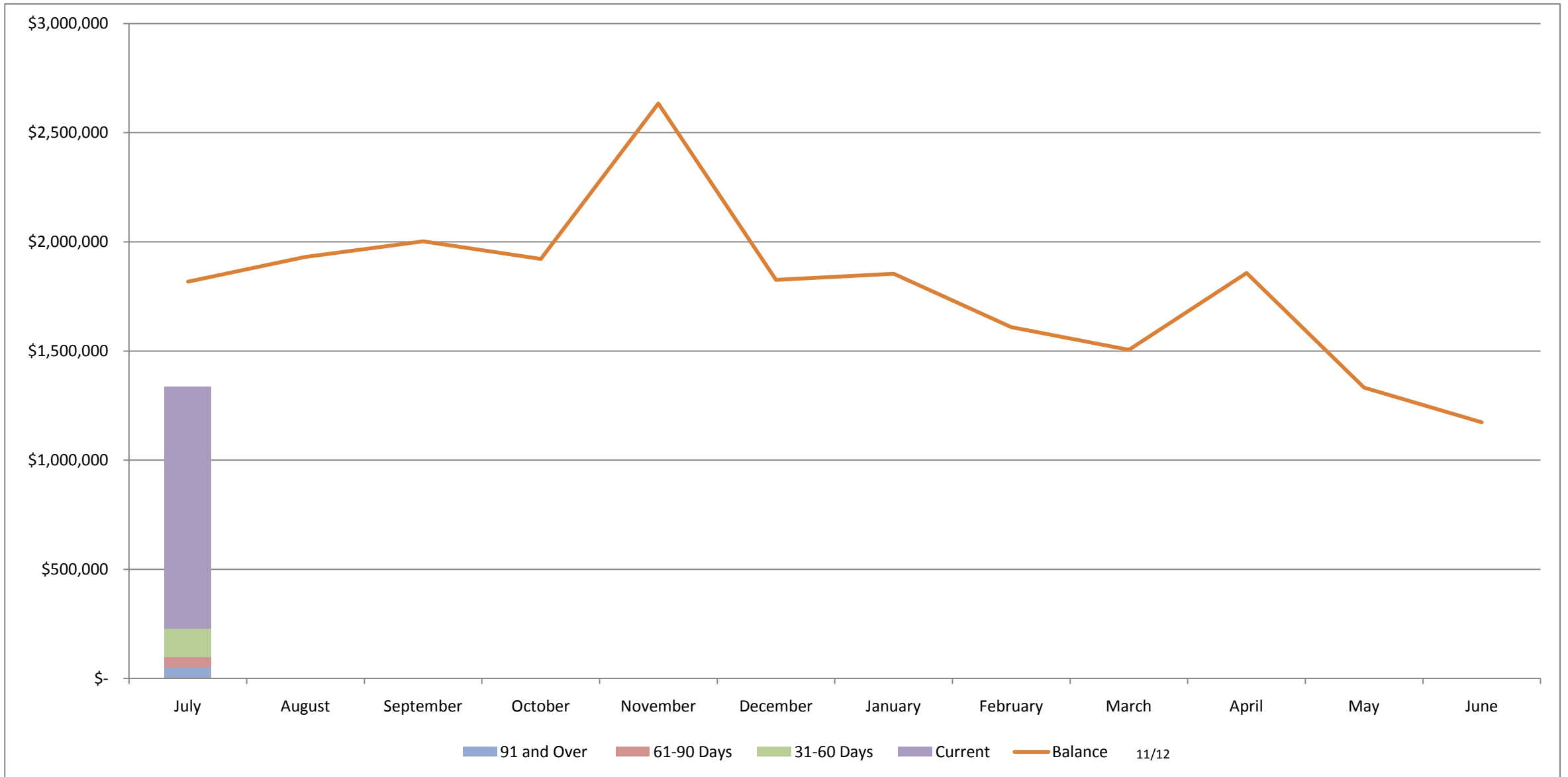
GSCC - INVESTMENT PURPOSE LISTING		
No.	Purpose	Amount
1	Development Strategy	569,800
2	Parking Cash in Lieu	749,736
3	Developer Contributions Fund	8,025,000
4	Urban Development Strategy	117,590
5	Saleyards Strategy	520,000
6	Long Service Leave	1,300,000
7	Waste Management Strategy	6,067,123
8	Art Gallery	538,233
9	Trust Funds	2,043,946
10	Working Capital	12,849,751
		<b>32,781,179</b>

**Funds Held Notes:**

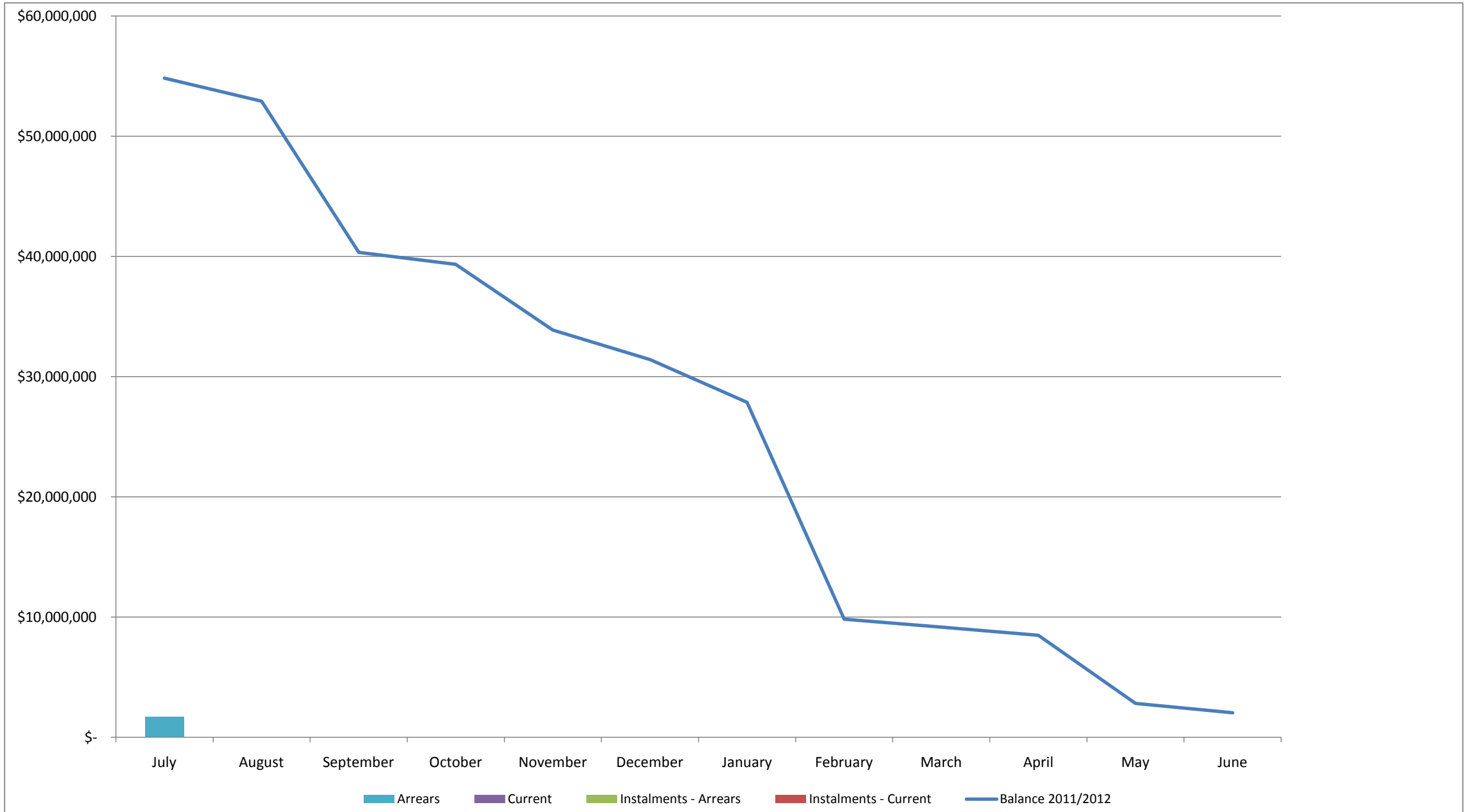
- \*\* Investments 1 and 2 relate to contributions received under planning permit conditions and are subject to use on specific developments which comply with relevant regulations.
- \*\* Investment 3 are funds held for future developments across the municipality.
- \*\* Investments 4,5 and 6 relate to surplus operational funds maintained in accordance with council process to redirect to capital investments specific to these business areas.
- \*\* Investment 7 is in accordance with regulations requiring Council to hold funds relating to employee entitlements.
- \*\* Investment 8 relates to Art Work sale proceeds and are held for future collection acquisitions.
- \*\* Investment 9 are funds identified and held by council in trust and therefore unavailable for use by Council.
- \*\* Investment 10 are funds held to cover operating and capital expenditure for the remainder of the financial year.

