



Mildura Rural City Council

Ordinary Council Meeting

AGENDA

5.00pm Thursday 23 July 2015

Council and Committee Room
76-84 Deakin Avenue, Mildura

Cr Glenn Milne
Cr John Arnold
Cr Greg Brown
Cr Ali Cupper
Cr Mark Eckel
Cr Judi Harris
Cr Jill Joslyn
Cr Sharyon Peart
Cr Max Thorburn

Mayor
Deputy Mayor

Making this the most liveable, people friendly community in Australia.

Prayer

Almighty God,
We who are gathered together in Council,
pledge ourselves to work in harmony for
the welfare and development of our Rural City.

Guide us, we pray, in our deliberations,
help us to be fair in our judgement and
wise in our actions,
so that prosperity and happiness
shall be the lot of our people.

Amen.

Acknowledgement of Country

“I would like to acknowledge the traditional custodians of
the land on which we are meeting, the Latji Latji people,
and pay my respects to Elders both past and present.”

Note to Councillors

Declaration of Interest

Councillors should note that in accordance with Section 77A of the Local Government Act 1989, there is an obligation to declare a conflict of interest in a matter before Council.

A conflict of interest can be a direct or indirect interest in a matter.

A person has a direct interest if:

1. There is a reasonable likelihood that the benefits, obligations, opportunities or circumstances of the person would be directly altered if the matter is decided in a particular way;
2. There is a reasonable likelihood that the person will receive a direct benefit or loss that can be measured in financial terms if the matter is decided in a particular way;
3. There is a reasonable likelihood that the residential amenity of the person will be directly affected if the matter is decided in a particular way.

A person has an indirect interest if the person has:

1. A close association whereby a "family member" of the person has a direct or indirect interest or a "relative" has a direct interest, or a member of the person's household has a direct interest in a matter;
2. An indirect financial interest in the matter;
3. A conflicting duty;
4. Received an "applicable" gift;
5. Become an interested party in the matter by initiating civil proceedings or becoming a party to civil proceedings in relation to the matter; or
6. A residential amenity affect.

Disclosure of Interest

A Councillor must make full disclosure of a conflict of interest by advising the class and nature of the interest immediately before the matter is considered at the meeting. While the matter is being considered or any vote taken, the Councillor with the conflict of interest must leave the room and notify the Chairperson that he or she is doing so.

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**1 PRAYER AND TRADITIONAL LAND OWNER
ACKNOWLEDGEMENT**

2 OPENING AND WELCOME

3 PRESENT

4 APOLOGIES

5 CONFIRMATION OF MINUTES

Ordinary Council Meeting held on 25 June 2015

That Council confirm the minutes of the Ordinary Council Meeting of 25 June 2015 as a correct record.

Special Council Meeting held on 14 July 2015

That Council confirm the minutes of the Ordinary Council Meeting of 14 July 2015 as a correct record.

6 CONFIRMATION OF ASSEMBLY OF COUNCILLORS

In accordance with Section 80A of the Local Government Act 1989 (the Act), records of Assemblies of Councillors must be reported at the next practicable Council meeting and recorded in the minutes.

An Assembly of Councillors is defined in Section 76AA of the Act as a meeting at which matters are considered that are intended or likely to be the subject of a Council decision or the exercise of a delegated authority and which is either of the following:

- A meeting of an advisory committee where at least one Councillor is present; or
- A planned or scheduled meeting that includes at least half the Councillors and at least one Council officer.

The record is therefore presented for Council's noting.

Recommendation

That Council note the Assembly of Councillors record from the meetings held on the 9 and 14 July 2015.

7 NOTIFICATION OF ABSENCE

8 MAYORAL REPORT

8.1 MAYOR'S REPORT - JUNE 2015

File Number: 02/01/06

1. Summary

The following is a report on the activities and functions attended by the Mayor during the month of June 2015.

2. Recommendation

That Council note the contents of this report.

3. Comments

- Attended Collective Impact Training Days
- Confronting Rate Capping Workshop / New Revenue Opportunities, Melbourne
- Launch: Mildura Living Winter Edition
- Launch of Reconciliation Action Plan
- Henty Highway Committee Teleconference
- Murray River Group of Councils Mayor's & CEO's Meeting, Koondrook
- Officiated at Civic Welcome for the Australian Bravery Association Reunion
- Mildura Development Corporation / Mildura Asia Business Networking Event
- Finance Portfolio Meeting
- Forum re the Future of Local Television News in our Region
- Council Forum
- National General Assembly of Local Government, Canberra
- Regional Cities Victoria Meeting, Melbourne
- Met with Hon Steven Herbert, Minister for Training & Skills: Announcing Learning Local Award Recipients
- Attended St Andrews Mildura Centenary Celebrations
- Meeting regarding Mildura Airport Resurfacing Project & Grant Application
- Amendment C75 & C89 Panel Hearing
- Attended meeting with Mildura City Heart Board
- Meeting with representatives of Sunraysia Daily
- Mildura Rural City Council Grants Presentation
- Ordinary Council Meeting
- Future Directions Discussions with Mildura Development Corporation and Mildura Tourism
- Attended meeting with Nichols Point residents regarding school
- Mildura Motor Cycle Club Annual Dinner
- Attended Regional Jobs and Infrastructure Fund Launch, Castlemaine

9 COUNCILLORS REPORTS

9.1 COUNCILLORS' REPORT - JUNE 2015

File Number: 02/01/06

1. Summary

The following is a report on the activities and functions attended by Councillors during the month of June 2015.

2. Recommendation

That Council note the contents of this report.

3. Comments

Cr John Arnold

- Local Government Forum: Loddon Mallee Waste & Resource Recovery Group, Swan Hill
- Launch: Mildura Living Winter Edition
- Launch of Reconciliation Action Plan
- Attended National Ice Task Force Information Session
- Loddon Mallee Waste & Resource Recovery Group Meeting, Bendigo
- Attended the Launch of Melbourne Cup Tour
- Meeting with Jenny Mikakos MP, Minister for Families, Children & Youth Affairs
- Mildura Development Corporation / Mildura Asia Business Networking Event
- National Australia Bank Breakfast Presentation
- Attended Mildura Resort Advisory Committee Meeting

Cr Ali Cupper

- Refer following table

Cr Greg Brown

- Refer following table

Cr Mark Eckel

- Public Meeting: Save WIN TV News
- Launch: Mildura Living Winter Edition
- 7 Day Makeover for Langtree Mall Meeting
- Launch of Reconciliation Action Plan
- Participated in Reconciliation Walk
- Mallee Family Violence Executive Meeting
- Attended White Ribbon School Accreditation Presentation
- Mildura Development Corporation / Mildura Asia Business Networking Event
- Old Aerodrome Ovals Sporting Complex Advisory Board Meeting
- Attended Dante Alighieri Dinner
- Mallee Family Violence Executive Sub Committee Meeting

- Chaffey Trail Reference Group Meeting
- Official Launch of Brian Grogan Student Lounge, La Trobe University
- Mildura Development Corporation / Mildura Asia Business Networking Event
- Psyche Bend Reserve Committee of Management
- Attended St Andrews Mildura Centenary Celebrations
- Attended meeting with Mildura City Heart Board

