

AGENDA

ORDINARY MEETING OF COUNCIL

Tuesday, 10 December 2013

Council Meeting,
Held at Swan Hill Town Hall,
Council Chambers,
McCallum Street, Swan Hill
Commencing at 7:00 PM

COUNCIL:

Cr LT McPhee – Mayor

Cr JN Katis

Cr GW Norton

Cr GI Cruickshank

Cr JA Kiley

Cr CM Adamson

Cr JB Crowe

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SECTION A – PROCEDURAL MATTERS

- **Open**
- **Acknowledgement to Country**
- **Prayer**
- **Apologies**
- **Confirmation of Minutes**
 - 1) Ordinary Meeting held on 19 November 2013
- **Declarations of Conflict of Interest**
- **Receptions and Reading of Petitions, Memorials, Joint Letters and Deputations**
- **Public Question Time**

SECTION B – REPORTS

B.13.133 DISPOSAL OF LAND - TOWER HILL ESTATE FOR STAGE 8 DEVELOPMENT

Source: Procedural
Department: Corporate Services
File Number: 79-82-36

Summary

As a result of continued sales less than 14 lots remain available for sale in the Tower Hill Development Project from the 283 lots that were released in the previous stages.

Given the limited number of available Lots it is now timely to begin the development and marketing of Stage 8.

To enable the marketing of Stage 8 lots to occur it is first necessary to complete the various steps required under the Local Government Act 1989 including advertising Council's intention to sell the land by private treaty.

This will enable Stage 8 to be released for sale during March 2014.

Council Plan Strategy Addressed

Responsible management of resources - We will continually improve the management of our finances, assets, systems and technology to achieve and maintain Best Value in our operations.

Recommendations

That Council:

- 1. Propose to sell Lots 284 – 285 as shown on draft PS 707578Y and Lots 286 - 303 as shown on draft PS 510325C Stage 8 as contained in Volume 11371 Folio 478 Sea Lake – Swan Hill & Woorinen Road Parish of Castle Donnington.**
- 2. Give public notice of its intention to sell the land by private treaty, seeking submissions for consideration on the proposed disposal pursuant to S189 of the Local Government Act 1989.**
- 3. If no submissions to the disposal of the land are received pursuant to Section 223 of the Local Government Act 1989 authorise Places Victoria to undertake negotiations for the sale of Lots 284 – 285 as shown on draft PS 707578Y and Lots 286 - 303 as shown on draft PS 510325C Stage 8 in accordance with the Deed between Places Victoria and Council.**

Policy Implications

Nil

Financial and Resource Implications

1. *Current Budget Implications*

Nil

2. *Future Financial Implications*

Income from the net proceeds from the sale of the property.

Triple Bottom Line Impact

The proposed development will have a positive effect on the built environment, with the land being made available for housing.

The proposal is expected to have significant positive social and economic benefits.

Background

Council has entered into an agreement for Places Victoria to act as the developer on Council's behalf, of the land known as Tower Hill Estate Swan Hill.

The agreement provides that Council release for sale each stage of the development as determined by Places Victoria. Currently of the 283 lots that were made available for sale as part of the previous Stages less than 14 lots remain available for sale.

Council, in conjunction with Places Victoria, intends to conduct a competitive tender process for the construction of Stage 8 during February 2014, with construction to commence in late March 2014. It is anticipated that the works will be completed in April 2014 resulting in an additional 20 lots being made available for sale.

It is proposed that Stage 8 will be available for marketing once the various procedural steps have been undertaken. Council is now required to undertake the procedural steps as required under Section 189 of the Local Government Act 1989 to advertise its intention to sell Council owned land by private treaty so that Stage 8 can be released for sale in April 2014.

If approved, prospective purchasers will be negotiating with Places Victoria or their agents to acquire the land that will be made available as part of the stage 8 development.

Issues

There is currently a shortage of residential land in Swan Hill and if Council chooses not to proceed with Stage 8, economic activity in Swan Hill may slow down.

Consultation

Council will advertise its intention to sell the land via public notice in the local newspaper and Council's website.

Options

Council can choose not to proceed with Stage 8.

Conclusion

For Council to dispose of the land, it is necessary to publicly advertise that intention, inviting submissions for consideration by Council. If no submissions are received then Council can proceed, however if submissions are received the matter will be brought back to Council for further determination.

Attachments

Nil.

B.13.134 QUARTERLY REVIEW OF FINANCIAL PERFORMANCE AND FINANCIAL POSITION TO 30 SEPTEMBER 2013

Source: Procedural
Department: Corporate Services
File Number: 42-20-00

Summary

A review of Council's Financial Performance (income and expenditure) and Financial Position (balance sheet) to the adopted Budget for the three months to 30 September 2013 has been conducted and the results are summarised in this report.

Council Plan Strategy Addressed

Responsible management of resources - We will continually improve the management of our finances, assets, systems and technology to achieve and maintain Best Value in our operations.

Recommendations

That Council note the contents of this report.

Policy Implications

Nil

Financial and Resource Implications

The report shows a predicted Rates Determination Surplus of \$5,800 better than budget for the 2013/14 financial year at this early stage.

Triple Bottom Line Impact

Not relevant to this item.

Background

A summarised statement of Income and Expenditure and a summarised Balance Sheet for the three months ended 30 September 2013 are included with this report.

Major Variations to budget as at 30 September 2013 are explained by way of notes on the attached report.

The forecast result is expected to be slightly better than budget at this stage. The predicted surplus assumes completion of Major Projects and Capital Works during the last nine months of the financial year within budget.