Council's Investment and Cash Management Policy has been complied with and there are no breaches to report.

City Of Greater Shepparton  
**Comparative Sundry Debtors**  
 2011-2012 Financial Year to Date at 31 July 2012



City Of Greater Shepparton  
**Comparative Rates Debtors**  
 2012-2013 Financial Year to Date at 31 July 2012



	July	Total
<b><u>Geoff Dobson</u></b>		
Telephone Rent	€ 122.58	€ 122.58
Internet Connection		€ 0.00
SMS	€ 23.94	€ 23.94
Calls	€ 225.68	€ 225.68
Travel		€ 0.00
Other	€ 1,307.33	€ 1,307.33
Allowance	€ 5,989.22	€ 5,989.22
Vehicle		€ 0.00
	<b>€ 7,668.75</b>	<b>€ 7,668.75</b>
<b><u>Kevin Ryan</u></b>		
Telephone Rent	€ 122.58	€ 122.58
Internet Connection	€ 31.36	€ 31.36
SMS		€ 0.00
Calls	€ 128.23	€ 128.23
Travel		€ 0.00
Other	€ 18.56	€ 18.56
Allowance	€ 5,988.72	€ 5,988.72
	<b>€ 6,289.45</b>	<b>€ 6,289.45</b>
<b><u>Jenny Houlihan</u></b>		
Telephone Rent	€ 27.27	€ 27.27
Internet Connection	€ 45.45	€ 45.45
SMS	€ 16.54	€ 16.54
Calls	€ 130.50	€ 130.50
Travel		€ 0.00
Other	€ 18.56	€ 18.56
Allowance	€ 5,988.72	€ 5,988.72
	<b>€ 6,227.04</b>	<b>€ 6,227.04</b>
<b><u>Milvan Muto</u></b>		
Telephone Rent	€ 122.58	€ 122.58
Internet Connection	€ 80.00	€ 80.00
SMS	€ 56.58	€ 56.58
Calls	€ 257.61	€ 257.61
Travel		€ 0.00
Other	€ 18.56	€ 18.56
Allowance	€ 5,988.72	€ 5,988.72
	<b>€ 6,524.05</b>	<b>€ 6,524.05</b>
<b><u>Michael Polan</u></b>		
Telephone Rent	€ 122.58	€ 122.58
Internet Connection		€ 0.00
SMS	€ 77.49	€ 77.49
Calls	€ 417.63	€ 417.63
Travel		€ 0.00
Other	€ 18.56	€ 18.56
Allowance	€ 18,530.74	€ 18,530.74
Vehicle	€ 1,733.00	€ 1,733.00
	<b>€ 20,900.00</b>	<b>€ 20,900.00</b>
<b><u>Cherie Crawford</u></b>		
Telephone Rent	€ 122.58	€ 122.58
Internet Connection	€ 45.45	€ 45.45
SMS	€ 0.23	€ 0.23
Calls	€ 77.74	€ 77.74
Travel		€ 0.00
Other	€ 18.56	€ 18.56
Allowance	€ 5,988.72	€ 5,988.72
	<b>€ 6,253.28</b>	<b>€ 6,253.28</b>
<b><u>Chris Hazelman</u></b>		
Telephone Rent	€ 108.93	€ 108.93
Internet Connection	€ 45.45	€ 45.45
SMS	€ 19.69	€ 19.69
Calls	€ 161.03	€ 161.03
Travel		€ 0.00
Other	€ 18.56	€ 18.56
Allowance	€ 4,297.60	€ 4,297.60
	<b>€ 4,651.26</b>	<b>€ 4,651.26</b>
<b>Catering</b>	<b>€ 738.00</b>	<b>€ 738.00</b>
<b>Total</b>	<b>€ 59,251.83</b>	<b>€ 59,251.83</b>

Account reconciled fully and adjustments from throughout the year highlighted separately

Councillors travel from different locations in the municipality to attend to Council business. This means different travel costs are reimbursed.

Councillors also attend conferences and there may be travel costs associated with these conferences.

Catering includes catering for all Council meetings and briefings, together with civic functions and receptions.



# **GREATER SHEPPARTON CITY COUNCIL**

**Policy Number 13.POL1**

## **Procurement Policy**

**Version 1.0**

**Adopted 20 October 2009**

This document should be read in conjunction with:

- Code of Conduct Policy
- Conflict of Interest in Local Government Feb 2009
- Contract Administration Manual
- Exercise of Delegations
- Financial Strategic Plan
- Gifts and Benefits Policy
- Procurement Procedures
- Risk Management Policy
- Section 186 of the *Local Government Act 1989*
- Sustainable Purchasing Policy



## **1.0 PREAMBLE**

The purpose of this policy is to provide clear guiding principles for Council in its procurement of goods and services. The policy sets out the legislative framework within which Council operates and outlines the expected behaviour of Council Officers, suppliers and contractors. This policy will be applied to all internal Council procurements, but Council reserves the right to provide services and undertake works with internal resources at its discretion.

## **2.0 POLICY STATEMENT**

The Greater Shepparton City Council is committed to applying the principles of accountability, fairness, probity, sustainability and transparency in the procurement of works, materials, equipment and services. This commitment will be demonstrated through:

- accountability to rate payers
- applying elements of best practice in purchasing
- assisting Council to achieve "value for money" procurement outcomes based on "whole of life" costs
- promoting and ensuring a sustainable approach to decisions based on the social, environmental and financial aspects of procurement
- supporting local business within the context of achieving value for money and sustainability where appropriate
- promoting cooperation and understanding from suppliers, contractors and consultants by fostering open engagement, and demonstrating consistent and regulated procurement practices.

## **3.0 POLICY OBJECTIVES**

The objectives of this policy are to:

- provide policy and guidance to Council and suppliers
- ensure consistency and control over procurement activities
- provide guidance on ethical behaviour in public sector purchasing
- ensure that suppliers, contractors and consultants to Council understand their ethical responsibilities.

## **4.0 LEGISLATIVE AND OTHER REQUIREMENTS**

All Council procurements shall be in accordance with the legislative framework that is defined in section 186 of the *Local Government Act 1989* (The Act).

Where Council is expending funding from a source such as federal or state government, there may be particular policy conditions that need to be followed. Council also has obligations under the *Occupational Health and Safety Act 2004* which may require consideration during the procurement process to ensure the health, safety and welfare of people at work are secured.

## **5.0 GOVERNANCE STANDARDS**

The Council's procurement activities shall be carried out to the professional standards required by best practice and in compliance with:

- the Act
- Council's policies
- other relevant legislation such as but not limited to the *Trade Practices Act 1974* and the *Environment Protection Act 1970*.

## 6.0 METHODS OF PROCUREMENT

The Council's standard methods for purchasing goods, services and works shall be by some or all of the following methods:

- petty cash
- purchasing card
- purchase order following a quotation process from suppliers for goods or services that represent best value for money under directed quotation thresholds
- under formal agreement following a Council or agent tender process. This may include demand aggregators and shared procurements with other organisations.

Tender evaluation criteria and weightings will vary according to the particular purchase under consideration. These will be provided in the tender documents.

These methods are supported by delegations to Council officers and detailed procedures which are set out in the Council's Procurement Procedures and Contract Administration Manuals. Procedures are reviewed and updated on a regular basis.

## 7.0 QUOTATION RULES

The table below sets out the structure Officers will use to determine the minimum number of quotations that are required in relation to the value of goods and services being purchased. It also determines the method according to The Act:

Less than 500	best value purchase (no quote required)
500 to less than 5,000	1 verbal quote
5,000 to less than 25,000	2 verbal quotes
25,000 to less than 150,000	3 written quotes (goods and services)
25,000 to less than 200,000	3 written quotes (works)
More than 150,000	formal advertised contract (goods and services, needs Council approval)
More than 200,000	formal advertised contract (construction works, needs Council approval)

## Policy Review

The Procurement Adviser is to annually make recommendations to Council with respect to Council's review of the policy under *section 186A(7) of the Local Government Act 1989*.

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**Gavin Cator**  
**Chief Executive Officer**

**Date**



# **Shepparton Show Me Annual Report 2011-2012**



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## **WHAT IS SHEPPARTON SHOW ME?**

Shepparton Show Me is a collaborative marketing program that strategically promotes the business sector during key periods and to specific target markets.

The Shepparton Show Me Committee was established by Council under section 86 of the *Local Government Act 1989*. The Instrument of Delegation delegates specific functions to the special committee, and the guidelines govern how this delegated power is exercised.

The Shepparton Show Me Committee is representative of the local business community through its eight appointed members, two Councillors and a Council Officer.

The committee, in conjunction with the Marketing Services Provider □ Alchemy Media, develops a range of promotional strategies that promote Shepparton as a destination to shop, dine, relax and do business.

Shepparton Show Me is an innovative marketing program that combines marketing, advertising, promotions and a Christmas campaign to entice people to come to Shepparton, utilise the city's services, attend an event or festival, eat out, stay overnight and shop at local businesses.

