

INVERELL SHIRE COUNCIL

NOTICE OF MEETING

ECONOMIC & COMMUNITY SUSTAINABILITY COMMITTEE

3 March, 2017

An Economic & Community Sustainability Committee Meeting will be held in the Committee Room, Administrative Centre, 144 Otho Street, Inverell on Wednesday, 8 March, 2017, commencing at 10.30am.

Your attendance at this Economic & Community Sustainability Committee Meeting would be appreciated.

P J HENRY PSM

GENERAL MANAGER






A G E N D A

SECTION A	APOLOGIES CONFIRMATION OF MINUTES DISCLOSURE OF CONFLICT OF INTERESTS/PECUNIARY AND NON-PECUNIARY INTERESTS BUSINESS ARISING FROM PREVIOUS MINUTES
SECTION B	ADVOCACY REPORTS
SECTION C	COMMITTEE REPORTS
SECTION D	DESTINATION REPORTS
SECTION E	INFORMATION REPORTS
SECTION F	GENERAL BUSINESS
SECTION H	GOVERNANCE REPORTS
SECTION G	CONFIDENTIAL MATTERS (COMMITTEE-OF-THE-WHOLE)

Quick Reference Guide

Below is a legend that is common between the:

- Inverell Shire Council Strategic Plan
- Inverell Shire Council Delivery Plan
- Inverell Shire Council Management Plan.

<i>Destinations</i>	<i>Icon</i>	<i>Code</i>
<p>1. A recognised leader in a broader context.</p> <p>Giving priority to the recognition of the Shire as a vital component of the New England North West Region through Regional Leadership.</p>		R
<p>2. A community that is healthy, educated and sustained.</p> <p>Giving priority to the Shire as a sustainable and equitable place that promotes health, well being, life long learning and lifestyle diversity.</p>		C
<p>3. An environment that is protected and sustained.</p> <p>Giving priority to sustainable agriculture, the protection and conservation of rivers, waterways bio diversity and the built environment.</p>		E
<p>4. A strong local economy.</p> <p>Giving priority to economic and employment growth and the attraction of visitors.</p>		B
<p>5. The Communities are served by sustainable services and infrastructure.</p> <p>Giving priority to the provision of community focused services and the maintenance, enhancement and upgrade of infrastructure.</p>		S

Wednesday, 8 March, 2017

SECTION/PAGE

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MINUTES OF THE ECONOMIC & COMMUNITY SUSTAINABILITY COMMITTEE
MEETING HELD IN THE COMMITTEE ROOM, INVERELL SHIRE COUNCIL, 144
OTHO STREET, INVERELL ON WEDNESDAY, 8 FEBRUARY, 2017, COMMENCING
AT 10.30AM.

PRESENT: Cr J A Watts (Chairperson), Crs P J Harmon, P A King, A A Michael
and C M Dight.

Also in attendance: Crs D F Baker, S J Berryman, J N McCosker
and M J Peters.

Paul Henry (General Manager), Ken Beddie (Director Corporate and
Economic Services), Brett McInnes (Director Civil and Environmental
Services) and Stephen Golding (Executive Manager Corporate and
Community Services).

SECTION A

APOLOGIES:

There were no apologies received.

1. CONFIRMATION OF MINUTES

*RESOLVED (Harmon/Michael) that the Minutes of the Economic and Community
Sustainability Committee Meeting held on 9 November, 2016 as circulated to
members, be confirmed as a true and correct record of that meeting.*

2. DISCLOSURE OF CONFLICT OF INTERESTS/PECUNIARY AND NON-
PECUNIARY INTERESTS

There were no interests declared.

3. BUSINESS ARISING FROM PREVIOUS MINUTES

Nil.

SECTION B
ADVOCACY REPORTS

Cr Harmon Australia Day Celebrations

Cr Harmon extended thanks to all Councillors that attended Australia
Day celebrations across the Shire and congratulated the Australia
Day Committee on all events organised. Cr Harmon advised that the
Australia Day Ambassador was Mrs Robyn Moore; Robyn found the
Inverell and Delungra communities to be very welcoming. Cr Harmon
noted the following Australia Day award recipients;

- Inverell Citizen of the Year – Danny Middleton,
- Inverell Young Citizen of the Year – Hannah Wales,
- Community Event of the Year – Kurrajong Re-enactment
March,
- Delungra Citizens of the Year – Con and Gail Mureau,
- Delungra Young Citizen of the Year – Chelsea Raw,
- Outstanding Sporting Achievement – June Hobday,
- Outstanding Service to Sport – Amanda Hawke,
- Young Achiever – Jesse Coote.

Cr Michael Inspections

Cr Michael noted his recent inspections of the Service NSW building and the new tank at the Inverell Sewerage Treatment Plant.

Cr Dight Australia Day - Yetman

Cr Dight noted that as part of the Yetman Australia Day celebrations the Yetman Recreation Oval was officially named the 'Terry Barnes Oval'. All Barnes family were present at the naming.