Significant forecast variations to budget include:

	Forecast Variances	
Rates Early Payment Discount	\$92,400	Unfavourable
Grants Commission	\$23,900	Favourable
Income Grants/Charges received 13/14–expected 12/13	\$2,200,500	Favourable
Workcover costs	\$59,300	Unfavourable
Rates	\$42,400	Favourable
Employee Costs	\$34,500	Favourable
Interest on Investments & Rates	\$62,000	Favourable
Loan Repayments and Loan Interest	\$130,000	Favourable
Parking Enforcement	\$20,000	Unfavourable
Regional Livestock Exchange (net)	\$10,000	Favourable
Insurance and Fire Services Levy	\$33,300	Unfavourable
Town Hall Usage Fees	\$10,000	Unfavourable
Building Permit Income	\$20,000	Favourable
Additional Costs Depot Office Building (net)	\$22,900	Unfavourable
Other Variances (net)	\$11,900	Unfavourable
Variations to 2013/14 Budget	\$2,273,500	Favourable
Less: Grants owing from Previous Year	\$2,267,700	Unfavourable
Net Variation to 2013/14 Budget	\$5,800	Favourable

Issues

The anticipated surplus is subject to income and costs trending as expected over the final nine months of the year.

Consultation

Consultation occurred as part of the Budget preparation process.

Options

Nil at this stage of the financial year.

Conclusion

The forecast result remains positive at this very early stage in the financial year.

Attachments

- 1 Statement of Income & Expenditure ending 30-09-13
- 2 Summarised Balance Sheet as at 30-09-13

**SWAN HILL RURAL CITY COUNCIL
STATEMENT OF INCOME & EXPENDITURE
FOR THE 3 MONTHS ENDING 30/09/2013**

Amounts in \$ 000's	Actual Year To Date 30/09/2013	Budget Year To Date 30/09/2013	\$ Variance To Budget	% Variance To Budget	Original Annual Budget 2013/14	Notes
OPERATING INCOME :-						
Rates, Garbage Charges and Marketing Levy	23,124	23,260	(136)	-0.6%	23,260	
Statutory Fees & Fines	326	260	66	25.4%	1,938	1
User Fees	1,032	1,235	(203)	-16.4%	4,939	2
Grants - Recurrent	2,761	2,588	173	6.7%	10,351	
Grants - Non-recurrent	1,531	3,385	(1,854)	-54.5%	13,461	3
Contributions - Cash Non Recurrent	128	148	(20)	-13.5%	590	4
Reimbursements	109	50	59	118.0%	198	5
Interest Income	74	216	(144)	-66.1%	870	6
Proceeds From Disposal of Assets	9	164	(155)	-94.5%	654	7
Other Revenue	404	344	60	17.4%	1,376	8
TOTAL INCOME	29,498	31,632	(2,134)	-6.7%	56,737	
OPERATING EXPENSES (Excluding Depreciation) :-						
Employee Benefits	4,995	4,763	232	4.9%	19,052	
Contract Payments Materials & Services	3,250	3,583	(333)	-9.3%	14,333	
Contributions Paid	955	1,439	(484)	-33.6%	5,754	9
Bad & Doubtful Debts	-	2	(2)	-100.0%	5	
Finance Costs	83	105	(22)	-21.0%	420	
Other Expenses	332	231	101	43.7%	925	10
TOTAL OPERATING EXPENSES (Excl. Depn.)	9,815	10,123	(308)	-5.0%	40,490	
OPERATING RESULT (Excl. Depn.)	19,683	21,509	(1,826)	-7.6%	16,247	
CAPITAL ITEMS :-						
Capital Works/Asset Purchases - Funding Sourced	1,225	2,596	(1,371)	-53%	10,385	11
Capital Works/Asset Purchases - Funding Not Sourced	16	-	16	0.0%	13,025	
	1,241	2,596	(1,355)	-52%	23,411	
SURPLUS (DEFICIT) AFTER CAPITAL ITEMS	18,442	18,913	(271)	-1.4%	(7,164)	
ADD FINANCING TRANSACTIONS						
Loan Principal Redemption	(254)	(299)	15	-5.1%	(1,197)	
Transfers to/from Reserves	2,823	-	2,823	0.0%	7,045	
Proceeds from Loans	-	-	-	0.0%	4,855	
TOTAL FINANCING TRANSACTIONS	2,569	(299)	2,868	-948.5%	10,503	
BUDGET RESULT SURPLUS	21,181	18,614	2,567	13.8%	3,339	