Cr Judi Harris

- Attended Collective Impact Training Days
- Community Meeting: Mittyack Waste Management Issues
- Officiated at Mildura Eisteddfod Opening
- 7 Day Makeover for Langtree Mall Meeting
- Irymple Progress Association: Grand Opening of Lloyd Park Community Garden
- Australian Inland Botanic Garden Meeting
- Attended Opening of new Sunraysia Mallee Ethnic Communities Council Facilities
- Deakin Court Committee Meeting
- Australian Inland Botanic Garden Meeting
- Mildura Writer's Festival Committee Meeting
- Official Launch of Brian Grogan Student Lounge, La Trobe University
- Attended Cemetery Trust Briefing
- Murrayville Community Meeting: Waste Management
- Sunraysia Sustainability Network Meeting
- Attended St Andrews Mildura Centenary Celebrations
- Consultation regarding Lake Hawthorn
- Attended meeting with Mildura City Heart Board
- Radio Interview: Mildura Writer's Festival

Cr Jill Joslyn

- Launch of Reconciliation Action Plan
- Irymple Progress Association: Grand Opening of Lloyd Park Community Garden
- 7 Day Makeover for Langtree Mall Meeting
- Attended Opening of new Sunraysia Mallee Ethnic Communities Council Facilities
- Aboriginal Action Committee Meeting
- Official Launch of Brian Grogan Student Lounge, La Trobe University
- Official Opening: TAFE Kids Kindergarten Facility
- Official Opening: Kathleen Kelly Kindergarten Refurbishment
- Attended St Andrews Mildura Centenary Celebrations
- Presentation of Findings: Alcohol and Takeaway Food in Mildura
- Mildura Business Chamber: Business After 5 Meeting
- Arts Mildura Board Meeting

Cr Sharyon Peart

- Attended Collective Impact Training Days
- Launch: Mildura Living Winter Edition
- Irymple Progress Association: Grand Opening of Lloyd Park Community Garden
- Mildura Development Corporation / Mildura Asia Business Networking Event
- Official Launch of Brian Grogan Student Lounge, La Trobe University
- Northern Mallee Community Partnership Executive Committee Meeting

Cr Max Thorburn

- Refer following table

This table represents attendances by two or more Councillors at the following functions, as advised by Councillor acceptances for such functions:

Function Attended	COUNCILLOR (✓)							
	Cupper	Arnold	Brown	Eckel	Harris	Joslyn	Peart	Thorburn
Council Forum		✓	✓	✓	✓	✓		✓
Ordinary Council Meeting	✓	✓	✓	✓	✓	✓	✓	✓
Civic Welcome for the Australian Bravery Association Reunion				✓		✓	✓	
Mildura Rural City Council Grants Presentation		✓		✓	✓	✓	✓	

Attachments

There are no attachments for this report.

10 RESPONSES TO COUNCILLORS QUESTIONS

10.1 CR MARK ECKEL - LEASE FEE'S AND CHARGES - COMMUNITY/SPORTING GROUPS

Record Number: 08/04/03

“Can Council be provided with a report on the history of the smaller sporting clubs regarding the paying of rates in addition to leasing charges and is consideration given to their capacity to pay? Could the report come back across the municipality as there may be inequitable situations concerning smaller clubs?”

This matter was addressed by Richard Sexton, Manager Corporate Administration in a memorandum provided to Councillors dated 26 June 2015.

All sporting clubs, of any size that occupy Council land by way of a formal lease, under the Local Government Act (1989) and Valuation of Land Act (1960) are considered rateable and Council is therefore obliged to charge rates. All rate charges are based on a Capital Improved Valuation system and currently Sporting Clubs are addressed under a Cultural and Recreational Rate that is set at 10% of the general rate applied to residential properties. In terms of Rates, these clubs are also likely to receive associated Waste Management and Fire Services Levy charges.

With regard Lease fees, Council applies a methodology contained with its Policy for non-commercial lease agreements which ensures a consistent and equitable fee structure is applied to all lessees

In terms of the question of a Club's capacity to pay either Lease fees or Rates, Council maintains a Hardship Policy that allows individuals to make their case for financial consideration and Council's assessment of such issues raised is done on an individual case by case basis.

In conclusion, Rates and Lease fees are applied consistently across the municipality to all sporting clubs located on Council land and the only issue of equity would stem from an individual club's financial capacity.

Attachments

There are no attachments for this report.

10.2 CR MAX THORBURN - 2014/2015 APPROVED GRANTS

Record Number: 02/01/01

“Can Councillors be provided with a complete list of all annual grants approved by Council for the 2014/2015 financial year, including the amounts and recipients?”

This matter was addressed by Martin Hawson, General Manager Community in a memorandum provided to Councillors dated 29 June 2015.

A complete list of grants approved by Council for the 2014/2015 financial year was provided together with details of projected funding amounts for 2015/2016.

Attachments

There are no attachments for this report.

11 QUESTIONS FROM COUNCILLORS

12 NOTICES OF MOTION

Nil

13 MANAGEMENT REPORTS

13.1 COMMUNITY SATISFACTION SURVEY RESULTS 2015

File Number: 08/09/02
Officer: General Manager Corporate

1. Summary

The purpose of this report is to inform Council of the results from Council's 2015 Community Satisfaction Survey.

2. Recommendation

That Council receive and note Council's Community Satisfaction Survey results for 2015.

3. Background

Each year Mildura Rural City Council commissions an independent market research company to conduct an annual community satisfaction survey on Council's behalf. The Community Satisfaction Survey is run in addition to the annual state-wide Local Government Community Satisfaction Survey, which the Victorian Government auspices and coordinates on behalf of all Victorian councils.

This report details the findings of Mildura Rural City Council's 2015 Community Satisfaction Survey results.

4. Discussion

Summary of key findings

Overall, respondents indicated a moderate level of satisfaction with Council. Respondents rated their overall satisfaction with Council as 3.5 out of 7 on average.

Community members were most satisfied with libraries, immunisation programs, garbage collection, recycling, and the general courtesy of Council staff.

Community members rated lowest levels of satisfaction with rail services and infrastructure, value for money, Council's responsiveness to community input and feedback, and Council's engagement in decision-making.

The most important areas to the community were immunisation programs, emergency management, recreation facilities, swimming pools and support to people with a disability.

The overall top five improvement areas for Council are; value for money, Council's responsiveness to community input and feedback, performance of the elected Council, Council's engagement in decision-making and local roads.

Similar to 2014 results, the areas that were considered as being of least importance to the community were largely related to arts and cultural programs and facilities. However, we need to be clear that these areas are not seen as being unimportant.

Forty-nine per cent of respondents indicated they felt safe or very safe in the community, an increase from 2014 (46 per cent).

About one third of respondents (34 per cent) participate in a sport or physical recreation activity three or more times per week; a similar result from 2014 (33 per cent). Forty per cent of respondents participate in sport or physical recreation one or two times per week and 25 per cent of respondents indicate they do not engage in sport or physical recreation activity at all in an average week.

5. Time Frame

The Community Satisfaction Survey was conducted over a four week period from 16 March to 10 April 2015.