SECTION D
DESTINATION REPORTS

1. EXPIRING LICENCE AGREEMENT – BEVERLEY TURNER S5.10.117

CSOP-A *RESOLVED (Michael/Harmon) that the Committee recommends to Council that:*

- i) Council renew the agreement with Beverley Turner for Part of Unformed Road, behind Council's Sewer Pump Station, Brewery Street, Inverell;*
- ii) the licence agreement be for a two (2) year period with a further two (2) year option;*
- iii) the Licence fee be \$62.00 per annum (GST Inclusive) with a 3% increase per annum; and*
- iv) the Licence Agreement be subject to any other terms and conditions as negotiated by Council's General Manager.*

2. MEMBERSHIP OF ABORIGINAL CONSULTATIVE COMMITTEE
S2.14.1

GM-A *RESOLVED (Michael/Dight) that the Committee recommend to Council that:*

- i) Council appoint representatives to the following positions on the Inverell Shire Aboriginal Consultative Committee for a period of two (2) years:*
 - *One (1) representative from Ashford Land Council.*
 - *One (1) representative from Anaiwan Land Council.*
 - *One (1) Aboriginal Elder (Chosen by NAIDOC Week Committee).*
 - *Four (4) members of the community.*
- ii) the community members of the Committee comprise the following persons:*

Gregory Livermore,
Keira Edwards,
Esther Gardiner,
Darren Finn.

3. INVERELL COMMUNITY GARDEN RELOCATION S11.15.18

GM-A *RESOLVED (Harmon/Dight) that the Committee recommend to Council that:*

- i) Council advise the Inverell Community Garden Committee that part Lot 7313 DP 1135965 will be made available as the site for the 'new community garden';*

- ii) *Council staff will provide advice to the Community Garden Committee to ensure the final concept for the garden meets all relevant legislative requirements; and*
- iii) *Council confirm that some funds will be available to assist with the costs of relocation of Community Garden assets.*

4. REQUEST FOR FINANCIAL ASSISTANCE – INVERELL PIPE BAND INC.
S3.7.5

CSOP-A *RESOLVED (Harmon/Dight) that the Committee recommend to Council that a donation in the amount of \$1500 be provided to assist the Band with tuition and costs associated with performing at events in the Inverell Local Government Area.*

5. REQUEST FOR REDUCTION ON WATER ACCOUNT (LISTING)
S32.10.1/09

RESOLVED (Harmon/Dight) that the matter be referred to Closed Committee for consideration as:

- i) *the matters and information are ‘the personal hardship of any resident or ratepayer.’ (Section 10A(2)(b) of the Local Government Act, 1993);*
- ii) *on balance the public interest in preserving the confidentiality of the information outweighs the public interest in openness and transparency in Council decision-making by discussing the matter in open meeting; and*
- iii) *all reports and correspondence relevant to the subject business be withheld from access to the media and public as required by section 11(2) of the Local Government Act, 1993.*

6. REQUEST FOR REDUCTION IN TOWN HALL HIRE FEES – INVERELL
MUSIC APPRECIATION GROUP INC. S12.22.1/10 & S5.24.4/10

CSOP-A *RESOLVED (King/Harmon) that the Committee recommend to Council that Council accede for the Group to utilise the Main Hall at a reduced fee, being that equivalent to the use of the Annex.*

7. SPONSORSHIP REQUEST – BORDER BRANCH STOCK HORSE
CHALLENGE S12.22.1/10

CSOP-A *RESOLVED (Harmon/King) that the Committee recommend to Council that Council provide a donation of \$200 as per Council’s Donations Policy.*

8. IN-KIND DONATION REQUEST - INVERELL MEDIEVAL FESTIVAL INC.
S12.22.1/10

CSOP-A *RESOLVED (Michael/King) that the Committee recommend to Council that:*

- i) *Council provide two (2) gazebos for use at the Festival; and*
- ii) *the gazebos be collected by the Festival Committee on Friday afternoon and returned on Monday morning.*

SECTION E
INFORMATION REPORTS

1. 2017/2018 RATE PEG S2.7.2

RESOLVED (Harmon/Michael) that the items contained in the Information Reports to the Economic & Community Sustainability Committee Meeting held on Wednesday, 8 February 2017, be received and noted.

SECTION F
QUESTIONS WITHOUT NOTICE

- DCES-A Cr King Bicentennial Memorial S21.8.30
- Cr King noted the condition of the Memorial and asked if Council can investigate options to improve its appearance due to the weathering.
- Cr Dight Bats - Yetman
- Cr Dight asked if there is any assistance available to control bats in Yetman.
- Director Civil & Environmental Services, Mr Brett McInnes provided information in this matter.
- DCES-A Cr Dight Heavy Vehicle Access S30.9.11
- Cr Dight enquired about the signed 'No B-Double access on the local roads of Yetman.
- Cr Dight asked if a review of B-Double routes in the Shire can be undertaken, including options to deal with local transport movements. Cr Dight also asked if the road network could be reviewed to show what roads can possibly meet the technical standard required to be classified as B-Double routes.
- The Director Civil & Environmental Services, Mr Brett McInnes to provide a report to the next Committee Meeting, including a map of current B-Double routes.