Shepparton Show Me is funded through the council budget and is expressed by the percentage of rates the dollar raised from all commercial and industrial premises in the urban Shepparton CBD.

## **SHEPPARTON SHOW ME VISION AND MISSION**

### **Vision**

To support the continued development of Shepparton's retail and commercial precinct by creating a character and identity exclusive to Shepparton, and to provide united and measured multifaceted marketing campaigns, positioning Shepparton as the leading retail, commercial, industrial and cultural precinct of regional Victoria.

### **Mission**

To facilitate a connection between Shepparton Show Me's branding and stakeholders through promotional activities, the support of events and festivals directed towards attracting consumers of retail and business services to Shepparton; to see measurable results for stakeholders, in terms of economic benefit, and aspires to achieve market positioning for Shepparton as Victoria's most desirable regional destination.



## **HISTORY OF SHEPPARTON SHOW ME**

Shepparton Show Me was formed in 1998 when a small group of dedicated stakeholders in Shepparton's Central Business District (CBD) came together to deliver on their shared vision of Shepparton becoming the retail, commercial, entertainment and cultural heart of Provincial Victoria by creating a character and identity exclusive to Shepparton.

*Super Shepparton* put forward a detailed submission to the Greater Shepparton City Council which outlined a proposed Marketing Strategy incorporating a portion of a differential rate on properties within the CBD that would promote Shepparton's retail and commercial business sector. The development of this program involved participation from the Shepparton Chamber of Commerce and Industry and key business operators within Shepparton.

Greater Shepparton City Council's Economic Development Branch then developed a variation on the submissions and other proposals, to formulate what is known today as Shepparton Show Me. In the initial development phase of Shepparton Show Me, the primary focus was gaining brand recognition within Greater Shepparton and also its primary and secondary markets.

In the year 2000, a jingle was created to represent the brand and support generic advertising through radio, television and in cinemas across the catchment areas.

In 2004, Shepparton Show Me embarked on creating a unique identity for Shepparton. The animated ribbon branding with its purple and pink leaves was created and soon became synonymous with Shepparton Show Me.

Shepparton Show Me became easily identifiable and a strong association has been made between the brand and the message "shop in Shepparton". This has been demonstrated in the Economic Benefit Study, carried out by Essential Economics in May 2009, which identified Shepparton Show Me has 73 per cent brand recognition in its catchment area.

Shepparton Show Me seeks to build public awareness of the vast range of businesses that thrive within Shepparton, stepping up their customer service and helping business to be open and ready to do business. Recent campaigns such as Shine a Light campaign showcasing local businesses around Shepparton have helped create public awareness about local businesses who are "stepping up".



## **SHEPPARTON SHOW ME CHAIRS REPORT**

On reflection of the activities and achievements of Shepparton Show Me during the past 12 months, the commitment of all of the Committee Members as well as the Council Officers is to be commended.

In May 2011 Council engaged Pitcher Partners with the support of the Audit and Risk Management Committee to undertake an independent audit into Shepparton Show Me. The final report was presented to Councillors in January 2012 with a number of recommendations and the Committee has implemented a number of actions to ensure compliance with these recommendations.

In April this year the revised Instrument of Delegation and Guidelines for the Shepparton Show Me Committee was adopted and Council resolved to undertake an intensive financial audit of the committee, as well as directing 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. This measure will ensure that Shepparton Show Me remains relevant, continues to fulfil its objectives and provides excellent value to its stakeholders.

The new Shepparton Show Me logo was launched in December 2011 by face of Shepparton Show Me, Klara Lisy. This coincided with the 'Step Up' campaign aimed at encouraging businesses to step up their customer service and business practices with the assistance of a stakeholders 'toolkit' which was distributed to every Shepparton Show Me stakeholder to inspire and motivate them to provide exceptional customer service.

This promotion was followed up by a 'Step Up and be Inspired' free event featuring guest speaker Radek Sali, CEO of Swisse Vitamins who presented to over 500 stakeholders about the provision of exceptional customer service and sales results.

The delivery of outstanding customer service will distinguish Shepparton from other regional cities and will ensure that our stakeholders continue to attract customers from near and far and provide them with even more reason to return and spend in our city. To this end, the Committee have worked with exceptional effort to stimulate business activity for the benefit of Shepparton Show Me stakeholders and I congratulate them for their efforts.

There have been promotions such as the 'Show Me the Money' promotion which ran from June until September 2011, which provided one lucky shopper each week, for 12 weeks, the chance to win 5,000 worth of Show Me Dollars to be spent at one of the stakeholders businesses.

The 'Christmas Campaign' commenced in late November with the 'Show Ho Ho Me Quizza' travelling around Shepparton providing some much appreciated festive atmosphere and encouraging residents and visitors to the city, to shop, dine and be entertained in Shepparton.

April this year, 'Autumn Art' filled our CBD with colour and activity. Participating artists showcased their talents while exhibiting and selling their work in street galleries. Primary school students also developed and presented their 'leaf' art, which had a flow on effect of attracting their families into the Central Shopping area to view the works and undertake some 'retail therapy'. The 'Mothers' Day' promotion, 'Two Hour Parking' promotion and 'Erth Dinosaurs' event all fulfilled the objectives of Shepparton Show Me - 'To Stimulate Economic Activity For Our Stakeholders'.

All of these promotions, as well as our sponsorship of events such as the famous KidsFest Festival, the Shepparton Garden Expo, Spring Car Nationals, Victorian Open Bowl Championships and the busy Winter and Summer Markets have drawn thousands of people into Shepparton to shop, dine, spend and relax, thus boosting our local economy and raising Shepparton's profile as a destination of choice for all ages and activities.

It is envisaged that new initiatives such as the introduction of more two hour parking bays being instigated by Shepparton Show Me and the continuation of the 'Step Up' campaign and 'Shine a Light' campaign will further boost business activity in Shepparton and encourage more shoppers to come and spend their money in our dynamic Regional City.

In closing I would like to acknowledge the contribution of former Chair - Barry Smith - and all current and past members of the Committee whose commitment, enthusiasm and input has been invaluable. I look forward to working together with a positive and progressive attitude as we further develop Shepparton Show Me as an innovative leader in marketing campaigns for Shepparton. On behalf of the Shepparton Show Me Committee, I am pleased to present the 2011-2012 Shepparton Show Me Annual Report.



Cr Cherie Crawford  
**CHAIRPERSON**



## **2011-2012 SHEPPARTON SHOW ME COMMITTEE MEMBERS**

The Shepparton Show Me Committee comprises eight members representative of the Shepparton business community, two Councillors and a representative from Council's Executive Leadership Team.

Members are appointed for a period of two years with half the committee changing over every 12 months.

The committee meets once a month for two hours to discuss the planned promotional activities, sponsorship applications and general business concerning the Shepparton business community.

### **Our Purpose**

- To drive trade (retail, commercial, industrial) traffic to Shepparton
- To promote Shepparton as a premier shopping, fun and business destination of choice
- The role of the Shepparton Show Me committee is to make this happen!

### **What do we want to achieve?**

- Shepparton is an established premier shopping destination with increase in trade and spending.
- Shepparton will be a vibrant place to visit with growth in all areas □ trade, commercial and infrastructure.
- Maintain brand integrity.
- Engagement with stakeholders: shared vision and respected by community and stakeholders.

## SHEPPARTON SHOW ME COMMITTEE

### Representatives of the Business Community

Bill Dowling	Complete Display Equipment	<i>Deputy Chair &amp; Secretary</i>
Tristen Murray	Stubbs Wallace & Partners	<i>Treasurer</i>
Barry Smith	Mailworks	
Gerard Michel	Graham Thomson Motors	
John Montagner	Solar City Office Supplies	
Gerard Bruinier	Autobarn	
Shelley Sutton	Studio Laine	

### Council Representatives

Cr Cherie Crawford	Councillor	<i>Chairperson</i>
Cr Geoff Dobson	Councillor	
Dean Rochfort	Director Sustainable Development	

### Council Support Staff

Geraldine Christou	Manager Investment Attraction
Rachael Sherlock	Acting Team Leader Marketing and Promotions

## COMMUNICATION AND MARKETING TOOLS

### Branding

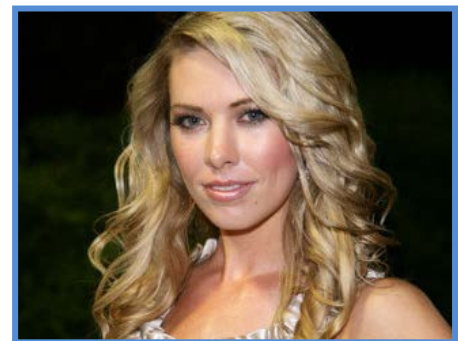
The Shepparton Show Me brand is about engagement. It is designed to engage not only prospective customers and visitors to Shepparton, but also Shepparton Show Me stakeholders themselves.