6. Strategic Plan Links

This report relates to the Council Plan in the Key Result Area:

4.1 Leadership and Representation

Goal to be achieved:

- deliver results in line with community expectations.

7. Asset Management Policy/Plan Alignment

There are no Asset Management Policy/Plan considerations relative to this report.

8. Consultation Proposed/Undertaken

The Community Satisfaction Survey was conducted over a four-week period from 16 March to 10 April 2015. The survey was made available on Council's website as well as in paper form from Council's service centres and libraries.

A number of mediums were used to promote the survey including radio, newspaper, Community Matters newsletter and Social Media.

A total of 414 responses were received.

9. Implications

Policy Implication

The survey results will be taken into account, as part of the Strategic Measurement System, to understand areas in which Council may need to review current direction/policy and strategies in place.

Legal/Statutory Implications

The results of this survey contribute to Council's statutory reporting requirements.

Financial Implications

The cost of conducting this survey is operationally funded from the Organisational Development Branch budget.

Environmental Implications

There are no environmental implications associated with this report.

Social Implications

There are no social implications associated with this report.

10. Risk Assessment

By adopting the recommendation, Council will not be exposed to any significant risk.

11. Conflicts of Interest

No conflicts of interest were declared during the preparation of this report.

12. Conclusion

This research provides information that allows Council to monitor its performance over time and highlight areas for improvement.

Attachments

- 1 Community Satisfaction Survey Results 2015



Mildura Rural City Council Community Satisfaction Survey Report

All respondents

April 2015



Mildura Rural City Council

Insync Surveys Pty Ltd

Melbourne Phone: +61 3 9909 9209 • Fax: +61 3 9614 4460
Sydney Phone: +61 2 8081 2000 • Fax: +61 2 9955 8929
Address PO Box 446, Flinders Lane, VIC 8009, Australia
Website www.insyncsurveys.com.au



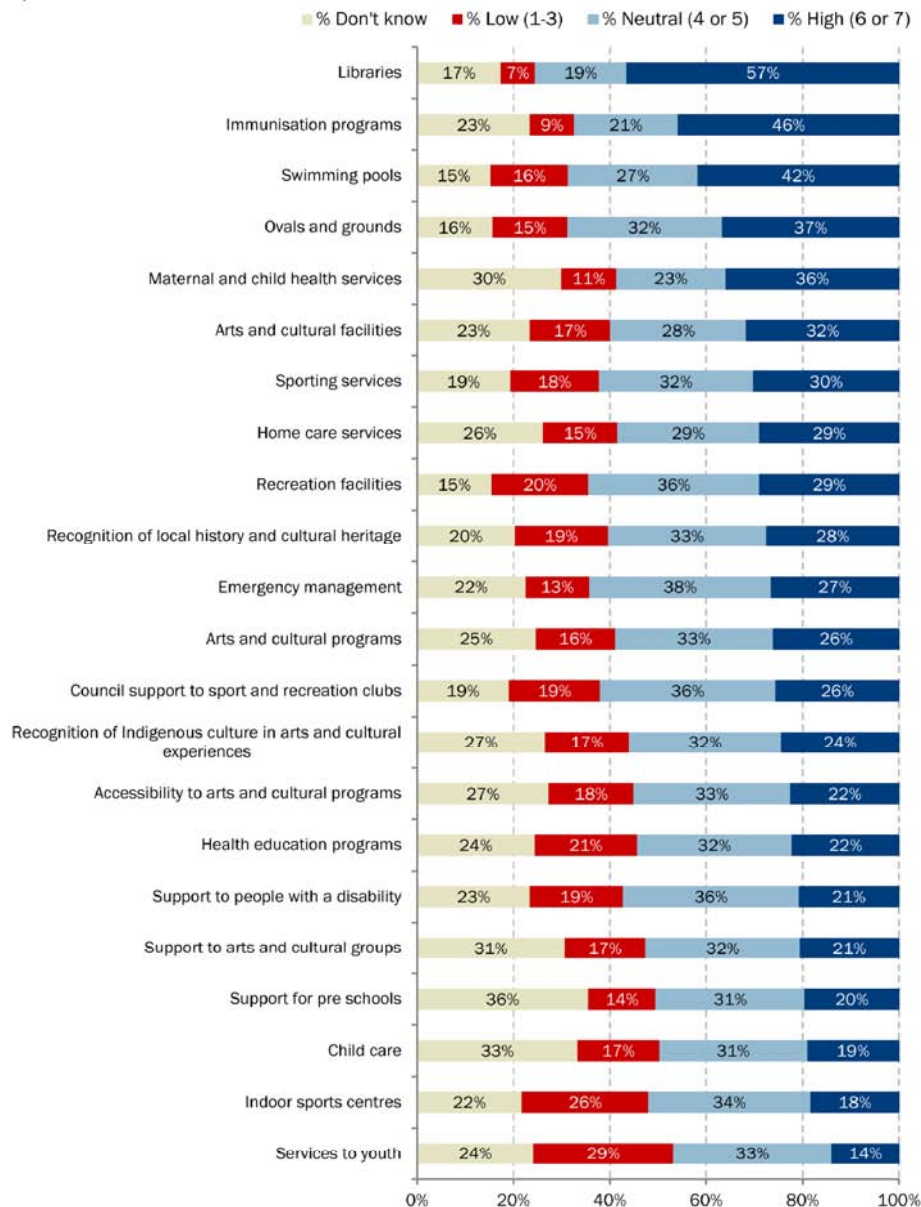
Overall – All respondents (414 responses)

Community

How well is Council performing?

Respondents were asked to rate how the Council was performing on a number of Community services and programs where 1 = Low and 7 = High on a 7-point scale. If respondents were not familiar with, or had not used a service, they could select "Don't know".

The percentage of responses for each Community service/program is presented in the graph below. The results are ordered by the percentage of positive responses (i.e., ratings of 6 or 7 out of 7) where the areas with more positive responses are listed first.





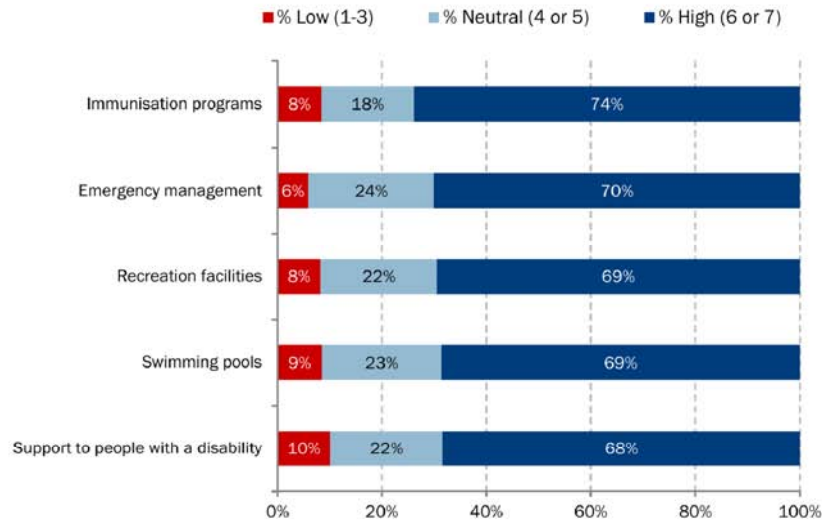
How important is this area to the Community?