SECTION H
GOVERNANCE REPORTS

1. GOVERNANCE - MONTHLY INVESTMENT REPORT S12.12.2/10

RESOLVED (Harmon/Michael) that the Committee recommend to Council that:

- i) the report indicating Council's Fund Management position be received and noted; and*
- ii) the Certification of the Responsible Accounting Officer be noted.*

2. QUARTERLY BUDGET AND OPERATIONAL PLAN REVIEW 2016/2017
S12.5.1/10

RESOLVED (Harmon/Michael) that the Committee recommend to Council that:

- i) Council's Quarterly Operational Plan and Budget Review for 31 December, 2016 be adopted; and*
- ii) the proposed variations to budget votes for the 2016/2017 Financial Year be adopted providing an estimated Cash Surplus at 30 June, 2017 from operations of \$2,723.*

SECTION G
CONFIDENTIAL REPORTS IN CLOSED COMMITTEE
(SECTION 10A(2) OF THE LOCAL GOVERNMENT ACT 1993)

At 11.30am, the Chairperson offered the opportunity to members of the public to make representations as to whether any part of the Committee Meeting should not be considered in Closed Committee. There was no response from the public.

CLOSED COMMITTEE REPORTS

RESOLVED (Harmon/Michael) that the Committee proceed into Closed Committee to discuss the matters referred to it, for the reasons stated in the motions of referral.

Upon resuming Open Committee, at 11.32am, the Chair verbally reported that the Committee, with the Press and Public excluded, having considered the matters referred to it, recommends as follows:

1. REQUEST FOR REDUCTION ON WATER ACCOUNT S32.10.1/09

DC-A *That the Committee recommend to Council that:*

- i) the report be received; and*
- ii) Council issue an amended account of \$273.08 for the last quarter based on the average consumption of accounts prior to the leak and write off \$312.72.*

ADOPTION OF RECOMMENDATION

RESOLVED (Harmon/King) that the recommendation from Closed Committee be adopted.

There being no further business, the meeting closed at 11.32am.

CR J A WATTS

CHAIRPERSON

TO ECONOMIC & COMMUNITY SUSTAINABILITY COMMITTEE MEETING 8/3/2017

ITEM NO:	1.	FILE NO: S3.6.1/10
DESTINATION 2:	A community that is healthy, educated and sustainable	C
SUBJECT:	INVERELL DISTRICT FAMILY HISTORY GROUP (IDFHG) PROPOSAL	
PREPARED BY:	Paul Henry, General Manager	

SUMMARY:

The IDFHG requests Council consider permitting the Group to re-establish their operation at the Library. The Committee is requested to consider the request on an 'in principle' basis.

COMMENTARY:1. The Proposal

The IDFHG is a local 'not for profit' organisation that was established to foster the study of family and local history. In carrying out this role, the Group acquires a diverse range of historical resources and utilises these resources for researching family histories, assisting the work of Council's Heritage Advisor and local property owners seeking to establish the provenance of a property.

The Group wish to relocate from their current rented premises and establish in the Inverell Library.

The reason for this approach is the high operating costs involved in their current location and the impact on their income stream by Ancestry.com and social media groups.

The Group believes that it can bring the following benefits to the Library and community by occupying a part of the Library:

- Resources – IDFHG has over 800 print publications, family files (photos and genealogy charts), historic parish maps, 'how to' manuals and over 25,000 photographic negatives from the Devine, Parker and Leary Studios.
- Members – the Group has 60 members whose enthusiasm, expertise and collective memory can be a valuable asset for Library staff and the public.
- Research – for three (3) days each week members would be available to assist Library Staff and community members with enquiries. During this time members would be available to conduct cemetery and historic building tours and write publications on local historical events.

2. Matters for the Committee's Information

This proposal has a number of matters that need to be considered prior to a final decision being taken to re-establish an IDFHG presence at the Library. The matters are both operational and infrastructure related.

The Committee is requested to consider the following information:

a) Background

Pre 2001 the IDFHG occupied an area of the library building, which housed their collection, provided workspace and was utilised for group activities and meeting outside of library hours of operation. Public access to the collection was expected to be provided by the group. This arrangement was essentially a “handshake” agreement which had been in place for a number of years. Library management of the time had concerns about issues relating to public access to resources, arrangement and accessibility of resources, and policies regarding acquisition, management and disposal of resources. Common ground could not be reached, and the group left the library, removing equipment and resources that they had ownership of. For some time afterwards, the relationship between the library and the group was delicate, with minimal interaction and co-operation.

Over recent years, the group and the library have identified common interests, and achieved good levels of communication and co-operation. The IDFHG is facing issues impacting it's future viability, including difficulty in funding it's own premises (rent, utilities) and a declining number of members, many of whom are less able to volunteer time and labour to the groups operation. In recognition of the need to ensure that valuable collections and resources remain accessible to the entire community, the group executive approached the MLS to float the idea of returning operations to the library.

b) Broad issues

i) Ownership, management and access to collection resources

The IDFHG has a collection of resources comprising approximately 16 shelves of print resources (around 500 items), 5 filing cabinets of ‘family files’, 1 cabinet of maps, 20,000 Devine photo negatives.