- 1 Public Health Food Premises registrations have been raised in August for the 2013/14 year.
- 2 Timing issue. User charges are below forecast at the Livestock Exchange (\$25K), Library (\$33K), Packaged Care (\$38K), Pioneer Settlement (\$28K), Private Works (\$23K), and Brokered Works (\$20K). User charges for these programs are expected to meet forecast as the year progresses.
- 3 Non-Recurrent Grants includes funding for the Swan Hill Aerodrome (\$6.425M), Heartbeat of the Murray (\$1.125M) and Chisholm Reserve Upgrade (\$2.0M). The forecast allows for these to be received throughout the year, but these grants are yet to be secured.
- 4 Timing issue. Contributions - Cash Non-recurrent is currently below forecast due to the contribution forecast for the Heartbeat of the Murray project. This contribution isn't expected to be received until grant funding has been secured.
- 5 Reimbursement of insurance costs from sporting/community groups that occupy Council buildings have been charged for 2013/14. The forecast allowed for the collection of this income over the financial year. Reimbursements for Paid Parental leave are above forecast.
- 6 As at 30 September 2013 Council had accrued \$27K of interest income in addition to the \$74K already received. Due to the removal of the rates paid in full option in February, Council has received a large portion of rates by the September instalment date. These additional funds received earlier in the financial year should allow the interest result to reach forecast by the end of the year.
- 7 Timing issue. There was very little trade in of plant and machinery in the first quarter. This is expected to increase as the year progresses.
- 8 Tower Hill land sales are above forecast.
- 9 Timing issue. The payments to the CACP and EACH consortium members for September were not paid until October.
- 10 This variance can be attributed to software licence fees that had been forecast over the financial year, however the licence fees are paid upfront at the beginning of the year.
- 11 Timing issue. A number of significant capital works projects such as road reconstructions and reseals, and plant acquisitions were yet to be started in the first quarter. These projects are expected to be completed as the year progresses.

**SWAN HILL RURAL CITY COUNCIL
SUMMARISED BALANCE SHEET
AS AT 30/09/2013**

	This Year Actual As At 30/09/2013	Last Year Actual As At 30/09/2012	\$ Movement Y.T.D.	% Movement Y.T.D.	Budget As At End 2013/14	Notes
CURRENT ASSETS:-						
Cash and Cash Equivalents	16,028	16,250	(222)	-1.4%	10,822	
Trade & Other Receivables	14,539	18,173	(3,634)	-20.0%	1,638	1
Inventories	54	47	7	14.9%	48	
Non Current Assets Classified as held for sale	102	157	(55)	-35.0%	158	2
Other Assets	201	252	(51)	-20.2%	356	3
TOTAL CURRENT ASSETS	30,924	34,879	(3,955)	-11.3%	13,022	
CURRENT LIABILITIES:-						
Trade & Other Payables	1,429	625	804	128.6%	4,037	4
Trust Funds & Deposits	404	388	16	4.1%	230	
Provisions	4,609	8,385	(3,776)	-45.0%	3,721	5
Interest Bearing Loans & Borrowings	2,522	1,209	1,313	108.6%	1,438	6
TOTAL CURRENT LIABILITIES	8,964	10,607	(1,643)	-15.5%	9,426	
NET CURRENT ASSETS	21,960	24,272	(2,312)	-9.5%	3,596	
NON-CURRENT ASSETS:-						
Trade & Other Receivables	118	174	(56)	-32.2%	179	7
Property, Plant, Equipment & Infrastructure	406,536	350,064	56,472	16.1%	392,144	8
Intangible Assets	768	973	(205)	-21.1%	973	9
TOTAL NON-CURRENT ASSETS	407,422	351,211	56,211	16.0%	393,296	
NON-CURRENT LIABILITIES:-						
Interest Bearing Loans & Borrowings	3,014	5,589	(2,575)	-46.1%	8,913	10
Provisions	1,749	1,678	71	4.2%	1,792	
TOTAL NON-CURRENT LIABILITIES	4,763	7,267	(2,504)	-34.5%	10,705	
TOTAL NET ASSETS	424,619	368,216	56,403	15.3%	386,187	
EQUITY:-						
Accumulated Surplus & Reserves	287,038	209,721	77,317	36.9%	210,365	11
Asset Revaluation Reserve	137,581	158,495	(20,914)	-13.2%	175,822	11
TOTAL EQUITY	424,619	368,216	56,403	15.3%	386,187	

- 1 Rates debtors are \$3.62M lower than this time last year due to the removal of the rates paid in full option in February.
- 2 The continued sales of Tower Hill land has reduced the value of land held for sale.
- 3 Other Assets represents GST due to Council.
- 4 Timing Issue.
- 5 The provisions variance is due to the provision of \$3.97M being held in September 2012 for the defined benefits superannuation additional exit. This was repaid in November 2012, therefore no provision is now being allowed for this payment.
- 6 Council has two loans that are due for renegotiation during 2013/14. One loan for \$700K is to be renegotiated for a further 6 years and the other loan of \$831K is to be renegotiated for a further 5 years.
- 7 Repayment of private scheme debtors has been reducing this balance.
- 8 Revaluations and condition based assessments conducted in 2012/13 resulted in an increase in asset values of sealed roads (\$12.1M), Kerb and Channel (\$1.4M) and Drainage (\$3.7M). Land under roads was also recognised for the first time in 2012/13 which resulted in a \$35.9M increase in Fixed Asset values.
- 9 The value of permanent water rights has decreased \$400.93 per ML.
- 10 Refer note 6.
- 11 It was determined that a correction of error conducted for our 2011/12 financial accounts was processed incorrectly. The correction was originally made to the Asset Revaluation Reserve, however during the 2012/13 audit it was determined that the correction should have been made to Accumulated Surplus. Therefore \$99.6M was transferred between the two accounts.

B.13.135 2014/15 TO 2023/24 MAJOR PROJECTS PLAN

Source: Procedural
Department: Corporate Services
File Number: 22-23-14

Summary

A Major Projects Plan covering the financial years 2014/15 to 2023/24 has been prepared and is being presented for Council adoption.

Council Plan Strategy Addressed

Responsible management of resources - Council will continually improve the management of its finances, assets, systems and technology to achieve and maintain Best Value in its operations

Recommendations

That Council:

- 1. Adopt the Major Projects Plan as presented.**
- 2. Refer the projects identified for the financial year 2014/15 to the budget process.**

Policy Implications

The Major Projects Plan has been reviewed and adjusted to reflect the direction and priorities outlines in the Council Plan, Strategies and Master Planning documents.

