

# **ATTACHMENT TO AGENDA ITEM**

**Ordinary Meeting**

**19 April 2016**

**Agenda Item 9.3      Visitor Economy Identity Review**

**Attachment 1      Visitor Economy Identity Review consultation summary  
results..... 449**

**Visitor Economy Identity Review Consultation Summary Results**

**Region's Key Attributes (Figure 1)**



**Region's Perceptions (Figure 2)**

The following provides a snapshot of perceptions both positive and negative about Shepparton that were identified during the consultation process:

Positive	Negative
Family friendly	Lack of tourism
Strong sense of community	Boring
Great facilities	Nothing to do and see
Sporting culture	Poor public transport
Fresh produce	Empty shops
Affordable	Nothing iconic
Friendly people	Aesthetically ugly (Shepparton city)
Great climate	Lack of heritage buildings
Diverse	Flatness
Arts and events	High unemployment
Accessible	Declining agricultural industry
Multicultural	Unsafe after dark
Proximity to Melbourne	Drug problems
Productive	High crime rate
Outdoor activities	Dumping ground for refugees
Depth of culture and history	Welfare dependent
Rich indigenous heritage	Racist
Business opportunities	Bogan
Resilient	
Goulburn River	
Relaxed lifestyle	

**Region's Key Attractions (Figure 3)**

The following provides a snapshot of key attractions and things to do and see in Shepparton that were identified during the consultation process:

Key Attractions	Key attractions
Events/festivals	Victoria Park Lake
Shepparton Sporting Precinct	Chocolate Apple Factory
Dookie hills	Wineries
Emerald Bank	Motor Museum
KidsTown	Aquamoves
Yiche Restaurant	Teller Collective
Historic homes	SPC Factory sales
Australian Botanic Gardens	Shepparton Art Museum (SAM)
The Mall	Fishing on the Goulburn River
Shepparton Showgrounds	Tatura Park Events and Equestrian Complex
Murchison Meteorite	Days Mill
Tatura War Museum	Tatura Bakery

**Brand Framework (Figure 4)**

The brand framework was also reviewed with the following destination brand values identified. These are intangible things that draw us together as a community and included:

Brand Values	Description
Genuine	Honest, accessible, accurate, professional
Creative	Vibrant inspiring, fresh, engaging
Responsive	Confident, enabling, fresh, engaging
Inclusive	People orientated, supportive, connected
Progressive	Unique, enterprising, innovative, world class
Diverse	Multicultural, welcoming

**Brand audit and competitor analysis (Figure 5)**

A key part of the destination brand review was an audit of other destinations and how they are branding and positioning themselves. The following provides an overview of this noting that recent branding identity changes have occurred for Visit Victoria (State Government), Ballarat and Echuca Moama.



# **ATTACHMENT TO AGENDA ITEM**

**Ordinary Meeting**

**19 April 2016**

- Agenda Item 9.4      Instrument of Appointment and Authorisation (Planning and Environment Act 1987 only) - Updated to Include New and Revoked Officers**
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- Attachment 1      Staff package instrument of appointment authorisation  
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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)**



Maddocks

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

In this instrument "officer" means -

**ELKE GILBERT CUMMINS**

**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 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 19 April 2016.

The COMMON SEAL of the GREATER )  
 SHEPPARTON CITY COUNCIL was affixed )  
 on the .....day of .....2016 )  
 in the presence of the Chief Executive Officer )  
 being a delegated officer pursuant to Local )  
 Law No. 2 of the Council )

.....  
**CHIEF EXECUTIVE OFFICER**  
**Peter Harriott**

Maddocks Delegations and Authorisations

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Environment Act 1987)*

**Greater Shepparton City Council**

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





Maddocks

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

In this instrument "officer" means -

**SAMUEL DANGELO-KEMP**

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

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Maddocks

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(Planning and Environment Act 1987)**

In this instrument "officer" means -

**GRACE EMILY DOCKER**

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

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(*Planning and Environment Act 1987* only)**



Maddocks

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

In this instrument "officer" means -

**ROBERT JAMES DUNCAN**

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

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**Peter Harriott**