Respondents were asked to rate the importance of each Community service/program where 1 = Low and 7 = High on a 7-point scale.

Listed in the graphs below are the top five and bottom five importance areas.

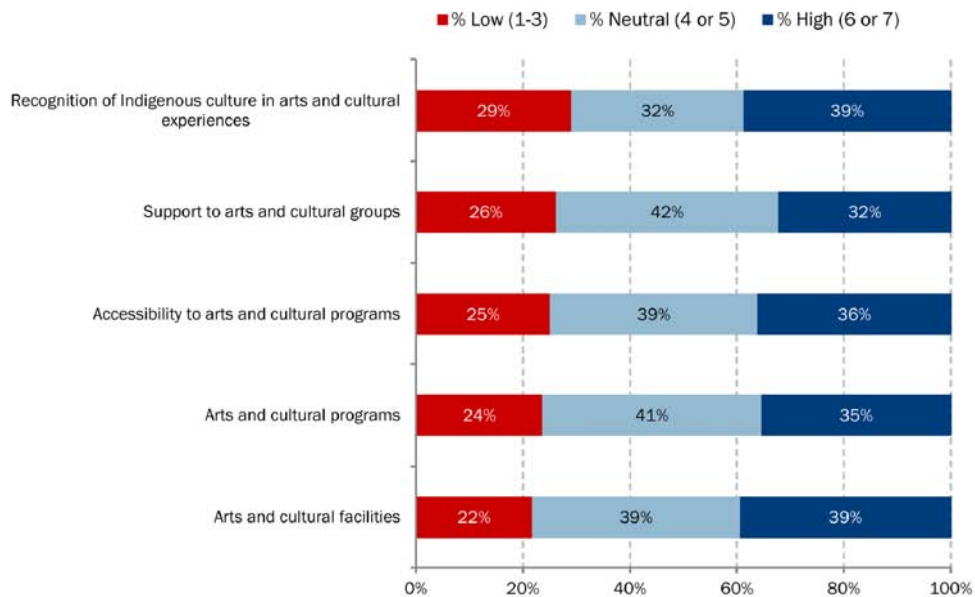
Top 5 importance areas

The top five areas are ranked in terms of the percentage of positive responses (i.e., ratings of 6 or 7 out of 7).



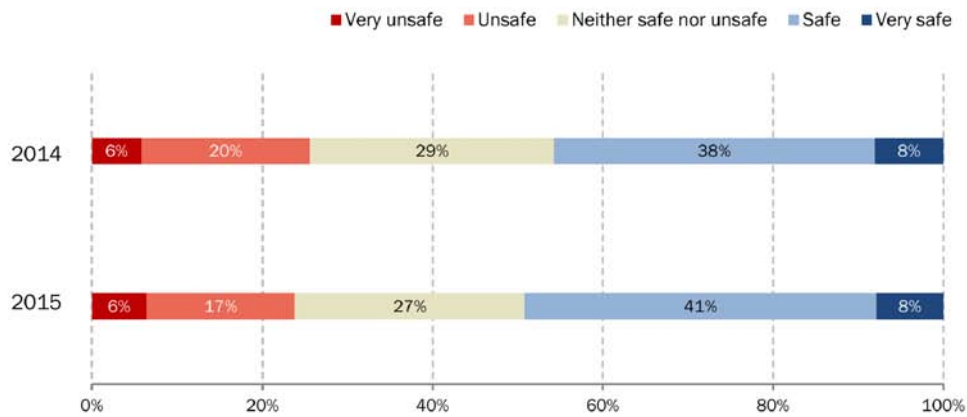
Bottom 5 importance areas

The bottom five areas are ranked in terms of the percentage of negative responses (i.e., ratings of 1, 2 or 3 out of 7).

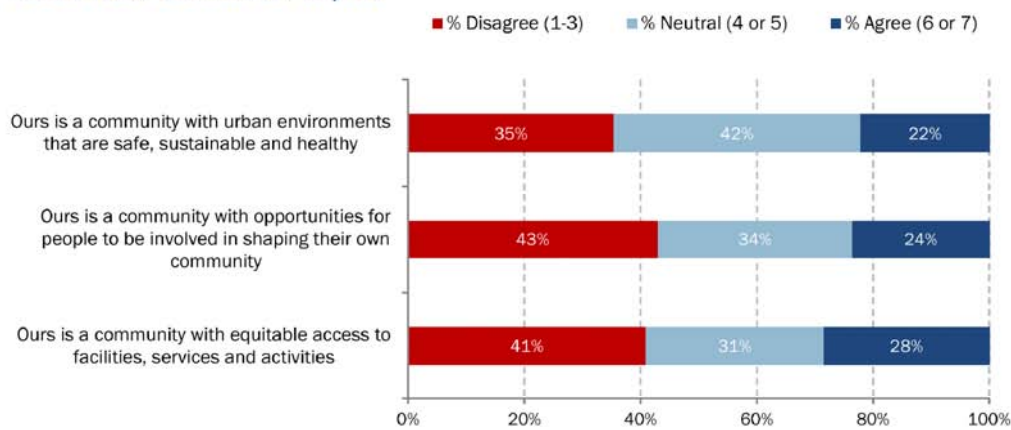




How safe do you feel in your community?

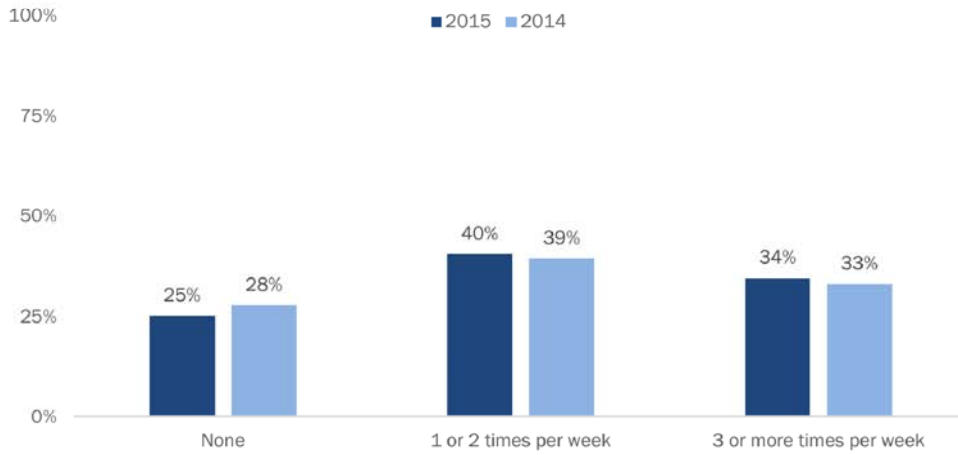


Ours is a community...





In an average week, how many times do you participate in a sport or physical recreation activity?