Financial and Resource Implications

All projects will be referred to the respective budget deliberations and will be reassessed in the light of the overall financial constraints of on Council each year.

Triple Bottom Line Impact

The Plan includes projects to achieve Council objectives across all Triple Bottom Line areas.

Background

The 2014/15 to 2023/24 Major Projects Plan includes projects covering the entire municipality as well as ongoing programs of works to replace and maintain key infrastructure such as roads.

This year the plan has been extended out to 10 years. This is to enable a 10 year Financial Plan to be prepared rather than the 4 year plan previously relied upon.

At the forefront of the plan are major works in the Riverfront of Swan Hill. Works in Robinvale include drainage works, town levee banks, a new toilet block at the Ronald Street playground, Robinvale Caravan Park works and commencement of the Bromley Road Master Plan works. Community Planning funding includes projects across all the smaller townships in the Municipality. The plan allocates \$36 million in capital funding for roads over ten years. This funding is in addition to ongoing maintenance expenditure.

Priorities within the plan have been determined based on an assessment of a number of factors, including whether the project maintains existing service levels, or increases them, statutory or regulatory imperatives, compliance with existing Council plans and strategies, the availability of external funding sources to help cover the cost of each project and the expected overall ability of Council to fund the items within the plan, based on the current Long-Term Financial Plan.

The final list of projects submitted for the 2014/15 year will be subject to the financial constraints determined through the 2014/15 budget process. Projects in future years will be similarly constrained. In addition, it is possible that some of the projects may change priority in the future due to a number of factors including availability of external funding, community demand, legislative changes etc.

Issues

Given funding constraints, it is inevitable that many worthwhile projects cannot be included in the Plan. Several projects are included on the basis that the required external funding will be forthcoming. These projects will not proceed otherwise.

Consultation

Council regularly receives suggestions, both formally and informally, for items to be considered for funding. Many of the projects in the plan have been subject to a specific consultation and/or community planning process.

Options

These were considered during the review of the draft plan.

Conclusion

The plan provides an indication of the projects that Council intends to proceed with over the next ten years, subject to available funds.

Attachments

- 1** Major Projects Plan

Attachment

- Major Projects Plan

B.13.136 SWAN HILL AERODROME BUSINESS CASE

Source: Procedural
Department: Development and Planning
File Number: 42-52-230

Summary

The Swan Hill Aerodrome is owned and operated by the Council and is an important community and economic asset for the Swan Hill region, offering a wide range of services. It acts as a base for emergency services and private and commercial light aircraft operators.

Council identified that to fully understand the opportunities of the Swan Hill Aerodrome a comprehensive Business Case for the precinct was required.

A business case is now presented to Council for consideration.

Council Plan Strategy Addressed

Infrastructure - We seek to ensure appropriate infrastructure is available to continue our economic growth.

Recommendations

That Council:

Endorse the Swan Hill Aerodrome Business Case.

Policy Implications

Nil

Financial and Resource Implications

The report reaffirms recommendations previously made to Council on infrastructure investment required at the Aerodrome which, if implemented, will have significant financial implications. Council has budgeted approximately \$1.1 million to commence infrastructure renewal. This amount includes approximately \$600,000 from the State Government.

Triple Bottom Line Impact

The Swan Hill Aerodrome Business Case improves Council's understanding of its asset, the opportunities for attracting additional services and the ability of the

Aerodrome to be a sustainable long term facility that has an important role to play in the future growth of the Swan Hill and Northern Loddon Mallee Regions.

The Swan Hill Aerodrome Business Case aligns key industry sectors and stakeholders to establish a strategic direction for the efficient economic usage of the Swan Hill Aerodrome now and into the future. The strategy also provides the opportunity for both State and Local Government to work with industries and key stakeholders to plan for the future in a coordinated and strategic fashion.

Background

In May 2013, Council's Economic Development Unit secured funding from Regional Development Victoria (Putting Local First program) to oversee the development of the Swan Hill Aerodrome Business Case. The Business Case is one of the key initiatives identified in the Swan Hill Rural City Council Economic Development Strategy 2011-2016.

To progress this initiative, Council appointed consultants to facilitate and complete the Swan Hill Aerodrome Business Case.

Council has invested considerably in maintaining and upgrading the existing runway and Aerodrome infrastructure. However with the continued deterioration of the runway, Council will be required within the next five years to outlay significant funds to ensure the viability of current operations (such as emergency services and flight training) and potential future growth to occur. In order for Council to maximise its investment and assist with external funding applications, a thorough review was required.

Focus

The Swan Hill Aerodrome Business Case:

1. Provides a detailed analysis of the current activity or market trend at the Aerodrome;
2. Provides a competitive market demand outlook;
3. Identifies investment and business development opportunities relating to the Aerodrome (market potential);
4. Identifies likely economic impacts of such opportunities (eg employment, growth);
5. Determines projected operating levels, financial revenue analysis, operating expenses, capital cost of works and infrastructure and the ongoing maintenance of the site;
6. Develops investor attraction strategies relating to any identified business development opportunities; and
7. Provides clear recommendations and strategies on the investment and business development opportunities at the Aerodrome.

Methodology

The Swan Hill Aerodrome Business Case comprised of the following key stages:

1. Current state analysis;
2. Future demand analysis;
3. Needs and opportunities analysis;
4. Capability gap analysis; and
5. Strategic direction.