The new Shepparton Show Me logo has been incorporated into branding on teardrop banners, vinyl banners, the promotional Ken Muston Automotive Jeep Wrangler and a marquee used at Shepparton Show Me events. The branding also features on two truck tarps, giving Shepparton Show Me exposure between Shepparton and Melbourne and throughout surrounding areas. A mobile stage to be used for promotions is also being developed.



### Klara Lisy

Television presenter and actor Klara Lisy is the face of Shepparton Show Me. Klara attended the *Step Up* campaign launch in December 2011 and has featured in the *Step Up* Toolkit and *Shine the Light* television campaigns for Shepparton Show Me.



### New logo

A new logo was launched on 1 December 2011, signalling a new direction for Shepparton Show Me. The new logo and identity is vibrant, dynamic, fun, energetic and active. It is adaptable through the ability to interchange colours relevant to particular campaigns. It represents a virtual explosion of colour and excitement, from the central hub that is Shepparton □ the heart of regional Victoria.

The brand is sophisticated and smart, without ever taking itself too seriously.

The logo represents a virtual explosion of colour and excitement, from the central hub that is Shepparton □ the heart of regional Victoria.



## Step Up Launch

Shepparton business owners were asked to 'Step Up' and take the pledge to provide excellent customer service at the *Step Up* campaign launch on 1 December 2011. The launch was held in the Maude St Mall with the face of Shepparton Show Me, Klara Lisy, and entertainment for the 300 business owners, families and employees who attended. The stakeholders' Toolkit was also launched at the event and distributed to business owners in the following weeks. The three-year *Step Up* campaign is designed to encourage business owners to provide outstanding customer service as a way of attracting more people to shop in Shepparton.

## Step Up Campaign

Shepparton Show Me's *Step Up* campaign was launched in the Maude St Mall on December 1 2011 in front of 300 business owners, families and employees. The three-year campaign is designed to encourage Shepparton businesses to 'Step Up' customer service and business practices with the help of a stakeholders' Toolkit. The kit includes a 'We're stepping up to serve you best' door sticker for business owners to display as a pledge to their customers. It also includes various components including a diary, mouse pad and information about Goulburn Ovens Institute of TAFE customer service training. The kit has been designed to inspire and motivate business owners to provide exceptional customer service and in turn attract more people to shop and do business in Shepparton.





## Toolkit delivery and Look for the Sticker Campaign

The stakeholders Toolkit was delivered to businesses shortly after the *Step Up* campaign launch in December and followed up with a television campaign in June 2012 to encourage customers to shop at businesses displaying the *Step Up* pledge stickers. Businesses were asked to take the pledge and display the stickers.

## Shine a Light Television Campaign

Monthly television exposure 'Shining a Light' on those who had taken the pledge began in May 2012 and will continue until October 2012.

## Shepparton Show Me Website

The new Shepparton Show Me website [www.sheppartonshowme.com.au](http://www.sheppartonshowme.com.au) is under construction and will continue to be a relevant source of information about upcoming promotions, events, activities, campaigns and information for potential sponsorship applicants.



## 2011-2012 MARKETING AND PROMOTIONS

### Show Me the Money

The *Shepparton Show Me the Money* campaign ran from June to September 2011, giving one lucky shopper the chance to win \$5,000 each week for 12 weeks.

The exciting promotion involved stakeholders, with the *Shepparton Show Me the Money* crew arriving at a randomly-selected business to surprise a shopper with \$5,000 worth of Shepparton Show Me Dollars each week.

All the excitement of surprising the shopper was caught live on camera and the footage featuring the business was shown on the *Better Homes and Gardens* segment every Friday night during the campaign.



### Erth Dinosaurs

Shepparton Show Me presented the unique and interactive Erth dinosaur petting zoo in the Maude St Mall on 26 September 2011, giving children and adults alike the opportunity to meet an amazing selection of dinosaurs and creatures that roamed the Australian landscape millions of years ago. Three shows were held in the Mall throughout the day.





## Show Ho Ho Me Christmas Promotion

Shepparton Show Me's Christmas campaign commenced in late November with the 'Show Ho Ho Me Quizza' a mobile Christmas game show that travelled around Shepparton. There were 72 game shows held over 36 days, culminating on Christmas Eve. Shoppers were invited to shop in Shepparton, take a ticket and 'Step Up' to answer trivia questions for their chance to win from a selection of fabulous prizes from local businesses promoted on Radio. Daily locations were announced each morning and prizes included bikes, toys, TVs, electrical goods and sporting gear.

## Charity Gift-Wrapping

Shepparton Show Me leased a space in Shepparton's CBD to provide shoppers with a Christmas gift-wrapping service. Local Charities were approached by Shepparton Show Me to wrap gifts during the lead up to Christmas. Each local charity was rostered for one week each to wrap gifts for a gold coin donation. All resources were supplied by Shepparton Show Me and all donations were donated to the charities for their service.



Your Christmas shopping is  
all wrapped up in Shepparton

All the big names are here, plus a long list of local boutique stores that can only be found in Shepparton.

Jewellery, lingerie, fashion, shoes, perfume, homeware & gifts, gourmet food & wine, garden, toys, menswear, car care, tools & hardware, computer & electrical

Spend some quality shopping time in Shepparton, then lunch, wine and dine... we'll show you a great day - or even better still - a great few days!

show ho ho me  
QUIZZA

Shop in Shepparton and WIN!  
Shepparton Show Me is rolling out the 'Show Ho Ho Me Quizza' - a mobile Christmas game show that will be travelling around Shepparton.

Simply shop in Shepparton, take a ticket and 'Step Up' to win from a bold selection of fabulous prizes from local businesses such as bikes, toys, TVs, electrical goods and sporting gear.

shepparton show me

## **Autumn Art Festival**

Autumn Art filled Shepparton's CBD with colour and activity from Wednesday 18 to Friday 20 April 2012.

Artists took to the streets to create 'live art' for the Shepparton Show Me Autumn Art promotion.

Artists from a variety of disciplines showcased their talents while exhibiting and selling their work in street galleries complete with viewing chairs for shoppers.

As part of the Shepparton Show Me Autumn Art promotion, primary school students were invited to paint a 'future' leaf which was then hung at various locations throughout the CBD.

It allowed the children to let their imaginations run wild and show their hopes and dreams for the future of Shepparton. They were able to go along with their families and locate their leaf during the three days and then be part of an exhibition with the working artists on the last day of the promotion in the Maude St Mall from 5pm.



## Two-Hour Parking Promotion

Greater Shepparton City Council joined the Shepparton Show Me *Step Up* campaign in December by introducing more two-hour parking areas in the CBD, allowing shoppers more time to shop, dine and relax at Shepparton businesses.

## Twilight Fishing

Twilight fishing on Shepparton's Victoria Park Lake offered free entry and barbeque, fun competitions for all ages, drinks and coffee to the huge crowd that turned out on Thursday 16 and 23 February from 6pm to 8.30pm. The event attracted 2300 people the first night and 4300 the second night. The extremely popular event was run as part of the Shepparton Show Me *Step Up* campaign.

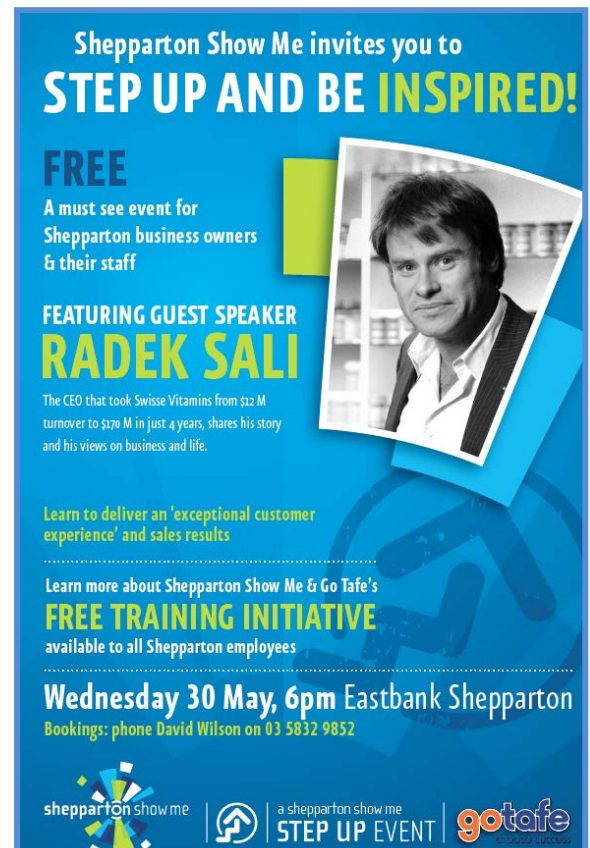


## Mother's Day Promotion

Shepparton Show Me's *Ultimum Makeover* Mother's Day promotion was met with great enthusiasm from retailers and businesses. The promotion involved giving away 1000 prizes over five days plus a grand prize in the lead-up to Mother's Day. Daily prizes such as coffee, flowers, luxury lunches, gym sessions and wellness packs were given to mothers shopping in stakeholders' businesses, with the grand prize entitling one lucky mum to a wellness makeover – a day of indulgence at various Shepparton businesses and retailers.