- Ownership of the resources would need to be agreed – does the group cede ownership to the Library, or retain ownership, giving the potential for future removal of said resources. If ownership is retained, how are items identified. Recommend that custody of the collection be transferred to the Council as a condition of the agreement.
- Cataloguing of resources – in order to ensure all items in the library are “findable”, a minimum standard of catalogue entry would be required – this would entail an entry into the library database comprising at least; *Title, Author, Subject and Call number*. Preferably, a full catalogue entry would be created, including a number of other descriptor fields and multiple subject headings. Such entries would need to be completed by either library staff, or a suitable trained person, to ensure the integrity and standard of the entry.
- Physical processing of resources – all print resources would require end-processing comprising at least barcode and call number label, but preferably including covering, use of archival standard materials, and ‘re-housing’ of fragile or flimsy items. This processing is necessary to assist with “findability”, and to protect resources from damage associated with use.
- All items, unless subject to specific access agreements, would need to be shelved on open access, to allow full public access to items, and arranged in accordance with current library practice.
- Decisions regarding acquisition and disposal of resources need to be in accordance with Local History Collection development policy, and rest with Library staff
- Digital items – the IDFHG has digitised a small number of photographic negatives, with plans to do more. This ties into library plans to establish a digital collection of photographs and other resources (currently the subject of a library development grant application) - decisions around processes and standards for such a project would need to be taken in accordance with relevant best practice guidelines

- Subscription based online resources – decisions would need to be made about what subscriptions to offer, and how they would be funded.

ii) Service model (fee-for-service vs. free service)

The IDFHG currently operates on a fee-for-service model (research charged at \$30.00 per surname + copy costs + postage). Provision of photographic prints is also charged at commercial rates (this is expected to grow as the large negative collection is digitised and made available for searching online).

The library does not charge a research fee, and cannot do so, under the terms of the Library Act and Regulations. Free access to information is a basic philosophical and legal tenet of public library work. The Library can, and does, charge for value added services and copying services, with these costs being established by Council.

As it would be reasonable to expect that members of the IDFHG would assist library staff with provision of research services in response to customer requests, the issue of charging for such services needs to be resolved. Recommend that standard level research services be provided without cost, by library staff, and that customers be referred to the group for in-depth research assistance, with charges being determined by the group and paid directly to the group. A survey of other libraries reveals this to be common practice.

The Library has no issue with charging appropriate costs for photocopying, provision of photographic prints, and publications produced by the IDFHG. The allocation of funds associated with photocopying costs needs to be determined – does the income go to the Library or the IDFHG. A procedure for provision of photographic copies also needs to be determined – who bears the cost and collects the income.

iii) Management of volunteers and access to library facilities

A significant potential benefit of the proposed arrangement would be the availability of knowledgeable and skilled members of the IDFHG to assist library patrons and staff to conduct local and family history enquiries. To be effective, members of the IDFHG would need to be willing to offer their time to spend time in the library and/or be available to be called in to assist with enquiries as they arise. Members of the IDFHG have a wealth of knowledge about the history of the local area, and expertise in tracing genealogical records which exceeds that of library staff. Members also have potentially greater amounts of time to offer in this regard.

Points to consider:

- All members offering assistance would need to participate in Council's induction and WHS processes
- Members offering assistance with "back-of-house" library services (processing and cataloguing of collection resources) would need to do so in accordance with Library procedure and policy
- Members offering assistance to members of the public for research would need to do so in accordance with the Library policies around charging, copyright and level of service
- Members would be able to utilise public toilets, and the kitchenette attached to the meeting room.
- Hours of operation – would the group wish to hold meetings, or other activities on library premises outside of normal Library hours – access and security would need to be addressed if this is considered reasonable. Recommend that the group hold general meeting within library operating hours, and that after hours access be negotiated for special events such as AGM or guest lecture.

iv) Space to house collection, equipment and workspaces

At a minimum, the IDFHG collection will require 16-20 shelves for print, space for 5 filing cabinets, one map cabinet, storage space for negatives, CD-roms and laptops, and desk space. The shelving requirements equate to 6-7 bays, nearly double the existing shelving space in the local studies room. In order to accommodate additional shelving and filing cabinets and create desk space for several users at one time, additional floor space would need to be created. A suggested layout is attached as Appendix 1 (D8).

One way to do this would be to enlarge the existing local history room (a glass and aluminium panel construction) by increasing the width of the space by 2.4 metres. Costs associated with this would include the labour / supplies to move existing wall and add additional panels to increase width and move cabling/electrical outlets. Extending the space would have significant impacts on library floor space, as 8 public computers and several bays of shelving would have to be relocated. Such relocations have flow on effects and impact available space for seating and casual use. It is likely that this would incur additional costs to relocate data cabling, and possibly to reconfigure or replace computer desks.

It may also be desirable to occasionally offer a workspace in the library staff workroom, to allow IDFHG members an area to assist with processing of resources for the collection, and to utilise computer/scanner to digitise images and other documents. At present there are 3 unoccupied desks in the library workroom, one of which could be made available. Having this work occur in the workroom would ensure that items are not accessible by the public until fully catalogued and processed, and ensure volunteers have ready access to staff overseeing the processes. Recommend that workroom space be offered when members are assisting staff with projects, and not on an on-going basis.