Research and Resources

The Swan Hill Aerodrome Business Case incorporated extensive analytical research and stakeholder engagement, utilising the following resources:

- The Loddon Mallee Regional Strategic Plan (Northern);
- Swan Hill Rural City Council, Swan Hill Economic Development Strategy 2011-2016;
- Swan Hill Rural City Council Air Service Survey;
- Central Murray Regional Transport Study;
- Key stakeholders and businesses in the region and;
- Swan Hill Emergency Service agencies.

Outcome

The Swan Hill Aerodrome Business Case provides a foundation to ensure that future infrastructure requirements are integrated in an efficient and effective manner. The report also provides clear recommendations and strategies on the investment and business development opportunities at the Swan Hill Aerodrome. The key recommendations relate to:

- the important role the aerodrome plays in supporting the community
- the limited opportunity to establish regular public transport (rpt) flights to the region
- the ability of the aerodrome to provide charter services; and
- the potential for the aerodrome to provide a base for aviation training

Issues

Nil

Consultation

Extensive stakeholder engagement was undertaken during the development of the report. Stakeholders included relevant Council staff and Councillors, current users, local businesses, emergency services, surrounding regional and state Aerodrome managers and State Government representatives.

Options

Council may choose to endorse the Swan Hill Aerodrome Business Case or not.

Conclusion

The Swan Hill Aerodrome Business Case provides a strategic vision for the long term development of the Aerodrome. It is expected that the development of key initiatives from the Swan Hill Aerodrome Business Case will set the framework for future investment to occur in this sector (both private and public), which will ensure the future long viability of this important regional asset.

Attachments

- 1 Swan Hill Aerodrome Business Case

Attachment

- Swan Hill Aerodrome Business Case

B.13.137 MURRAY REGIONAL TOURISM BOARD PARTNERSHIP AGREEMENT

Source: Procedural
Department: Development and Planning
File Number: 72-04-09

Summary

In November 2009, Tourism Victoria and Destination NSW established the Murray Regional Tourism Board (MRTB) to support the growth and development of tourism along the Murray River.

The Board was the first NSW/Victorian cross border tourism body and is financially supported by member Local Government Areas (LGAs) and the two State Governments.

This report outlines the advantages of Council continuing its membership of the MRTB.

Council Plan Strategy Addressed

Creating population growth - We will actively seek to grow the Regional population (cross border).

Recommendations

That Council:

Continues its membership of MRTB for the period 2014-2017.

Policy Implications

Nil

Financial and Resource Implications

The proposed fee for Council for the period 2014 - 2017 is outlined below and incorporates a 3% CPI increase per annum:

- 2014 - 2015: \$22,820 + GST
- 2015 - 2016: \$23,525 + GST
- 2016 - 2017: \$24,253 + GST

The membership fee will need to be included in the 2014/15 operating budget.

Triple Bottom Line Impact

Nil

Background

The original term of the Memorandum of Understanding (MOU) was for the period 1 July 2010 to 30 June 2013, with a one year extension sought to allow MRTB to negotiate its funding beyond June 2013. Membership fees for that period were \$8,890 per annum.

The role of the MRTB is to set the overarching strategic direction for tourism within the Murray Region and focus on the holistic development of tourism for the region. As part of its role, the Board focuses on four key pillars as identified in the Strategic Plan, namely:

- Industry Development
- Product Development
- Regional Marketing
- Leadership and Advocacy

Key Outputs

Whilst the MRTB is a relatively new organisation it has delivered a range of key projects and initiatives. The projects have added genuine value to the region and include:

1. Destination Management Plan and Product Gap Analysis - which sets the agenda and prioritisation for future tourism investment within the region.
2. Product Development – accessed \$250,000 from the NSW Government to assist both the Local Government partners and entire Murray region with product development projects.
3. Industry Development – conducted extensive industry training programs across the Murray region to up-skill our tourism industry.
4. Quarterly Market Research – development and distribution of detailed quarterly research reports focussing on the performance of the tourism industry across the region.
5. Tourism Managers Forums – bi-monthly forums of key tourism professionals working across the region to ensure professional development, skill sharing and a coordinated effort.
6. Public Relations – engaged a public relations agency to work across the region which has delivered over \$1m in media coverage for the Murray Region in the past 12 months.

7. Marketing – developed a whole-of-region four year Marketing Strategy and Implementation Plan.

8. Murray Region Investment Prospectus – development of an investment prospectus to increase awareness of private investment opportunities in the region including the Swan Hill Riverfront Masterplan and Heartbeat of the Murray.

Visitor Numbers

The Swan Hill region is experiencing some of the best tourism results in decades. In the year ended June 2013 the Swan Hill region received 844,000 visitors – up by 37.5% on 2012. Visitors spent nearly 1.4 million nights in the Swan Hill region – up by 16.3% on 2012 and the region also received 450,000 daytrip visitors – up by 60.1% on 2012.

The focus of MRTB will continue to address areas of identified market failure and work in collaboration to create region-wide solutions for stakeholders.

The key projects will include:

1. Ports of the Murray River – the MRTB will play a key coordinating role to drive this project which focuses on increasing significant investment and development along the length of the river.

2. Murray River Adventure Trail – the MRTB will be undertaking the feasibility work to determine the potential of creating our own “Great Ocean Walk” or “Milford Track” along the Murray.