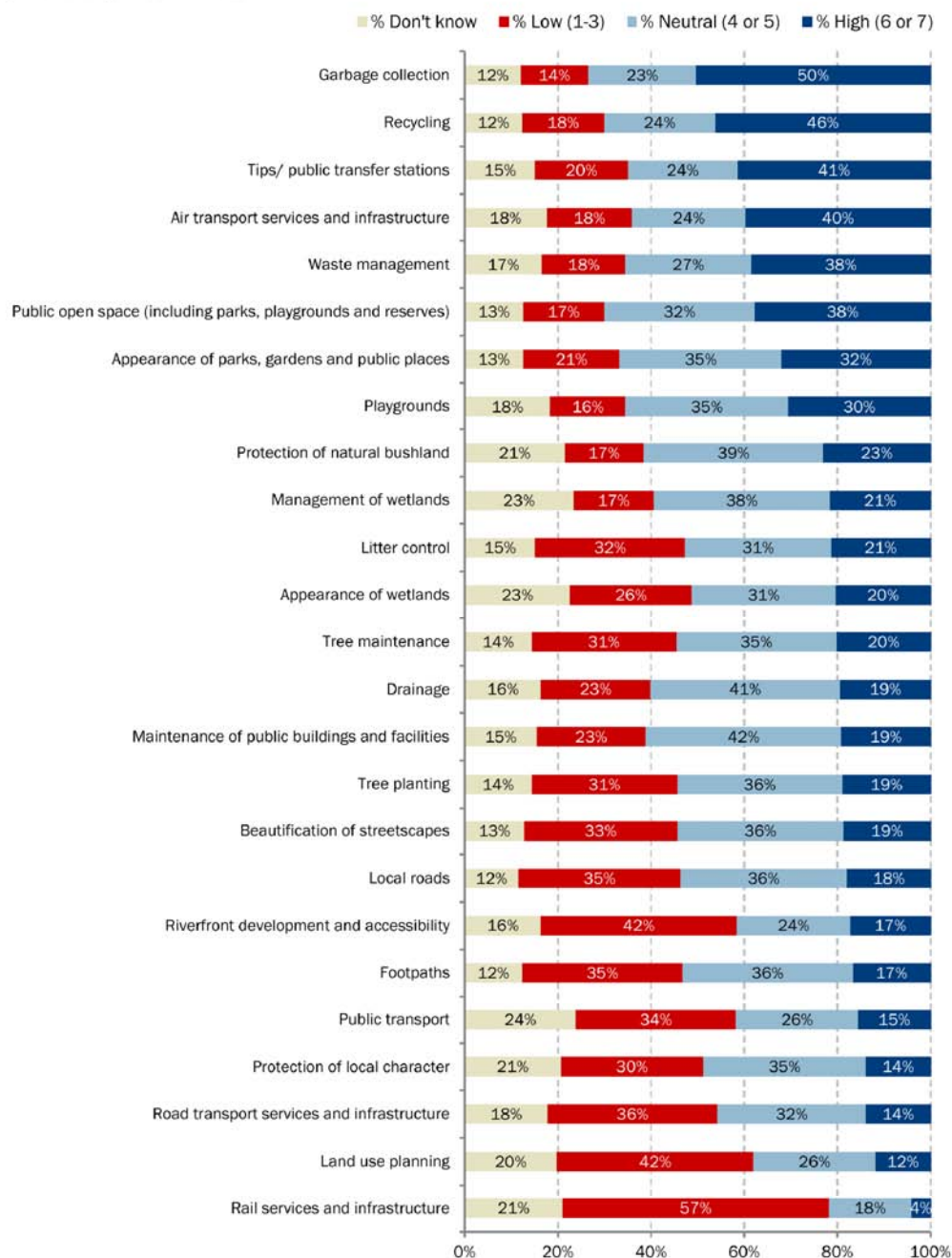


Environment

How well is Council performing?

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Environment

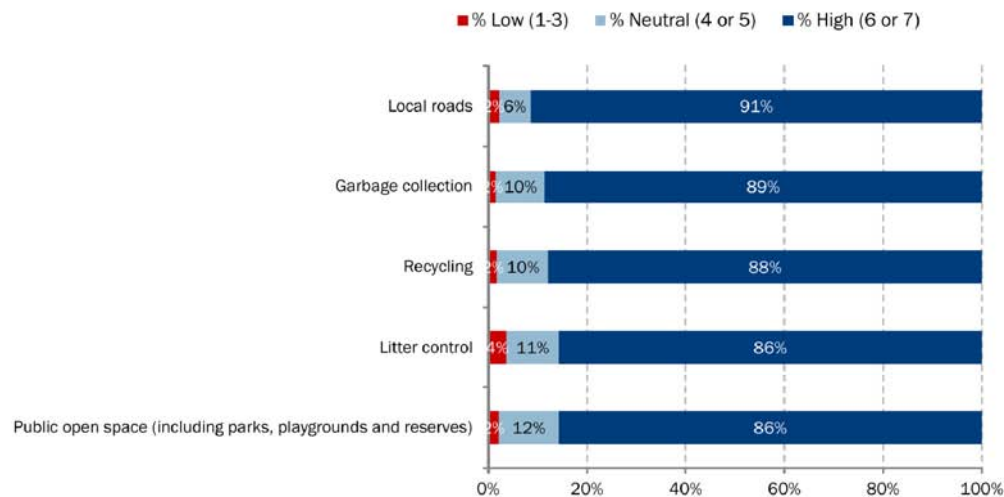
How important is this area to the Community?

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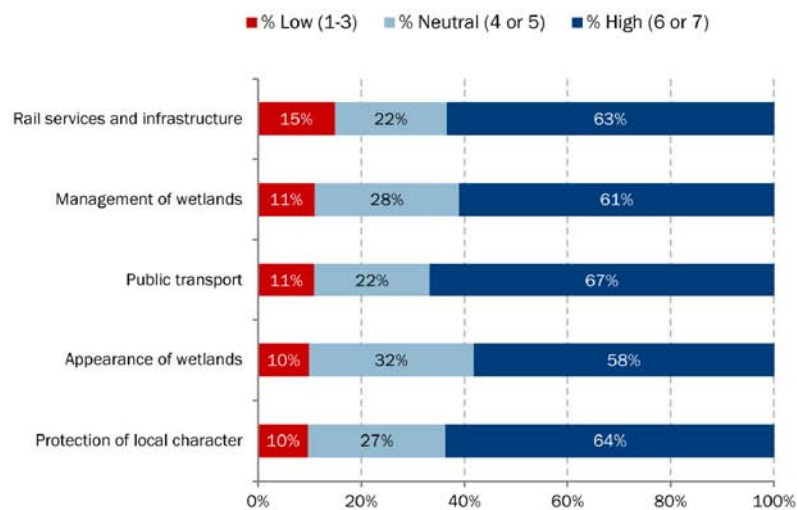
Top 5 importance areas

The top five areas are ranked in terms of the percentage of positive responses (i.e., ratings of 6 or 7 out of 7)



Bottom 5 importance areas

The bottom five areas are ranked in terms of the percentage of negative responses (i.e., ratings of 1, 2 or 3 out of 7).