Council IT staff would need to oversee the set-up and installation of any equipment, to ensure that the integrity of the Council and Public Library networks are not compromised.

c) Resources required to implement proposal

- Significant staff time would be required to catalogue and make ready for use a large quantity of new resources for the local history collection, particularly if such resources are catalogued to the high standard applied to other Local History items. If a sufficiently skilled and trainable volunteer were available to assist, this load could be reduced. However, conversation with the IDFHG President suggests that such skills may not be readily available within the group. It must be noted that in the last 12 months, the library has received two sizable collections of local history materials from local donors, much of which is still waiting processing and cataloguing. There would be significant advantage in appointing a dedicated person to undertake the preparation and cataloguing of the IDFHG collection, and some of the existing backlog of resources, in a temporary position. It would be desirable for that person to have either library or records management skills, to enable them to rapidly and accurately address to project. I would suggest that 3 months would be a reasonable time period to consider.
- Processing local history materials requires archival quality resources, which are more expensive than ordinary processing resources. The library has a quantity of these materials to hand, but more are likely to be required. An expenditure in the order of \$1000 - \$1500 is likely.
- Extra shelving for resources would be required – approximately \$2000 for 5 bays of shelving, if it cannot be created from existing supplies.

- Construction of enlarged Local History room space (approximately \$10,000), moving data /power cabling, installing additional cabling (\$2000 - \$3000)
- Undertaking a proper digitisation program would require funding for digital asset – management software and cloud storage (\$1500 p.a.) – currently the subject of a library development grant application. Whilst the IDFHG has commenced digitisation of photographic negatives, they lack the infrastructure to make the images searchable, available and accessible on-line. Existing equipment owned by the group could be utilised if the Library development graft application is unsuccessful.

Positives

- Significantly expand the number of resources available to library patrons
- Secure a valuable collection of resources for the community, protecting from possible loss of access or resources if IDFHG dissolves in the future.
- Provide a single destination for local / family history research
- Access to skilled and knowledgeable volunteers to assist with enquiries
- Potential for volunteers to develop displays, projects and exhibitions that would otherwise not occur
- Ready pool of volunteers to assist in digitization projects, sort LH donations, assist in LH processing

Negatives

- Impact on floorspace which has flow on effects for use of space in other areas
- High workload for staff to process and catalogue IDFHG collection
- Extra demand on resources such as book processing materials, IT infrastructure, bandwidth, photocopiers
- Potential for disharmony arising from different service models (fee-for-service vs., free service)
- Cost associated with structural changes required – where can funding be sourced-approx \$20,000?
- Impact if group later decides to move away from library

3. Suggested Course of Action

If the Committee is prepared to consider this proposal further, it is suggested that:

- a) The Committee recommend 'in principle' support for the proposal,
- b) A sunset committee be established to consider the infrastructure and operation issues mentioned above and form a position in respect of these issues and that this position include the preparation of a draft Memorandum of Understanding for Council's consideration.
- c) The Sunset Committee consult with the IDFHG during its deliberations, and
- d) The Committee determine the membership of the Sunset Committee.

RELATIONSHIP TO STRATEGIC PLAN, DELIVERY PLAN AND OPERATIONAL PLAN:

Strategy: C.07 Provide local opportunities for recreation, cultural and social activities.

Term Achievement: C.07.01 Council has locally focused cultural programs and initiatives that facilitate forums, networks and training opportunities that are conducive to strengthening relationships between tourism, arts, heritage, sports and recreational interests.

Operational Objective: C.07.01.01 To provide and assist community groups in the provision of recreational and cultural facilities and services for the enjoyment of all residents and visitors to the Shire

POLICY IMPLICATIONS:

Nil.

CHIEF FINANCIAL OFFICERS COMMENT:

Nil.

LEGAL IMPLICATIONS:

Nil.

RECOMMENDATION:

A matter for the Committee.

ITEM NO:	2.	FILE NO: S12.22.1
DESTINATION 5:	The communities are served by sustainable services and infrastructure	S
SUBJECT:	DONATION REQUEST – DELUNGRA SENIOR CITIZENS CLUB	
PREPARED BY:	Alice Holton, Corporate Support Officer - Telephonist	

SUMMARY:

Council has received a request from Muriel Woodward on behalf of Delungra Senior Citizens Club seeking a donation to 2017 Seniors Week. The Committee is asked to consider this request.

COMMENTARY:

Council has received a request from Muriel Woodward asking if Council will provide a donation to their 2017 Seniors Week event.

Each year, Seniors Week is celebrated across NSW, providing free and inclusive events for seniors to connect with each other, stay active and access targeted services and support. In 2017, Seniors Week will be celebrated 3 – 12 March.

Councillors may be aware that Council has provided a \$200 donation to the club for several years.

RELATIONSHIP TO STRATEGIC PLAN, DELIVERY PLAN AND OPERATIONAL PLAN:

Strategy: S.03 Council provides equitable services, consistent with available resources and priorities to meet the Shire's identified needs and preferences.

Term Achievement: S.03.01 Services and programs that Council provides are determined based on equity, customer requirements and community benefits, best value and excellence.

Operational Objective: S.03.01.01 Appropriate services and programs are selected based on considerations of equity, best value, relevance and benefit to the community.

POLICY IMPLICATIONS:

Management Policy: Donation Policy – ‘The purpose of providing Donations from public funds is to help promote or assist individuals or organisations for which there is a recognized public benefit. Generally the maximum donation provided will be \$200.00.

CHIEF FINANCIAL OFFICERS COMMENT:

Nil.

LEGAL IMPLICATIONS:

POLICY IMPLICATIONS:

Nil.

CHIEF FINANCIAL OFFICERS COMMENT:

Nil.