3. Regional Digital Platform – development of a region-wide digital platform to ensure our destinations and operators are at the forefront of the digital revolution in the tourism industry. The platform will also provide Local Government with the opportunity to rationalise their own digital requirements, create a whole-of-region solution and realise associated efficiencies for all stakeholders.

4. Visitor Servicing Review – with Local Governments across the Murray Region spending in the order of \$3.5M annually on providing Visitor Information Services, and the changing nature of how visitor’s access information, there is an opportunity to refine the way we deliver information and services across the region. The MRTB will undertake a review of current methods of service delivery, analyse changes in market behaviour, needs and expectations with respect to information and on the ground services, to make a series of recommendations to LGAs for opportunities to reduce expenditure while still maintaining visitor satisfaction.

5. Quarterly Research Project – continuing to grow and develop this project to ensure all Local Governments have access to up to date and detailed research data, essential for increasing new investments into the region.

6. Events Strategy – taking a region-wide review of events and develop a strategy to ensure key events are adequately funded, and identify tier two events with the potential to grow into major visitation attractors for the region.

7. Murray River Touring Routes – development of key touring routes to link the region as a significant self-drive destination within Australia. The touring routes will link the destinations along the river as well as provide themed touring options aligned to the core product offering for that region.

8. Development of the River Red Gum National Park – work in partnership with government agencies to advocate and provide strategic direction in the development of the National Park and associated infrastructure.

9. Tourism Leadership Program – development of the second round of this highly successful Leadership program.

10. Murray River Branding – building on the review undertaken, develop communication assets and a whole-of-region activation strategy to reposition the Murray as a key tourism destination.

11. Implementation of the Four Year Marketing Strategy – work in collaboration with each destination to implement the key initiatives as agreed for the region. The strategy outlines key Murray River branding initiatives, funding opportunities and partnership approaches to grow visitation to the region.

The above projects and activities have the potential to further grow the significance of tourism within our region which is already recognised as a vital contributor to the economy.

Issues

If Council chooses not to renew its membership of MRTB, it will compromise its ability to:

- Maintain strong tourism relationships with our regional partners and the State Government;
- Access the skills and resources of Tourism Australia, Destination NSW and Tourism Victoria;
- Access grant funding distributed through MRTB;
- Raise the profile of our product development opportunities which are captured in the Murray Region Destination Management Plan (attached);
- Secure regional support for tourism related capital grant funding applications to State and Federal Government;
- Brand the Swan Hill region's marketing collateral with MRTB, Tourism Victoria and Destination NSW i.e. Swan Hill Region Official Visitor Guide;
- Access opportunities in professional and skills development; and

- Maximise and leverage opportunities that target the region's key target markets in various forms of media, that is; Herald Sun – Escape Magazine, Fairfax Traveller, Weekly Times, Destinations for the Discerning Traveller and Huey's Kitchen.

Consultation

Nil

Options

Council may endorse the 2014-2017 Partner Funding Agreement with Murray Regional Tourism Board or not.

Conclusion

Significant advancements have been made in the regional tourism landscape during the past four years. The outcomes achieved, particularly for the Swan Hill region, have been significant and in no small part due to the relationships developed with industry and our regional and State tourism partners.

Council acknowledges the importance of tourism to its economy, and the wide range of direct and indirect benefits it affords the community. It understands that Local Government has a role to play in tourism, as demonstrated by the financial contribution it makes each year.

Council also recognises the need for leadership through MRTB in the regional, state and national arena and understands the leveraging and efficiency opportunities it provides to maximise its investment in tourism.

Accordingly Council should continue to maintain and develop its relationship with the MRTB to ensure that these opportunities can be realised and that it takes the leadership and collaborative approach to tourism detailed in its Economic Development Strategy 2011-2016.

Attachments

- 1 Murray Regional Tourism Board Partnership

Attachment

- MRTB Local Government Partner Value Proposition
- Partner Councils Funding Agreement 2014-2017
- MRTB Investments Prospectus
- Murray Region Destination Management Plan

B.13.138 2014 AUSTRALIAN JAZZ CONVENTION

Source: Procedural
Department: Development and Planning
File Number: 26-02-00

Summary

The Australian Jazz Convention has approached Council requesting support to hold the 2014 event across the Christmas New Year period in 2014 in Swan Hill.

The Australian Jazz Convention began in 1946 and has run continuously since then. It is the longest running jazz event of its kind in the world and is held in a different town in Australia each year. It begins on Boxing Day and concludes on New Year's Eve. The Convention is organised by a volunteer committee on a non-profit basis, with musicians and patrons of the convention paying to perform and attend.

Council Plan Strategy Addressed

Existing business support - We will support existing businesses and encourage expansion through building business capacity.

Recommendation

That Council support the staging of the Australia Jazz Convention in the Swan Hill region in 2014 by:

- 1) Waiving the hire fees of the Town Hall PACC for the evening of New Years Eve 2014, to allow the Australian Jazz Convention to conduct its Gala event, budgeting for the additional costs associated with casual staff to operate the venue on that date.**
- 2) Waiving the hire fees of the Sound Shell for a free public outdoor concert.**
- 3) Allowing Convention registrations to be held in the Swan Hill Region Information Centre on Boxing Day, and providing support through the on-duty Information Officer.**
- 4) Providing permission to use the Swan Hill Rural City Council logo on promotional materials, subject to the CEO's final approval.**

Policy Implications

Nil

Financial and Resource Implications

Council's waiving of hire fees for the Town Hall PACC would be considered an in-kind contribution of approximately \$900 per day.