## Step Up Be Inspired □ Radek Sali

Shepparton business owners and their staff were invited to 'Step Up' and be inspired at a free event featuring guest speaker Radek Sali, CEO of Swisse Vitamins. The event, held on May 30, attracted over 500 people and offered business owners the opportunity to learn how to deliver exceptional customer experience and sales results. This event encouraged business owners and their staff to participate in GOTAFE Customer Service Courses.



## GOTAFE Customer Service Courses

Shepparton Show Me in partnership with Goulburn Ovens Institute of TAFE offered customer service training to small business owners and their employees with the aim of providing them with the skills to make an immediate difference to their businesses in terms of service, public image and hence financial sustainability. Two workshops were offered to business owners in May □ 'Making Profits in Challenging Times' and 'The Future of Business' □ which were conducted by Martin Grunstein, Australia's most in-demand speaker on customer service. Business owners and their staff were invited to attend another workshop □ 'Managing Customer Service' □ which was conducted by GOTAFE industry trainer and customer service and business awards winner, Terry Le Behen.



## SPONSORED EVENTS AND FESTIVALS

### Zaidees Rainbow Winter Market 2011

**Background:** The annual Rainbow Winter Market entices shoppers to brave the cold weather to snap up a bargain and also allows retailers to move their winter stock in preparation for summer. The Winter Market has been welcomed by retailers and the wider community as an excellent day to bring everyone together to promote Shepparton.

**Date:** Friday 26 and Saturday 27 August 2011

**Sponsorship Amount:** 34,425.05



**Summary:** The 2011 Rainbow Winter Market offered trading on the streets, entertainment, children's activities, the Zaidee raffle with first prize a Rainbow cubbyhouse full of toys, a Spring Racing fashion parade, a hot air balloon display at Victoria Park Lake and much more.

### KidsFest 2011

**Background:**

KidsFest is held each year and has become a key attraction to Greater Shepparton, with many families travelling to the area specifically to take advantage of this accessible, inexpensive and family-friendly event held at SPC Ardmona KidsTown.

**Date:** Saturday 24 and Sunday 25 September 2011

**Sponsorship Amount:** 20,000

**Attendance:** 15,368



**Summary:**

The two-day festival was an enormous success, with survey results indicating that 45 per cent of visitors were from outside the Greater Shepparton area, with 7.7 per cent of those from interstate. Total attendance was up on 2010 figures by a whopping 3420 visitors. A cross-promotional marketing campaign was established in 2011 with Shepparton Show Me and the Eastbank Centre. Family and children's activities and shows were promoted and were run over two weeks and during the September/October school holidays. Shepparton Show Me and Eastbank were able to piggyback on the back of KidsFest's success to help promote their activities, which from all reports worked well for those involved. These partnerships will be built on again in 2012. The marketing campaign hit the mark as organisers received an overwhelming amount of positive praise and feedback about the marketing of events. The success of the marketing campaign was reflected in the attendance figures. It is estimated the direct economic benefit based on Travel by Australians quarterly statistics for day visitors to regional Victoria (which includes Greater Shepparton) and local event-related expenditure is approximately 685,524.

## Shepparton Show fireworks

**Background:** The annual Shepparton Show is held at the Shepparton Showgrounds over two days in October. Attractions at the family event include a sideshow arena, animal nursery, dairy cattle competition, woodchopping events, art and craft, a fashion parade, a fireworks display and much more.

**Date:** Saturday 8 and Sunday 9 October 2011

**Sponsorship Amount:** 4,545.45

**Summary:** Shepparton Show Me sponsored the fireworks display on the Friday night of the show and the event organisers kindly included Shepparton Show Me in the fashion parade.

## Shepparton Garden Expo

**Background:** The inaugural Shepparton Garden Expo, organised by the Rotary Club of Shepparton Central, was held at Emerald Bank, Kialla in October 2011. The highly-successful expo attracted 50 stallholders and 4000 attendees from throughout Victoria and interstate.

**Date:** Saturday 15 and Sunday 16 October 2011

**Sponsorship Amount:** 20,000

**Attendance:** 4,000

**Summary:** The event's success was largely the result of the extensive media campaign undertaken in the lead-up to the expo, which utilised Shepparton Show Me funding and drew thousands of people to Shepparton. The weather was good, large numbers of volunteers ensured the event ran smoothly, there were a good number of stallholders and an excellent turn-out by the public for a first-year event. The Shepparton Show Me funding was used to fund the design of advertising materials including TV and radio advertisements and the purchase of extensive advertising space on TV, radio and print media in the lead-up to the event and throughout the weekend. There was 5000 in Shepparton Show Me money given away as prizes at the expo to be redeemed in retail outlets. The event came in on budget and delivered a 31,000 profit to be distributed to local charities.



## Victorian Open Bowls Championships

**Background:** More than 1000 bowlers from across the state competed for a share of 25,000 prize money at the Victorian Open Bowls Championships held at Shepparton Park Bowls Club, Kialla. Nineteen bowls clubs from the Goulburn Valley competed in the six-day event.

**Date:** Sunday 20 to Friday 25 November 2011

**Sponsorship Amount:** 5,000

### Summary:

Shepparton Show Me sponsorship money was used to help organise the event. The Shepparton Show Me logo was also used in the brochure for the championships.

## Spring Car Nationals

**Background:** The Valvoline Spring Car Nationals is the second-largest event of its kind in the southern hemisphere, attracting spectators from all over Victoria, NSW and South Australia to Shepparton. An event of this size and scale would normally be hosted in other states and in capital cities. The Spring Car Nationals provides a friendly, family atmosphere where people can watch all types of motor vehicles compete in a number of safe and controlled driving challenges.

**Date:** Friday 25 to Sunday 27 November 2011

**Sponsorship Amount:** 10,000

**Attendance:** 400 participants, 5000 spectators

**Summary:** Participants were able to show off their vehicles at the "Show n' Shine" in the Maude St Mall.



## 36<sup>th</sup> Annual Junior Basketball Tournament 2011

**Background:** The 36<sup>th</sup> annual Junior Basketball Tournament was held in Greater Shepparton over two days in December. There were 166 teams entered from throughout Victoria □ an increase of 17 per cent □ comprising 1500 players, as well as coaches, team managers and referees from across the state.

**Date:** Monday 5 and Tuesday 6 December 2011

**Sponsorship Amount:** 2,000

**Attendance:** 1500 players plus team managers, coaches and referees

**Summary:** The Basketball Tournament provided a fantastic branding opportunity for Shepparton Show Me. The new Shepparton Show Me logo was launched 1 December 2011 and it was perfect timing to have the new signage at the tournament. The logo was also displayed on the tournament trophies and most teams took photos with the Shepparton-Show-Me-branded □cows□. The main reason for the sponsorship was because of the number of people/families attending from regional Victoria. The Shepparton Show Me logo was included on all promotional material and on the GSBA website (approximately 10,000 hits). One thousand programs were circulated to all teams and all volunteers were issued with a shirt which had the Shepparton Show Me logo printed on the back. As well as the players and coaches, 50 referees from across Victoria stayed in Shepparton during the tournament. Accommodation in Shepparton was fully booked, with accommodation also filled in surrounding towns such as Nagambie and Numurkah. Information from teams surveyed showed that the average spend in the Goulburn Valley was 300 per family (not including accommodation).





## **Summer City Market**

**Background:** New life and energy was injected into what was formerly known as Shepparton Bush Market, rebranding the event as the Summer City Market in 2012 and maintaining its carnival-like atmosphere. The annual market draws thousands of people to Shepparton's CBD and gives businesses the chance to move sale stock.

**Date:** Friday 24 and Saturday 25 February 2012

**Sponsorship Amount:** 40,000 ( 6,869.99 surplus funds were returned to Shepparton Show Me as the event ran under budget).

**Attendance:** 4,000 to 5,000

### **Summary:**

The 2012 Summer City Market attracted solid crowds on both days, with Saturday being the bigger of the two days in terms of trading. Taking into account the tough economic climate, the market did not break any records for traders but feedback indicated businesses did benefit from the event. Some shoppers came from as far away as Bendigo and Finley to experience a day out. The key objective of the market was to attract many people to Shepparton and to increase retail spend for traders specifically in the CBD. The event was also a vehicle to promote the diversity of Shepparton's retail sector, by inviting businesses outside the immediate CBD to participate free of charge. Through Shepparton Show Me sponsorship, organisers were able to provide Shepparton Show Me stakeholders with the opportunity to participate by taking up stalls in the CBD with all site and insurance costs met. Shepparton Show Me sponsorship was applied to advertising, marquee hire, entertainment including buskers, set-up costs, security and traffic management.

## SHEPPARTON SHOW ME FINANCES 2011-2012

The Shepparton Show Me Committee allocates the funds raised through a portion of a differential rate on properties to a number of marketing campaigns, advertising activities, promotions, sponsorships and Christmas festivities that contribute to Shepparton Show Me's core purpose of driving retail and industrial trade in Shepparton.