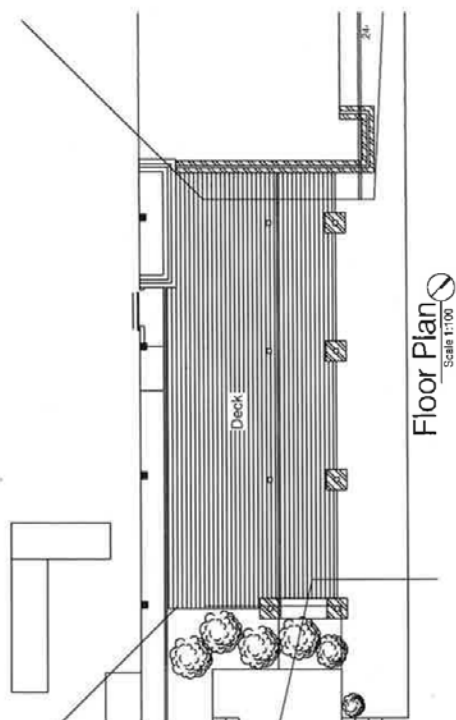
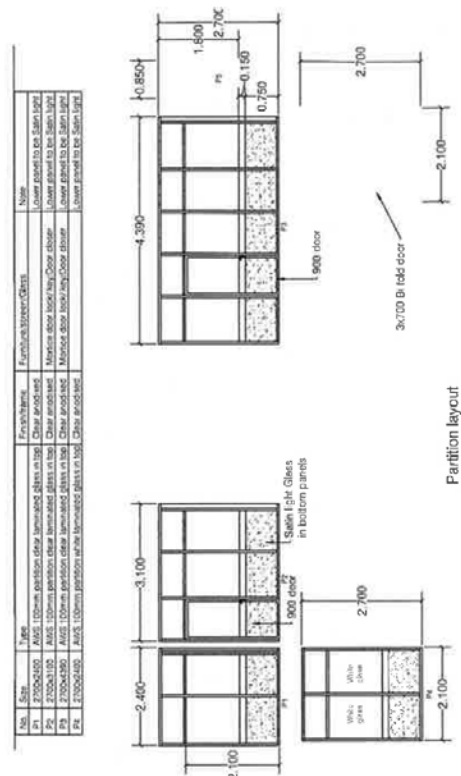
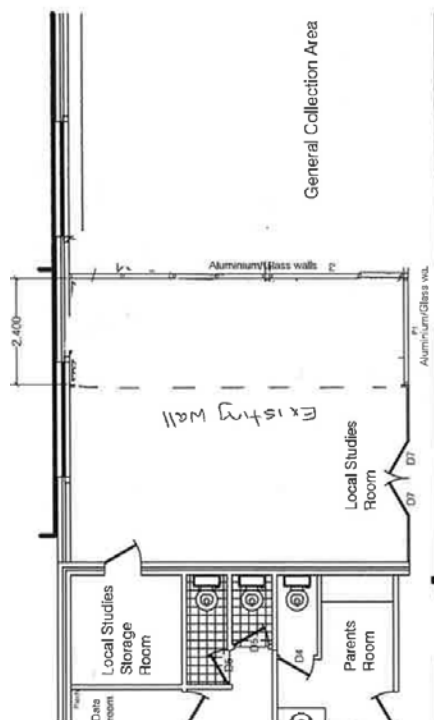
LEGAL IMPLICATIONS:

Nil.

RECOMMENDATION:

A matter for the Committee.

APPENDIX 1



TO ECONOMIC & COMMUNITY SUSTAINABILITY COMMITTEE MEETING 8/3/2017

ITEM NO:	1.	FILE NO: S8.12.4/05
DESTINATION 4:	A strong local economy	B
SUBJECT:	TOURISM AND MARKETING UPDATE	
PREPARED BY:	Stephen Golding - Executive Manager Corporate and Community Services	

SUMMARY:

The Tourism and Marketing update report is to provide the Committee with a brief overview of issues concerning regional and Inverell Tourism for 2016 and the current programs and initiatives for 2017. The Committee is asked to receive and note this information.

COMMENTARY:

Sound growth in the tourism sector for regional NSW occurred in 2016 as indicated by the National Survey data. There was a 10% increase in domestic holiday visitors to regional NSW and major rise in interstate visitors of 17.3%. In addition, the projection of visitation to the New England-North West region increasing by 15% from 2015 was reflective of the successful year Tourism Inverell experienced in 2016.

Capitalising on increased visitation saw the implementation of numerous tourism initiatives in 2016 directed at attracting more visitors to the Shire and region. Of note, Tourism Inverell developed and launched the multi-faceted promotional campaign known as '*Put Yourself in the Picture*', which encouraged visitors to photograph themselves at key locations within the Shire. The two (2) phases of this ongoing campaign, launched in 2016, were initiated in the Easter and September school holidays to achieve maximum engagement. The campaign achieved positive results with digital advertisements viewed 1.44 million times, with over 5000 visits to the actual campaign website, 15,000 people engaged with the videos on Facebook at a rate 7.9% above the industry average. Videos were viewed on Twitter 7,000 times during the campaign. Google AdWords delivered a result 60% above the industry average. Additionally, the Shire was marketed as a destination for day trippers and domestic/international travelers in several travel magazines as well as at nine Caravan, Camping, and Holiday events across NSW and south-east Queensland and a comprehensive television campaign.