Provision and training of casual staff will be outside the operational budget of the Town Hall PACC, and therefore an additional direct cost will be confirmed, but would be in the order of several hundred dollars.

It is expected that the additional requests, in particular the use of the Swan Hill Region Information Centre and its staff, would be primarily taking place during business hours, and involve existing staff.

Costs associated with hiring the Sound Shell are minimal, costing approximately \$33 per day.

Triple Bottom Line Impact

Council is committed to attracting and capturing new opportunities, especially in the very competitive and lucrative tourism market. The Swan Hill Rural City Council Tourism Strategy 2010 – 2013 identifies arts, cultural heritage and festivals and events as key product strengths of the region. The Australian Jazz Convention 2014 will assist in achieving Council's goal of increasing visitation to the region, as well as providing a platform to promote the region to a niche market.

Using the economic modelling software REMPLAN, it is estimated that the staging of the 2014 Australian Jazz Convention in the Swan Hill region will provide \$1.58m worth of economic benefits to the region.

The proposed event also provides the opportunity for Council to forge relationships with community organisations and increase its goodwill within the municipality.

Background

Council has been approached by the Australian Jazz Convention Committee who is planning to hold a five day event in the Swan Hill region from Friday 26 December to Thursday 31 December 2014.

The Australian Jazz Convention has submitted a formal request for assistance outlining their requirements for the event to proceed. In summary, the Australian Jazz Convention is requesting a number of levels of support from Council, which includes:

- Permission to use the Town Hall PACC free of hire costs on New Year's Eve;
- Permission to use Riverside Park and Sound Shell for a free public concert, free of charge;
- Permission to use McCallum Street from the Town Hall to Riverside Park for a Street Parade;
- Permission to use the Council logo on Convention memorabilia; and

- Assistance with Convention registrations on Friday 26 December 2014 including staff and location, such as the Swan Hill Region Information Centre.

A majority of the Australian Jazz Convention's requests, such as access to the Soundshell, assisting with road closures, and VIC staff undertaking registrations, can be achieved with minimal cost to Council.

Councillors and Council Officers have met with representatives from the Australian Jazz Convention on a number of occasions to discuss the requirements of the organisers.

While there is no direct cost associated with hosting the event, it is expected that some of Council's key facilities and services will be provided in-kind, as outlined above.

The proposed street parade and free concert at the Riverside Park Sound Shell during the week would also require in-kind support from Council.

The five day event will see approximately 100 bands in attendance, and will utilise a minimum of five different performance venues, all within the Central Business District of Swan Hill.

It is expected that an event of this size would provide substantial economic benefit to the region. As outlined earlier it is expected that patrons and visitors to the region would provide approximately \$1.58m in direct economic benefits to the region by purchasing accommodation and by participating and in retail and social activities. The event also provides a great opportunity to market and showcase the Swan Hill region.

The Convention is expected to attract around 1,000 participants, officials, staff, spectators and accompanying people, therefore the opportunities that this event will provide for the region will be substantial.

The Convention organisers have also stated that they engage with the local community by providing free workshops and events.

Issues

The Australian Jazz Convention organisers originally requested full access of the Swan Hill Town Hall PACC for the duration of their convention, at no cost. There is no flexibility with timing of the event, and Australian Jazz Convention organisers had stated that the Town Hall PACC was crucial to the region's chances of securing the 2014 Convention.

This presented significant issues for Council, as the facility and the majority of Council services are closed between Christmas and New Year. With no staff

available, and no support from administrative staff, the access to the venue would have been difficult to support.

Council officers have worked with the Australian Jazz Convention representative to explore alternative venues at commercial operations in the CBD. The Australian Jazz Convention has compromised with a revised request to only use the Town Hall for their evening Gala event on New Year's Eve 2014. While the staffing situation is not resolved, this request is now achievable.

It should also be noted that the Australian Jazz Convention applied for funds through Councils Major Events Support Scheme (MESS) and was successful in gaining \$2000 towards the event.

Consultation

Committee organisers of the Australian Jazz Convention 2014 have held discussions with key personnel from Council and have addressed Councillors at a Councillor Assembly.

Options

Council may decide to adopt or vary the recommendations contained in this report.

Conclusion

Council is committed to showcasing the region by maximising opportunities such as the Australian Jazz Convention when they arise.

Attachments

Nil.

SECTION C – DECISIONS WHICH NEED ACTION/RATIFICATION

C.13.21 SIGN AND SEAL REPORT

Source: Procedural
Department: Chief Executive

Summary

The following documents and agreements have been signed and sealed by the Councillors and the Chief Executive Officer on the respective dates. Those actions require the ratification of the Council.

Recommendation

That Council ratify the actions of signing and sealing the documents under delegation as scheduled.

Policy Implications

Nil

Financial and Resource Implications

Nil

Triple Bottom Line Impact

Not applicable

Background

During the course of any month Council is required to sign and seal a range of documents arising from decisions made on a previous occasion(s). Examples include sale of land, entering into funding arrangements for Council programs etc.

As the decision to enter into these agreements has already been made, these documents are signed and sealed when received, with Council ratifying the signing and sealing at the next Council meeting.