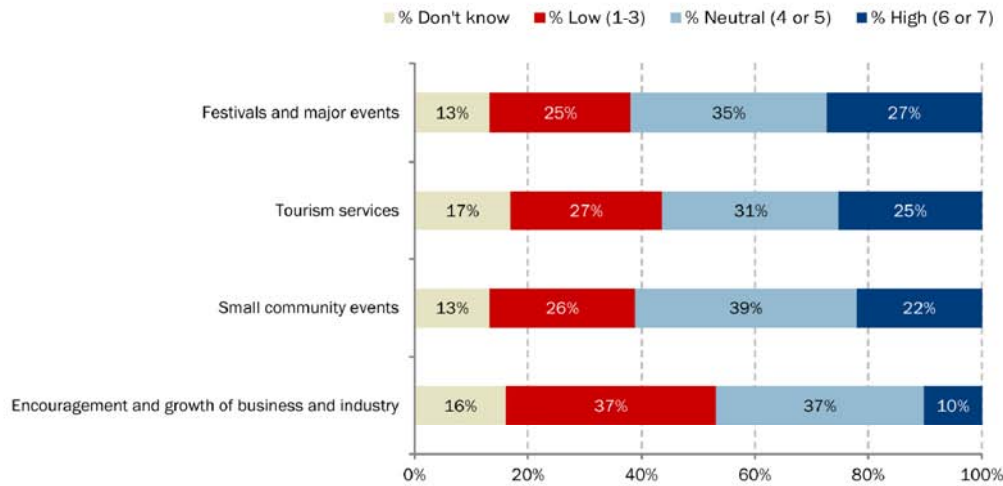


Economy

How well is Council performing?

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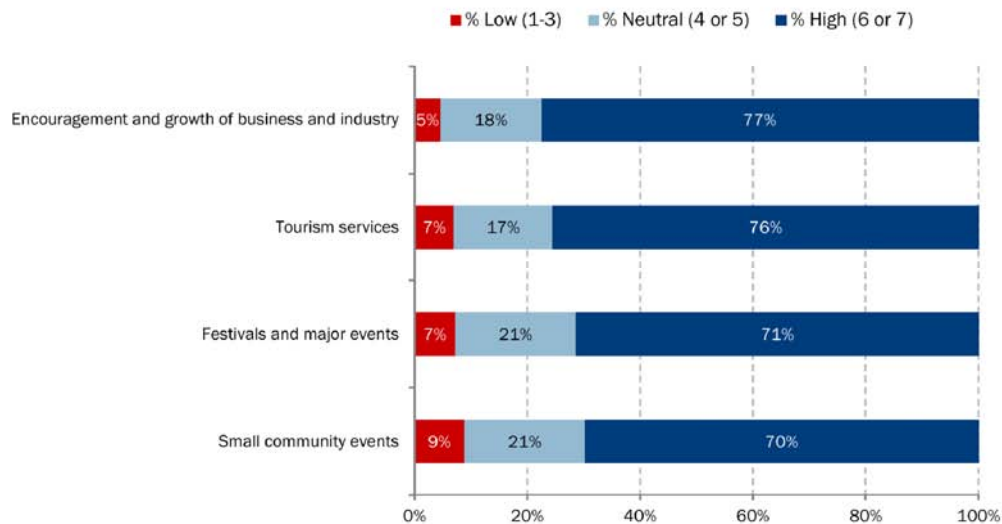
The percentage of responses for each Community service/program is presented in the graph below. The results are ordered by the percentage of positive responses (i.e., ratings of 6 or 7 out of 7) where the areas with more positive responses are listed first.



How important is this area to the Community?

Respondents were asked to rate the importance of each Community service/program where 1 = Low and 7 = High on a 7-point scale.

Listed in the graphs below are the top five importance areas. The top five areas are ranked in terms of the percentage of positive responses (i.e., ratings of 6 or 7 out of 7).



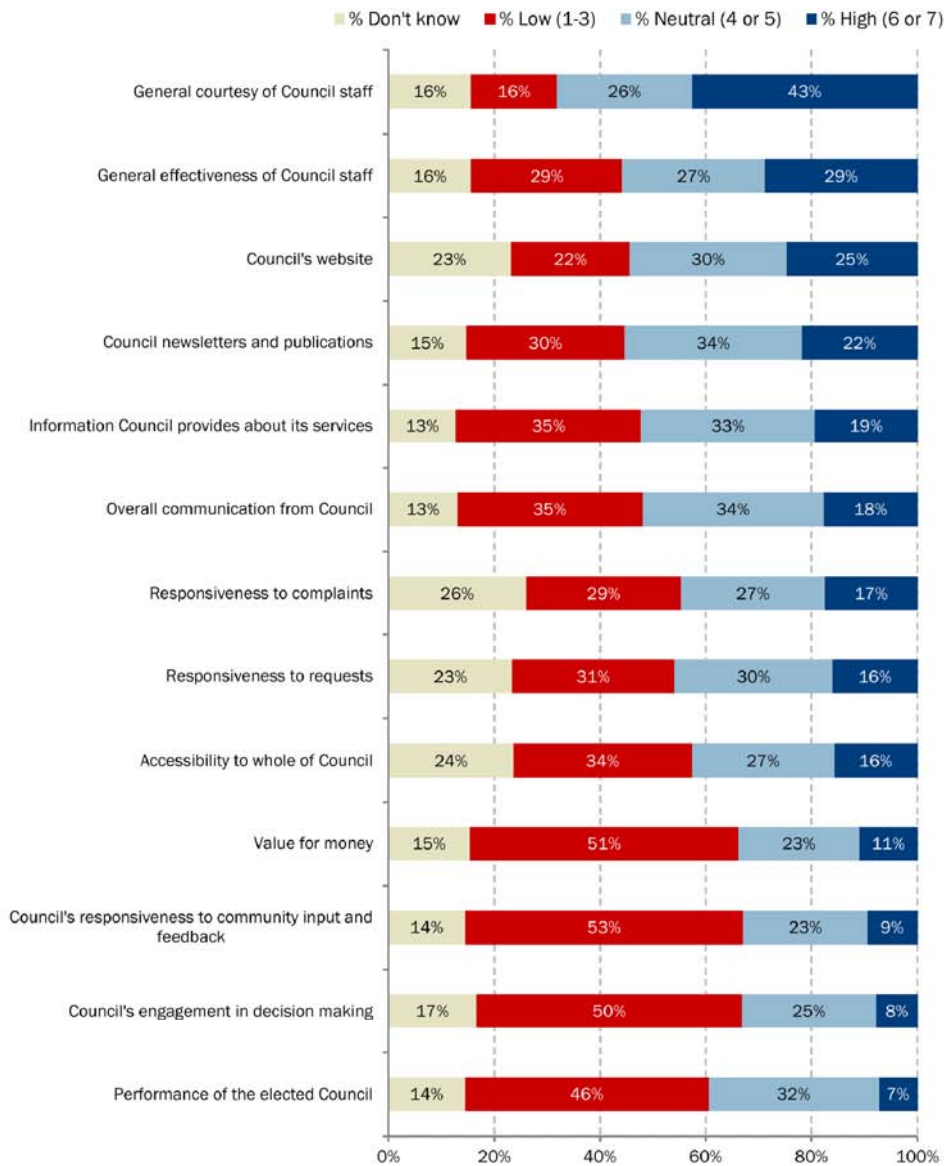


Council

How well is Council performing?

Respondents were asked to rate how the Council was performing on a number of Community services and programs where 1 = Low and 7 = High on a 7-point scale. If respondents were not familiar with, or had not used a service, they could select "Don't know".