### Unaudited budget vs actual to 30 June 2012 as at 11 July 2012

	2011 12 Budget	YTD Actual	Variance
<b>INCOME</b>			
Budget Allocation	648,300.00	648,300.00	0.00
<b>2010-2011 Current Income</b>	<b>648,300.00</b>	<b>648,300.00</b>	<b>0.00</b>

### **EXPENDITURE**

<b>Depot staff, Ambassadors, Salaries, Plant</b>	<b>110,500.00</b>	<b>67,511.89</b>	<b>42,988.11</b>
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### **ADMINISTRATION**

General		2,826.46	
Committee - public notices, catering etc		5,808.68	
Marketing Services - Alchemy		8,840.00	
Marketing Services - SASI		2,742.20	
<b>Administration</b>	<b>20,000.00</b>	<b>20,217.34</b>	

### **MARKETING**

#### Promotions

Show Me The Money	65,501.59
Kids in the City - June	18,705.50
Kids in the City - September	16,242.55
Free Parking	15,538.00
Erth Dinosaurs	22,255.86
Christmas 2011	52,187.26
Step Up Launch	37,689.15
Shepp News Step Up	25,000.00
Two Hour Parking	23,900.00
Step Up Toolkit	78,296.00
	22,000.00

**SHEPPARTON SHOW ME  
ANNUAL REPORT 2011-2012**



Autumn Art Festival	
Look For The Sticker, Get You Kit TVC	6,120.00
GOTAFE Launch	16,929.50
Mothers Day Promotion	15,480.00
Shine A Light	18,630.00

**Sponsorships**

Shepparton Show	4,545.45
Summer City Market	33,165.45
Victorian Open Bowls	5,550.00
KidsFest	20,670.00
Winter Market	34,425.05
Shepparton Basketball Tournament	1,818.18
Garden Expo	16,772.73
Spring Nationals	10,000.00
Twilight Fishing	17,012.00

**Marketing and collaborative projects**

Signage	6,260.36
Marketing Assets	33,846.09
Mobile Stage	15,350.00
Website	1,070.00
Shepparton Show Me logo and music tracks	23,900.00
Other Marketing	1,640.00

<b>Marketing</b>	<b>517,800.00</b>	<b>660,500.72</b>	<b>- 142,700.72</b>
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**SUMMARY**

<b>Budget</b>	<b>648,300.00</b>	<b>748,229.95</b>	<b>- 99,929.95</b>
<b>Total carry forward as at 30 June 2011</b>	<b>350,001.00</b>		
<b>TOTALS</b>	<b>998,301.00</b>	<b>748,229.95</b>	<b>250,071.05</b>



Maddocks

Maddocks Delegations and Authorisations

*S11A. Instrument of Appointment and Authorisation (Planning and Environment Act 1987)*

**Greater Shepparton City Council**

**Instrument of Appointment and Authorisation**  
***(Planning and Environment Act 1987 only)***



## **Instrument of Appointment and Authorisation (*Planning and Environment Act 1987*)**

In this instrument "**officer**" means -

Edwina Breen

**By this instrument of appointment and authorisation** Greater Shepparton City Council -

1. under section 147(4) of the *Planning and Environment Act 1987* - appoints the officer to be an authorised officer for the purposes of the *Planning and Environment Act 1987* and the regulations made under that Act; and
2. under section 232 of the *Local Government Act 1989* authorises the officer generally to institute proceedings for offences against the Acts and regulations described in this instrument.

**It is declared that** this instrument -

- (a) comes into force immediately upon its execution;
- (b) remains in force until varied or revoked.

This instrument is authorised by a resolution of the Greater Shepparton City Council on 21 August 2012.

The COMMON SEAL of the GREATER )  
 SHEPPARTON CITY COUNCIL was affixed )  
 on the □ □ □ □ day of □ □ □ □ .2012 )  
 in the presence of the Chief Executive Officer )  
 being a delegated officer pursuant to Local )  
 Law No. 2 of the Council )

□ □ □ □ □ □ □ □ □ □ □ □ □ □  
**CHIEF EXECUTIVE OFFICER**  
**Gavin Robert Cator**

Ref: TRIM M12/40333



# ALBANIA

Fact Sheet

## General information:

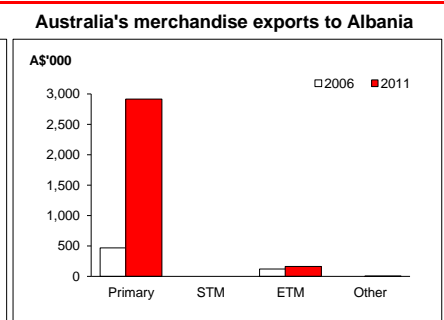
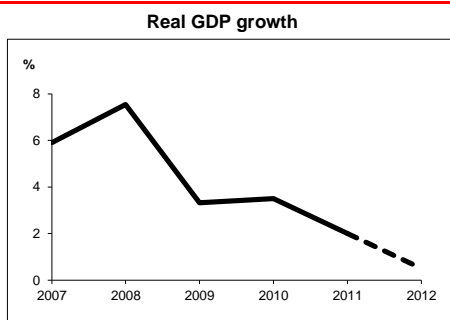
Fact sheets are updated biannually; June and December

<b>Capital:</b>	Tirana
<b>Surface area:</b>	29 thousand sq km
<b>Official language:</b>	Albanian
<b>Population:</b>	3.2 million (2011)
<b>Exchange rate:</b>	A\$1 = 109.9839 Leks (Apr 2012)

**Head of State:**  
President HE Prof Dr Bamir Topi

**Head of Government:**  
Prime Minister HE Prof Dr Sali Berisha

<i>Recent economic indicators:</i>	2007	2008	2009	2010	2011 (a)	2012 (b)
<b>GDP (US\$bn) (current prices):</b>	10.7	13.0	12.2	11.9	12.8	12.6
<b>GDP PPP (US\$bn) (c):</b>	19.9	21.9	22.8	23.9	24.9	25.4
<b>GDP per capita (US\$):</b>	3,393	4,102	3,819	3,715	3,992	3,894
<b>GDP per capita PPP (US\$) (c):</b>	6,313	6,901	7,169	7,468	7,741	7,841
<b>Real GDP growth (% change yoy):</b>	5.9	7.5	3.3	3.5	2.0	0.5
<b>Current account balance (US\$m):</b>	-1,109	-1,966	-1,648	-1,381	-1,702	-1,667
<b>Current account balance (% GDP):</b>	-10.4	-15.1	-13.5	-11.6	-13.3	-13.2
<b>Goods &amp; services exports (% GDP):</b>	28.3	29.5	29.0	31.9	na	na
<b>Inflation (% change yoy):</b>	2.9	3.4	2.2	3.6	3.4	1.9



## Australia's trade and investment relationship with Albania (d):

Australian merchandise trade with Albania, 2011:		Total share:	Rank:	Growth (yoy):
Exports to Albania (A\$'000):	3,085	0.0%	155th	97.3%
Imports from Albania (A\$'000):	540	0.0%	162nd	47.9%
Total trade (exports + imports) (A\$'000):	3,624	0.0%	171st	87.9%

### Major Australian exports, 2011 (A\$'000):

Margarine	1,415
Vegetables	629
Beef	618
Hides & skins, raw (excl furskins)	253

### Major Australian imports, 2011 (A\$'000):

Clothing	287
Crude vegetable matter	63
Pearls & gems	49
Pig-iron	34

### Australia's trade in services with Albania, 2011:

		Total share:
Exports of services to Albania (A\$m):	na	na
Imports of services from Albania (A\$m):	na	na

### Australia's investment relationship with Albania, 2011 (e):

	Total:	FDI:
Australia's investment in Albania (A\$m):	np	np
Albania's investment in Australia (A\$m):	np	nil