Issues

The following documents were signed and sealed since the last Council meeting:

DECISIONS WHICH NEED ACTION/RATIFICATION

10 December 2013

No.	Document Type	Document Description	Date signed/sealed
550	Creation of Easement – Transfer of Land Section 45(1) Volume 6426 Folio 194	Between Swan Hill Rural City Council and Powercor Australia Ltd	22/11/13
551	Deed of Agreement to Grant Easement – BBD6	Between Swan Hill Rural City Council and Powercor Australia Ltd	22/11/13
552	Deed of Agreement to Grant Easement – BBD6	Between Swan Hill Rural City Council and Powercor Australia Ltd	22/11/13
553	Occupancy Lease – Office 3, Robinvale Resource Centre	Between Swan Hill Rural City Council and Southern Cross Business Advisors	22/11/13
554	Transfer of Lot 281 – Tower Hill Stage 7, Volume 11371 Folio 475	Between Swan Hill Rural City Council and Harvindr Kaur GURBAKSH-SINGH and Jasminder Pall-Singh-Guardial-Singh	22/11/13
555	Transfer of Lot 158 – Tower Hill Stage 5 (Acacia Street)	Between Swan Hill Rural City Council and Quinton Patrick DUNSTONE	26/11/13
556	Memorandum of Understanding	Between Swan Hill Rural City Council and The Lions Club of Lake Boga	27/11/13

Consultation

Not Applicable

Options

Not Applicable

Conclusion

Council authorise the signing and sealing of the above documents.

Attachments

Nil.

C.13.22 COUNCILLOR ASSEMBLIES - RECORD OF ATTENDANCE AND AGENDA ITEMS

Source: Procedural
Department: Chief Executive

Summary

The Local Government Act 1989 requires that the details of Councillor Assemblies be reported to Council meetings on a monthly basis.

Council Plan Strategy Addressed

Councillor and Staff accountability - Council will represent the interests of our community and will conduct its affairs openly and with integrity, reflecting high levels of good governance.

Recommendation

That Council note the contents of the report.

Policy Implications

Council must comply with the requirements of the Local Government Act 1989.

Financial and Resource Implications

Nil

Triple Bottom Line Impact

Nil

Background

The State Government has amended the Local Government Act 1989 which requires Council to report on Councillor Assemblies.

Whilst Minutes do not have to be recorded, Agenda items and those in attendance must be, and a report presented to Council.

An assembly of Councillors is defined as a meeting that is planned or scheduled at which at least half of the Council and one Officer are in attendance, and where the

DECISIONS WHICH NEED ACTION/RATIFICATION

10 December 2013

matters being considered that are intended or likely to be the subject of a Council decision.

No formal decisions can be made at an assembly but rather direction can be given that is likely to lead to a formal decision of Council.

Details of the most recent assemblies of Council are attached.

Issues

Nil

Consultation

Nil

Options

Council must comply with the legislation.

Conclusion

In accordance with the legislation details of the assemblies as required are attached.

Attachments

- 1 Councillor Assemblies - Record of Attendance and Agenda Items

COUNCILLOR ASSEMBLIES ATTENDANCE AND AGENDA
26 November, 2013 at 1.00pm
TOWN HALL (COUNCIL CHAMBERS), SWAN HILL

AGENDA ITEMS

- Raw Talent Project Presentation
- Major Projects Review

ADDITIONAL ITEMS DISCUSSED

- -

ATTENDANCE

Councillors

- Councillor Greg Cruickshank
- Councillor Jessie Kiley
- Councillor Jim Crowe
- Councillor Les McPhee
- Councillor Michael Adamson
- Councillor John Katis
- Councillor Gary Norton

Apologies

- Nil

Officers

- Dean Miller, Chief Executive Officer
- Bruce Myers, Director Community & Cultural Services
- David Lenton, Director Corporate Services
- Brett Luxford, Director of Development and Planning
- Helen Morris, Human Resources Manager
- Gaye Cutajar, Technical Officer, Engineering
- Joyline Rovere, Executive Assistant
- Quenten Graham, Technical Officer, Assets
- Sandy Guy, Rates and Revenue Officer
- Amanda Young, Economic Development Officer
- Stacey Penno, Information Technology Administration Officer
- Shane Belcher, Depot staff
- Makalya Rust, Media Officer
- Warren Synder, Finance Manager

Other

CONFLICT OF INTEREST

Nil

**COUNCILLOR ASSEMBLIES ATTENDANCE AND AGENDA
3 December, 2013 at 1.00pm
TOWN HALL (COUNCIL CHAMBERS), SWAN HILL**

AGENDA ITEMS

- Swan Hill Aerodrome Business Case
- Murray Regional Tourism Board
- Confirmation of changes to Major Projects Plan
- Australian Jazz Convention 2014
- Planning update

ADDITIONAL ITEMS DISCUSSED

- -

ATTENDANCE

Councillors

- Councillor Greg Cruickshank
- Councillor Jessie Kiley
- Councillor Jim Crowe
- Councillor John Katis
- Councillor Gary Norton

Apologies

- Councillor Les McPhee
- Councillor Michael Adamson

Officers

- Dean Miller, Chief Executive Officer
- David Leahy, Director Infrastructure
- Bruce Myers, Director Community & Cultural Services
- David Lenton, Director Corporate Services
- Brett Luxford, Director of Development and Planning
- Vige Satkunarajah, Development Manager
- Janelle Earle, Economic Development

Other

- John Stevens, consultant from Dench, MacLean & Carlson

CONFLICT OF INTEREST

Nil

SECTION D – NOTICES OF MOTION

SECTION E – IN CAMERA ITEMS

SECTION F – URGENT ITEMS NOT INCLUDED IN AGENDA

SECTION G – TO CONSIDER & ORDER ON COUNCILLOR REPORTS