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Council

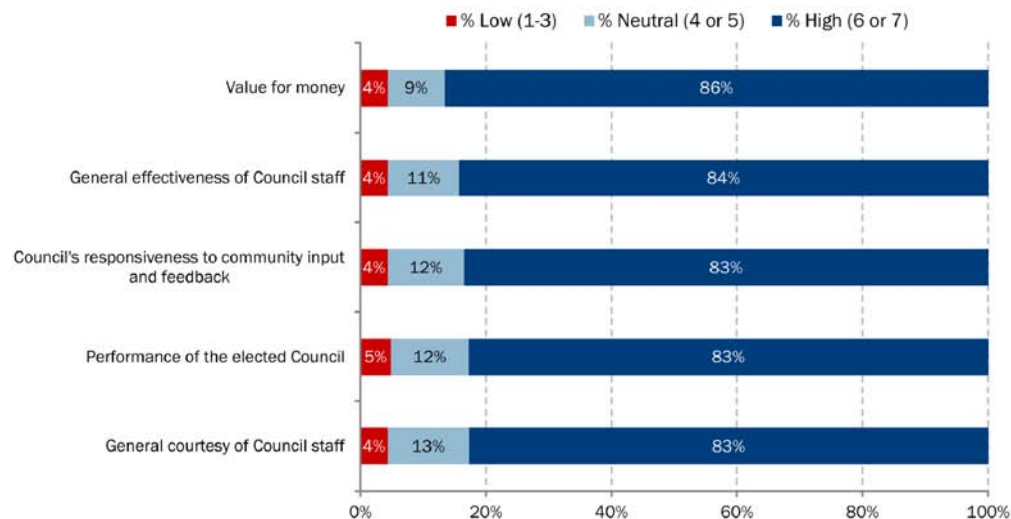
How important is this area to the Community?

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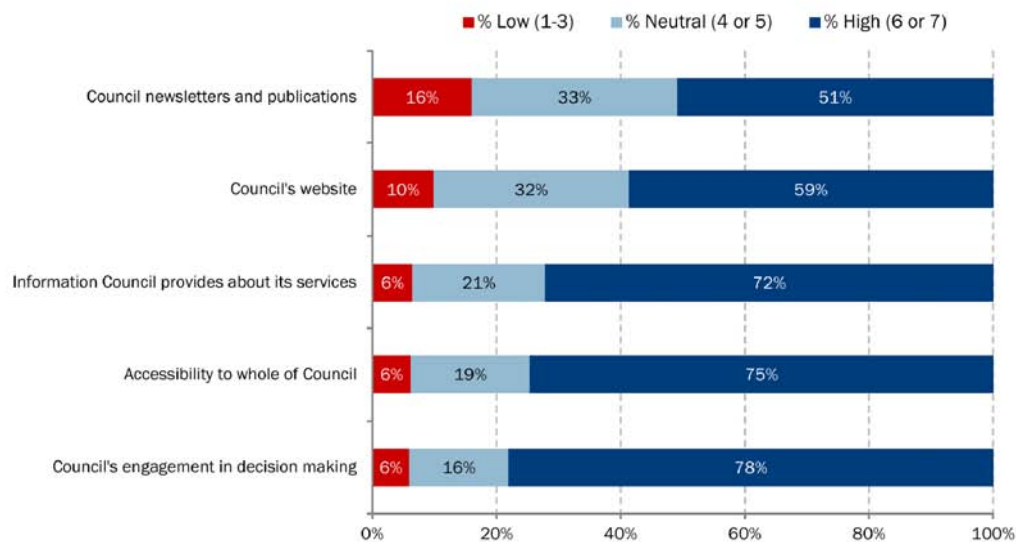
Top 5 importance areas

The top five areas are ranked in terms of the percentage of positive responses (i.e., ratings of 6 or 7 out of 7).



Bottom 5 importance areas

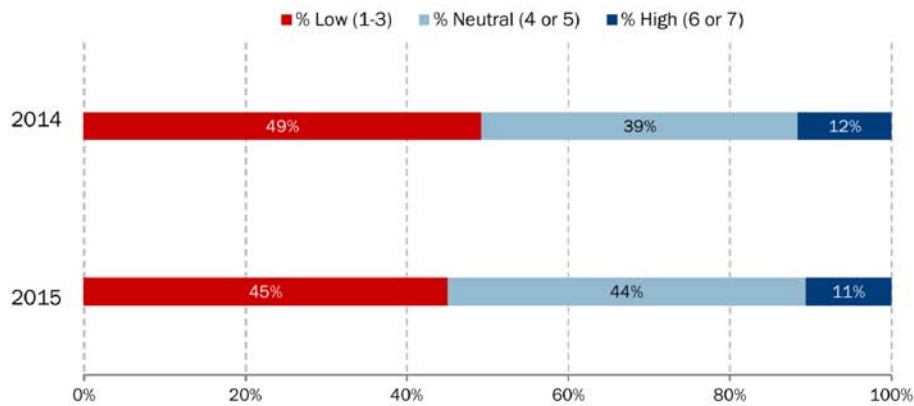
The bottom five areas are ranked in terms of the percentage of negative responses (i.e., ratings of 1, 2 or 3 out of 7).



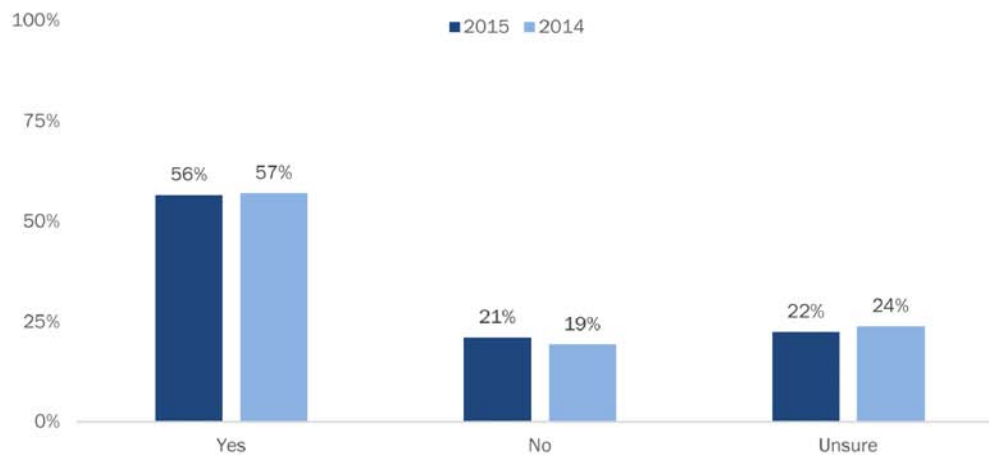


Overall satisfaction with Council's performance

Respondents were asked to rate their overall satisfaction with Council's performance where 1 = Low and 7 = High on a 7-point scale.