## Albania's global merchandise trade relationships:

### Albania's principal export destinations, 2011:

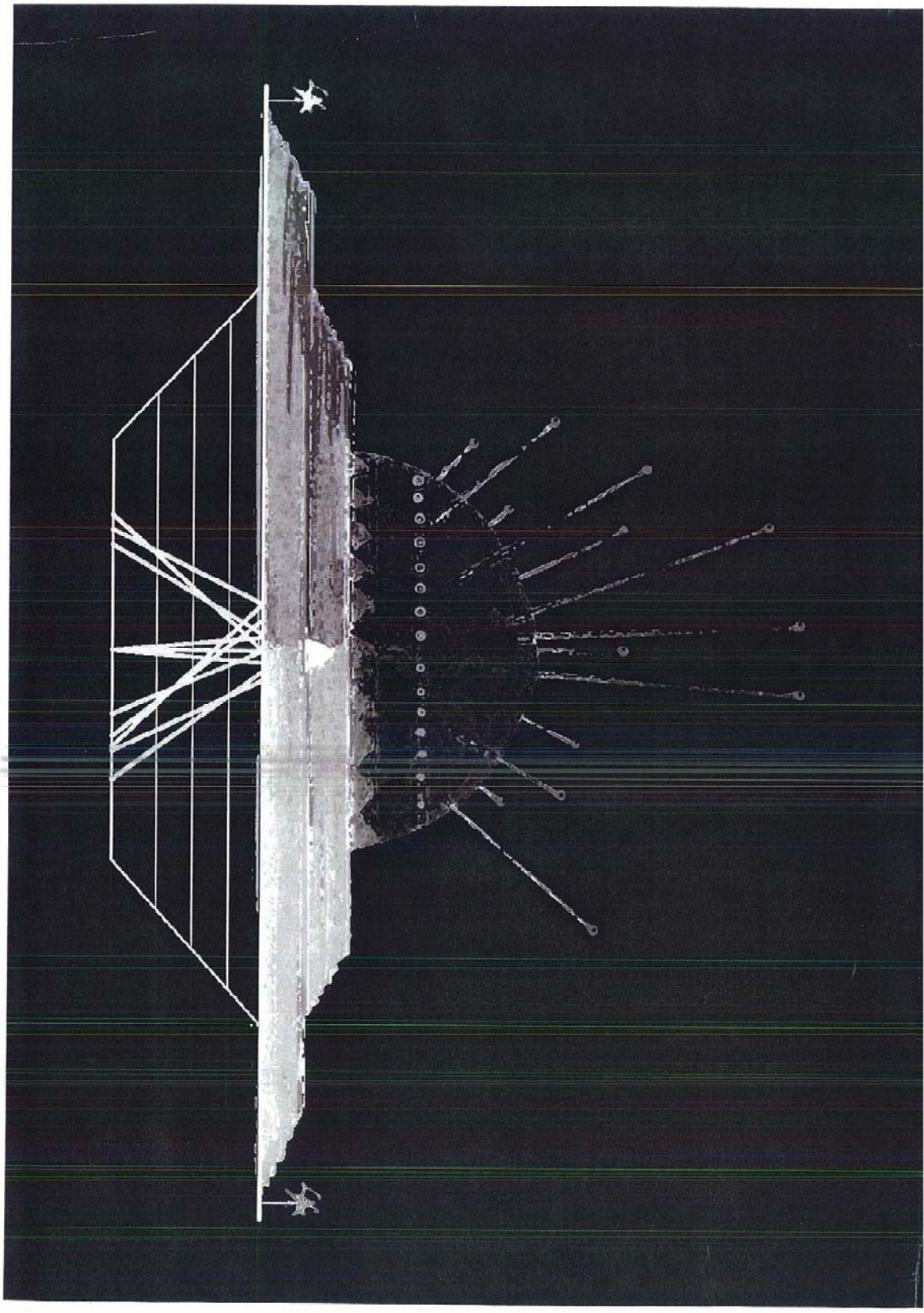
1	Italy	53.4%
2	Serbia	9.3%
3	Turkey	7.4%
64	Australia	0.0%

### Albania's principal import sources, 2011:

1	Italy	30.5%
2	Greece	10.6%
3	China	6.4%
51	Australia	0.1%

Compiled by the Market Information and Research Section, DFAT, using the latest data from the ABS, the IMF and various international sources.

(a) All recent data subject to revision; (b) IMF forecast; (c) PPP is purchasing power parity; (d) Total may not add due to rounding; (e) Stock, as at 31 December. Released annually by the ABS. na Data not available. np Data not published. ... Data not meaningful.



# **GREATER SHEPPARTON CITY COUNCIL**

**Council Policy Number** □

## **Election Caretaker Provisions**

**Version 1.0**

**Adopted** □ .

This document should be read in conjunction with the following:

Local Government Victoria Governance Practice Note *Election caretaker  
Arrangements*

CEO Directive *Publishing of Publications during an Election Period*





## Preamble

The will of the people, expressed through democratic elections is the cornerstone of democracy at all levels of government, including local government. A guiding principle of the exercising of this free will is that outgoing governments must safeguard the authority of incoming governments. This principle is applied through the implementation of a caretaker period prior to an election. During a caretaker period, an outgoing government undertakes not to make any decisions which could be considered to unreasonably bind an incoming government.

Unlike other levels of government in Australia, where caretaker provisions are established by convention rather than law, the *Local Government Act 1989* (the Act) requires Councils to comply with special arrangements during Council elections to ensure the probity of the election process. These include statutory requirements relating to decision making, limitations on publications and the use of Council resources.

While these statutory requirements establish limits on what a Council may and may not do, they represent the minimum caretaker provisions which a Council must apply and they do not address the ways in which a Council could or should modify its usual actions and processes during an election period.

## Policy Statement

Greater Shepparton City Council is committed to implementing clear and transparent caretaker provisions during election periods. This policy will apply to the statutory election period prior to a general election or by-election. The Chief Executive Officer (CEO) or the Director Organisation will advise all councillors and staff of the actual commencement date for any election period applying to the Council. The election period commences at midnight on the last day of nominations and ends at 6.00 pm on the day of the election to which the election period applies.

## Definitions

- Election period: the 32 day period that starts at midnight on the last day of nominations and ends at 6.00pm on election day
- Caretaker provisions: the special arrangements and processes which will be applied during an election period
- Election material: material which is intended or likely to influence voting in an election, such as:
- The views, strengths or weaknesses of any candidate
  - Advocacy of the policies of the Council or of a candidate
  - Claims made by a candidate and/or responses to such claims
  - The achievements of the elected Council
- Major policy decision: any decision (by Council, Delegation, Committees or Council Staff) which relates to:
- The employment or remuneration of the Chief Executive Officer
  - Contracts exceeding 536,550 (which is Contracts exceeding one per cent of Council's total revenue from rates and charges collected in the preceding financial year)

- Entrepreneurial ventures
- The allocation of community grants or other forms of direct funding for community organisations
- Major planning scheme amendments
- Significant changes to Council plans or budgets

**Publication:** any advertisement (including job, television and radio advertisements), pamphlet, newsletter, bulk letter or email with more than 20 addressees, handbill, press release, social media post on a Council site, or as a Council representative on any other site, website change, report, master plan, submission to external bodies which will be made public, notice or similar type document, whether in electronic or hard copy format. For the purposes of this Policy, the Council's annual report and the Council's meeting agendas and minutes are not considered to be publications for the purposes of certification.

**Emergency:** As defined in the Emergency Management Act 1986

**Greater Shepparton City Council:** Council and the services it provides □ eg. Shepparton Arts Museum (SAM), Riverlinks, Aquamoves, KidsTown, etc.

## **Policy Objective**

This Policy details the caretaker provisions which are to be followed by all Councillors and Council Officers during an election period. Councillors and Council Officers need to be aware that severe penalties apply to breaches of the Act during an election period. Familiarity and compliance with the provisions detailed in this Policy will significantly reduce the risk of an unintentional breach of the Act and give the community confidence that the Council is acting in an ethical manner during election periods.

## **Decision Making**

During an election period, the Council will not make any major policy decisions which could be seen to unreasonably bind an incoming Council unless extraordinary circumstances require such a decision to be made and then, only with the express written consent of the Minister for Local Government.

During an election period, all Council agenda reports are to be vetted by the CEO to ensure that they do not represent major policy decisions and once approved, are to contain the following certification:

### **Caretaker Statement**

The recommended decision is not a □major policy decision□ as defined in either section 93A of the *Local Government Act 1989* or the Council's adopted Election Caretaker Provisions Policy.

## **Council Publications**

The Council will not publish any publications during an election period, unless in the opinion and at the sole discretion of the CEO it is absolutely necessary to do so.

All publications considered necessary for publication are to be approved and certified by the CEO prior to publication. The approval and certification procedure is contained in CEO Directive *Publishing of Publications during an Election Period* and must be applied without exception.

The Council's annual report and the Council's meeting agendas and minutes are not considered to be publications for the purposes of certification. Despite this however, should an annual report be published during an election period, the CEO is to ensure that it does not contain any electoral material. The annual report exemption does not apply to the publication of an extract or summary of the annual report. Any such document is regarded as a pamphlet and would require certification.

### **Council Website**

Material which is already on the Council's website prior to an election period can generally remain there without certification. Councillor profiles will be removed from the web site during an election period, although contact details will be retained. Any information prominently displayed on the website that might be reasonably regarded as electoral material will be removed, unless it is only about the election process.

### **Regular Council Media**

Council will not broadcast or participate in any regular television or radio program or publish its regular newspaper or e-newsletter updates during an election period.

### **Radio and Television**

The Council will not undertake any radio or television advertising during an election period except:

- for advertising commissioned and approved by the appointed Election Returning Officer, for the purpose of informing electors about the election process
- for advertising scheduled Council programs and activities, to the extent that these cannot be promoted prior to the commencement of the election period
- as needed and approved by the CEO in response to an emergency

All advertising, apart from that commissioned by the Election Returning Officer must be approved and certified by the CEO in accordance with CEO Directive *Publishing of Publications during an Election Period*.