Sensis 2016 Social Media Report demonstrates that 69% of internet users have a social media profile. Close to half (49%) of survey respondents indicated the first thing they do each day is access social media networks. This behaviour has been growing steadily since 2012. 95% of social media users log on to Facebook daily and 26% accessing social media 5+ times per day, making digital marketing an important component in the marketing mix. Holiday, travel and accommodation were amongst the highest searches at 21% with 59% converting into a purchase.

Collaboration was a key feature of regional tourism promotions in 2016. Consultation with our New England High Country partners lead to the production and implementation of the 'My Favourite

Corner' campaign, promoting the region as an attractive destination for the rapidly expanding motorcycle fraternity. Furthermore, collaboration with our North West partners saw the development of a regional marketing campaign and promotion of the 'Nature's Way' driving route connecting Inverell and Narrabri via Copeton Dam and Bingara. In conjunction with this, increased marketing material for the 'Fossickers Way' route was distributed through a superior travel magazine.

While marketing the Shire as an attractive tourist destination, Tourism Inverell was actively involved in the promotion, coordination, and delivery of numerous initiatives run by local committees and organisations throughout the year.

This included the Toughen Up Challenge; Wallangra's Not Quite Baroque Festival, Opera in the Paddock, National Transport Museum Motor Show, Inverell Show Society, Inverell Medieval Festival, Antique Motorcycle Club Rally, Grafton to Inverell Cycle Classic, Inverell Chamber of Commerce, Sapphire City Festival, Eat Drink Live New England, and the Lapidary Club Gem and Craft Show.

This was complemented by significant increased visitation to the Inverell Art Galley by 18.3% and the National Transport Museum by 16.4% for 2016. Hotel occupancy rates remain high, with one hotelier reporting 75% occupancy rate for 2016 compared to the state average of 66.9%.

Tourism Inverell also assisted with coordination and/or delivery of local events during 2016, including Kurrajongs re-enactment week and associated ceremonies, Opera in the Paddock, Youth Week, Movies by the Macintyre, Combined Churches Easter movie night, Multicultural Day, Inverell Business Awards, Inverell 4x4 Fishing Caravan & Camping Expo, Inverell Sapphire City Festival, and the Joeys Mini World Cup.

Tourism Inverell was passively involved in securing major sporting events throughout 2016. These events included; Joeys Mini World Cup, NSW Indoor Cricket regional qualifying tournament, Tennis NSW junior event, and Tennis Australia's National Tournament qualifying round to be held in 2017.

Inverell's Visitor Information Centre (VIC) continues to excel. Since Destination NSW ranking the VIC in the top three centres in NSW in 2015, Tourism Inverell has worked tirelessly to maintain this ranking. This has been achieved through new visitor information guides, an updated website, increased collateral and information on local events. Initiatives such as the development of joint attraction passes for the Pioneer Village and the National Transport Museum.

Tourism Inverell staff also attended a range of workshops, conferences, and seminars in 2016 for education into the best practice for increasing visitation to the Inverell Shire.

In conclusion, 2016 saw a range of new initiatives implemented, whilst a broad range of successful community events and activities continue to enhance the attractiveness of the Shire as a tourist destination. Tourism Inverell will provide continued support for many of the events and campaigns held throughout 2017. Furthermore, additional initiatives, promotions, and marketing strategies will be implemented to maintain the Inverell Shire and our region as an attractive tourist destination.

ITEM NO:	2.	FILE NO: S25.12.11
DESTINATION 5:	The communities are served by sustainable services and infrastructure	S
SUBJECT:	2016 GENERAL REVALUATION OF LAND VALUES	
PREPARED BY:	Emma Murphy, Rates Clerk	

SUMMARY:

The NSW Valuer General has now provided Council with the 2016 General Valuations for the 8067 properties within the Inverell Shire. The following information is provided for the Committee.

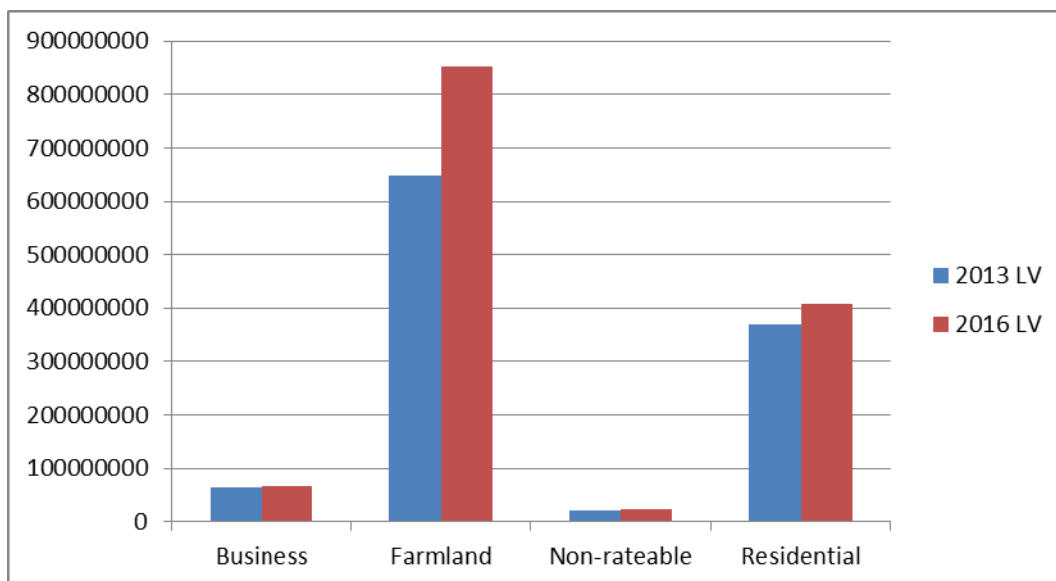
COMMENTARY:

The Office of the Valuer General has issued to Council the valuation details of the 2016 general valuation; the base date for valuations is now 1 July, 2016. While Council would not normally have received a new valuation until 2017, the whole state has been revalued as part of preparations for the NSW Emergency Services Levy.

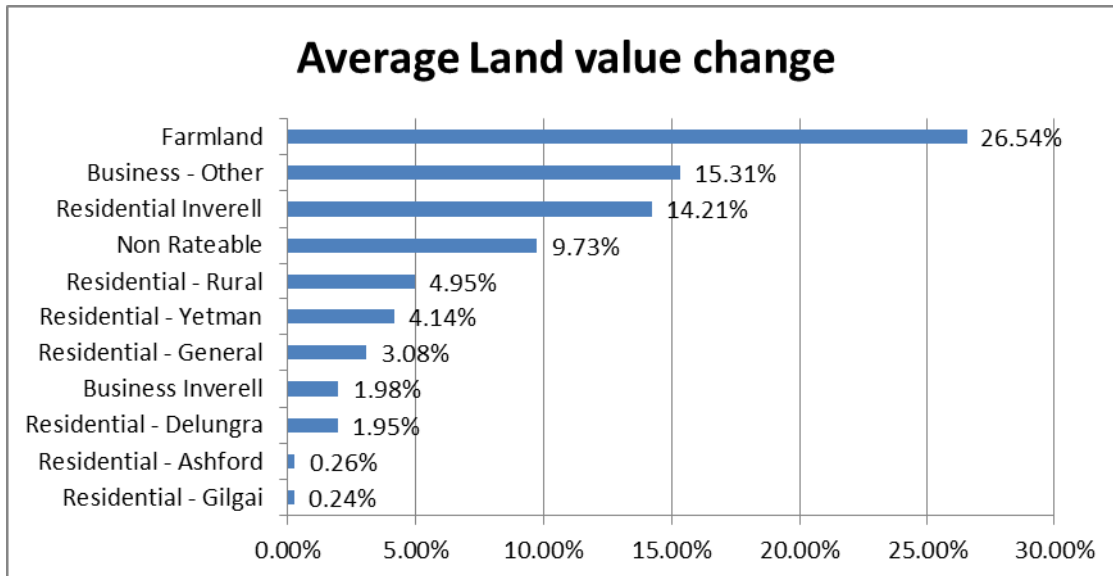
Valuation notices will be issued to all ratepayers by the Valuer General over the coming weeks. Ratepayers are able to lodge objections to land value, if they believe it is too high, to the Office of the Valuer General by the date specified on the notice.

The total land value for the Inverell Shire has increased by \$243,594,110. Prior to the 2016 revaluation the total land value was \$1,106,210,390. It is now \$1,349,804,500. This represents a total increase of approximately 22%.

The total value for the Shire is categorised into four (4) categories, business, farmland, residential and mining. It is noted that Council has no land valued in the category of mining. The categories have been illustrated below along with Council's non rateable land, which depicts the change in valuation change.



Analysis has been conducted within each rate category. The below graph illustrates the average percentage increase for each individual rate category. Whilst farmland has seen the highest valuation change, of the 1339 properties, 35% of the properties saw a change of +/-20%.



The new 2016 land values will be used in levying the General Rates for the 2017/18 rating year, commencing 1 July 2017. As the Committee will be aware, Council will not receive an increase in its total Rate Income from the increase in the valuations. Council's total General Rate income is limited by the Rate Peg and any approved Special Rate Variation, but cannot be increased above these amounts. Consequently, if the valuations increase, then the Rates in the dollar in each General Rate Category must decrease so that Council does not exceed its maximum allowable income.

There have been a number of comments and statements made by individuals that Council would raise additional rate income from the valuation increases, in the print media and on social media. This is totally incorrect and shows a lack of understanding of the rating system. Council's total rate income cannot increase by more than the amount allowed by the rate pegging limit.

RELATIONSHIP TO STRATEGIC PLAN, DELIVERY PLAN AND OPERATIONAL PLAN:

Strategy: S.01 Sound Local Government Administration, Governance and Financial Management are provided.

Term Achievement: S.01.02 A sound long term financial position is maintained.

Operational Objective: S.01.02.01 To manage Council Finances with the view to ensuring Council's ongoing financial health and stability, the discharge of statutory and fiduciary responsibilities, proper accounting systems and standards and an efficient and equitable revenue base.

POLICY IMPLICATIONS:

NIL

CHIEF FINANCIAL OFFICERS COMMENT:

As noted Council does not receive any additional General Rate Income from the new valuations.

LEGAL IMPLICATIONS:

As the Committee would be aware, increases in Council's total General Rate Income is limited by IPART.

RECOMMENDATION:

That the items contained in the Information Reports to the Economic and Community Sustainability meeting held 8 March, 2017, be received and noted.