### **Media**

Councillors will not participate in media interviews in their Council roles during an election period with the exception of the Mayor or in the Mayor's absence the Deputy Mayor and only then in response to an emergency. Councillors may participate in interviews as candidates and private citizens, but must take care to advise the media that they are speaking to them as an individual and not on behalf of the Council. This disclaimer must be made even when a councillor believes that it will not be broadcast as part of the interview or story.

Council officers may only participate in media interviews on operational matters and with the permission of the Chief Executive Officer or if the Chief Executive Officer is unavailable and a response is required before she or he will be available, the Director of Organisation. All media interviews are to be coordinated by the Marketing and Communications team.

### **Social Media**

Councillors and Council officers will not engage in social media in their Council roles during an election period, except as approved by the Chief Executive Officer or the Director Organisation. Councillors will not publish comments to official Council social media site during an election period and Council officers will only publish comments which have been

certified by the CEO in accordance with the CEO Directive *Publishing of Publications during an Election Period*. To the extent that it is technically possible to do so, all Council social media sites will be disabled for external comments, to prevent the publication of election material on those sites.

### **Council Resources**

Councillors will not use any Council resources for other than required Council business during an election period. Council resources include but are not confined to:

- Staff time
- Property (including meeting rooms and the Councillors Suite)
- Equipment (including mobile phones, computers and email accounts)
- Stationery (including Council nametags and business cards)

The use of Council resources is generally governed by Council Policy 37.POL1 *Councillor Expenses and Entitlements*. This Policy is varied during an election period as follows:

- Councillors will not attend conferences, functions or events as Councillors except when required to as an official representative of the Council
- Councillors will not undertake any professional development training as Councillors
- Councillors will reimburse the Council for all personal use of Council owned and provided mobile telephones, including any amount under the £40 threshold for incidental personal use

Councillors who wish to use email for election purposes and do not have a private email address will establish one prior to an election period and will not use their Council email address. Councillors may access a number of free email providers available on the internet for election purposes.

### **Events and Speeches**

Regular public events which are part of the normal operation of the Council will continue during an election period. Additional events, particularly events which would require Councillor involvement, will only be scheduled with the approval and at the sole discretion of the CEO. The scheduling of additional events that require the involvement of Councillors during an election period will be kept to a minimum.

Councillors participating in Council events during an election period as representatives of the Council will not use the events for private electioneering. Material published or disseminated during an election period to promote a function or event will require certification by the CEO in accordance with the CEO Directive *Publishing of Publications during an Election Period*. Where a councillor is required to give a speech at a function or event during an election period, Council officers are to prepare the speech and the CEO is to certify that it contains no election material before it is given to the councillor.

Functions or events for the purpose of electioneering will not be resourced or publicised by the Council.

### **Correspondence**

Routine letters and emails that are part of normal Council business are not to be affected by election processes, however Council staff, equipment and stationery must not be used for election related councillor correspondence. This includes, but is not restricted to:

- Letters with multiple addressees that are prepared by staff, printed on Council equipment or issued on behalf of Council
- Letters dealing with electoral matters for councillors

Letters and emails that do not form part of general correspondence are letters and bulk emails with more than 20 addressees. These are defined as publications and require certification.

### **Use of the Title "Councillor"**

Councillors may use the title "councillor" in their own election material, as they continue to hold their positions during the election period. To avoid any confusion however, Councillors must ensure that their election publications are clearly seen to be their own material and not to represent the Council. Councillors will not use the Council logo or any facsimile or derivation of the Council logo on their election material.

### **Policy Review**

This policy is to be reviewed by the CEO prior to 30 June in any year in which a general election is held. Should a by-election be required, the CEO is to review this policy as soon as the need for a by-election has been identified.

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**Gavin Cator**  
**Chief Executive Officer**

**Date**

# **GREATER SHEPPARTON CITY COUNCIL**

**Council Policy Number 16.POL6**

## **Development of Corporate Documents**

**Version 1.0**

**Adopted dd Month Year**

This document should be read in conjunction with the  
Local Government Act 1989, Local Government Regulations and  
any other relevant legislation.





## Preamble

This policy provides guidance to Council staff in preparing key documents that will assist the organisation in determining and delivering policy directives or outcomes.

It establishes a framework for the development, implementation, review and approval of policies, directives and procedural guidelines. Understanding and having an approved list of document types and best practice guidelines for developing corporate documents will ensure consistency and a clear and co-ordinated approach across the organisation.

## Policy Statement

The Greater Shepparton City Council is committed to providing transparent governance and views this policy framework as critical in providing the community with clarity as to Council's decision making processes while ensuring that staff can manage their work.

## Policy Objective

Council will adopt policies, directives and procedural guidelines in response to statutory, best practice and quality requirements.

This policy establishes the framework for the development of policies, directives and procedural guidelines at Council. It will ensure a consistent approach to making decisions which are legal, open and accountable.

The Council will use standardised templates for the development of Council Policy or Directive documents. There is no standard format for Procedural Guidelines.

## Definitions

In order to provide a clear distinction between those documents that have been formally approved by Council and those that have been internally approved by the Chief Executive Officer (CEO), Directors and Managers, the following naming conventions will apply.

### **Council Policy:**

A Council policy is an externally focused statement of Council's strategic intent and direction on a particular matter by which the Council and its staff are required to conduct Council activities.

A Council policy is designed to implement a function or requirement of the Council which cannot be delegated and therefore the term only applies to documents that have been adopted by a resolution of Council.

**CEO Directives:**

A CEO Directive is an internally focused statement of the organisations intent and direction on a particular operational matter by which staff are required to conduct Council activities. It may outline timelines, flow charts and list documentation and approvals required in conducting Council activities.

It may be linked to a Council Policy, or be a stand alone directive which is submitted through the Executive and approved by the CEO.

**Procedural Guidelines:**

A Procedural Guideline must be consistent with the principles, boundaries and definitions espoused in any related Council Policy or Directive. It is internally focused and deals with operational issues specific to a Department.

A Procedural Guideline governs how Council staff undertake their work and the basis upon which Council staff make their daily operational decisions. It may outline responsibilities for task achievement, contain timelines, flow charts, and list documentation and approvals required.

A Procedural Guideline is approved by the CEO, Director or Manager and can have application across the organisation or be specific to an individual Department.

**Policy Review**

Council may review this policy at anytime but unless otherwise requested at least once every four (4) years and not later than twelve (12) months after a General Election of Council is held.

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**Gavin Cator**  
**Chief Executive Officer**

**Date**



# STATEMENT OF INTENT

## GOULBURN VALLEY REGIONAL COLLABORATION ALLIANCE



**AS ADOPTED BY MEMBER COUNCIL**

Greater Shepparton City Council, Moira Shire Council and Strathbogie Shire Council (member Councils) face increasing demands and complex community expectations.

With limited resources and competing demands it is critical that Councils find new ways to plan and deliver services so that Local Government is sustainable and able to flourish. Strategic collaboration is an umbrella term for how Councils work together. Collaboration may take many forms including alliances, partnerships, etc.

The **Statement of Intent** defines intent between the member Councils of the **Goulburn Valley Regional Collaboration Alliance** (GVRCA).

- The vision for Local Government is to facilitate the building of strong and successful communities.
- Given the significant change occurring in the global context, the local government sector needs to gain as much control over its own destiny as possible by driving reform and leading change from within, without the need for intervention. To do this the sector needs to significantly improve its capability to manage strategic change.
- Local Government is the agent for the community and the voice of the community needs to influence council decision-making as much as possible. However, the role of local government is also to actively lead community change towards the achievement of sustainable goals and to broker or advocate for outcomes that reflect priority community aspirations.
- There is a need for stronger collaboration between councils to capture the economies of regional scale operations and to create the added value and opportunity regions provide while ensuring local democracy is maintained. Collaboration enables this opportunity and improves the ability to transform service delivery. In addition, there is a need for improved cross-boundary cooperation between neighbouring councils, as well as the development of more common specifications and standards.
- Ratepayer expectations need to be managed to ensure an understanding of the requirement for financially sustainable councils and communities.
- Local government should play a role in improving the design and delivery of government services, via co-design activities, as well as supporting the transition to digital government.

All Councils need to be involved in the immediate development and implementation of a strategic plan for the sector to demonstrate to all stakeholders that local government can manage its own affairs and broker effective and efficient outcomes for its communities. Victorian councils, with the support of the MAV, need to commit the time and resources to make this a reality.

This **Statement of Intent** seeks to define the agreement between the participant Councils to further these objectives and achieve savings in service delivery and consistent service levels across the region.

The members agree to prepare a Business Plan in co-operation with the MAV which will in part, examine:

- Sharing of highly skilled staff;
- Common approach to policy, planning and local laws;
- Process that will identify possible GVRCA [shared services];
- Legislative hurdles;
- Communication options;
- Opportunities for shared services;
- Establishment costs for the GVRCA;
- Quantification of potential savings; and
- Any other item considered necessary.

***Strathbogie Shire Council***

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

***Greater Shepparton City Council***

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

***Moira Shire Council***

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_