Would you recommend Mildura Rural City Council as a place to live





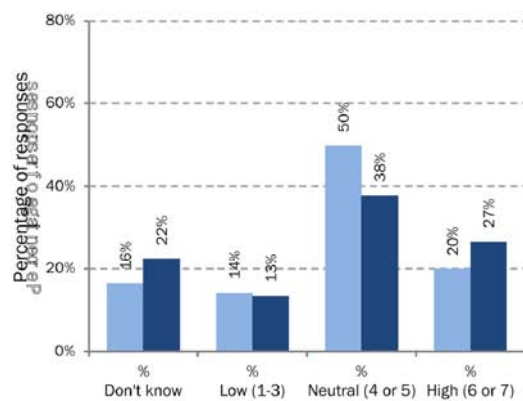
Overall – All respondents (414 responses)

These charts show the survey participants' responses to each survey item. The columns show the percentage of respondents that selected option on the 7 point scale. Above each chart is the average Performance rating for 2015. The number in brackets represents the average shift in rating since the previous survey.

Community

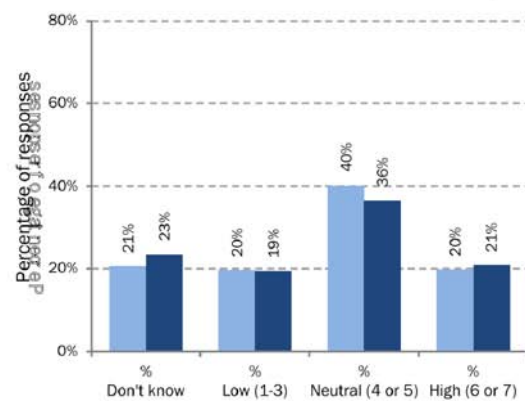
Emergency management

2015 Performance score: 5.50(+0.35)



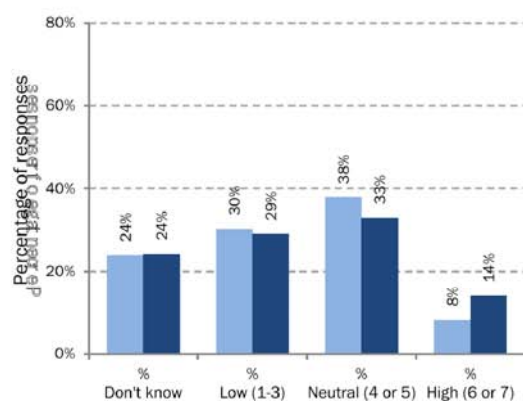
Support to people with a disability

2015 Performance score: 5.25(+0.07)



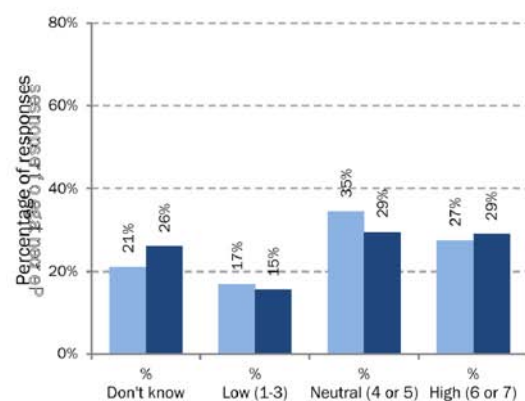
Services to youth

2015 Performance score: 4.95(+0.17)



Home care services

2015 Performance score: 5.57(+0.21)



Legend:

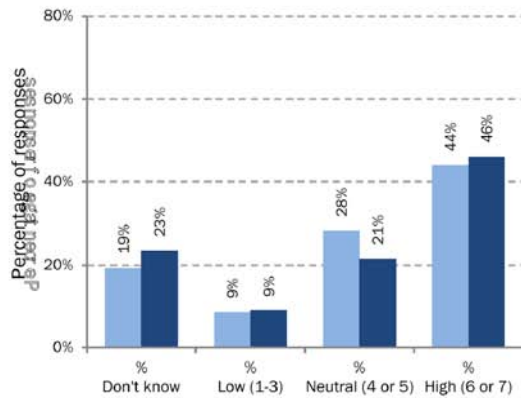
Trend over time ■ 2014 ■ 2015



Community (Continued)

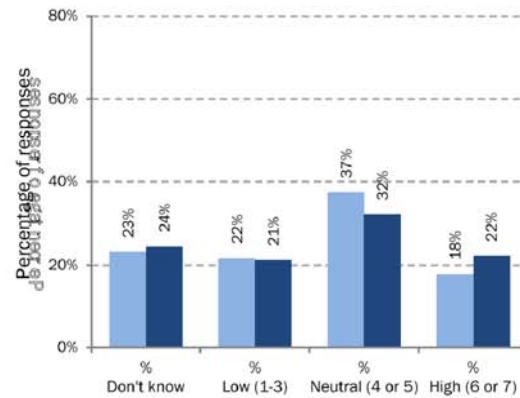
Immunisation programs

2015 Performance score: 6.01(+0.14)



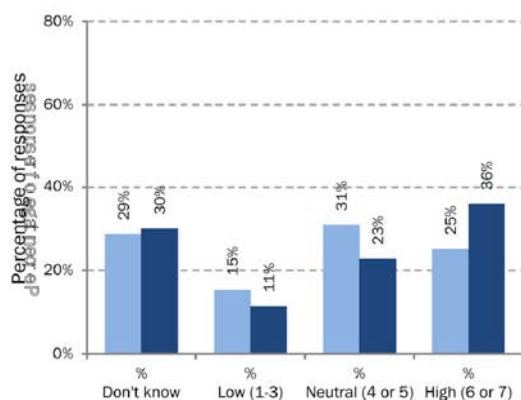
Health education programs

2015 Performance score: 5.28(+0.09)



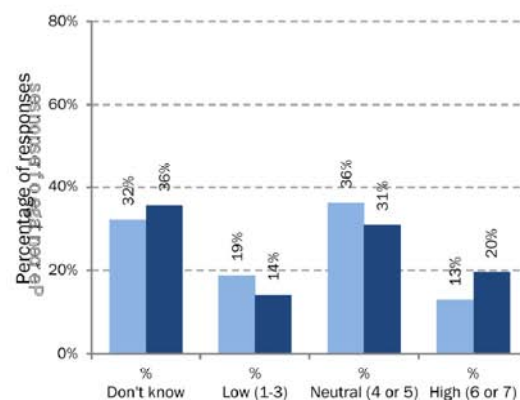
Maternal and child health services

2015 Performance score: 5.97(+0.36)



Support for pre schools

2015 Performance score: 5.79(+0.37)



Legend:

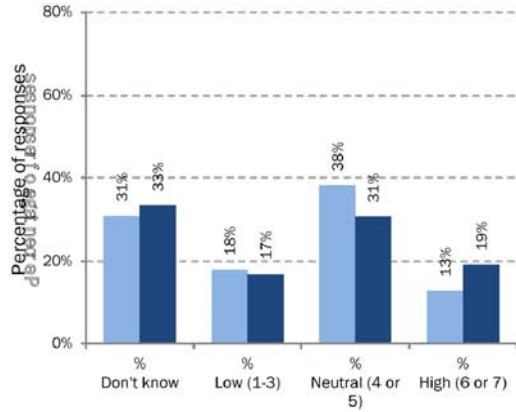
Trend over time ■ 2014 ■ 2015



Community (Continued)

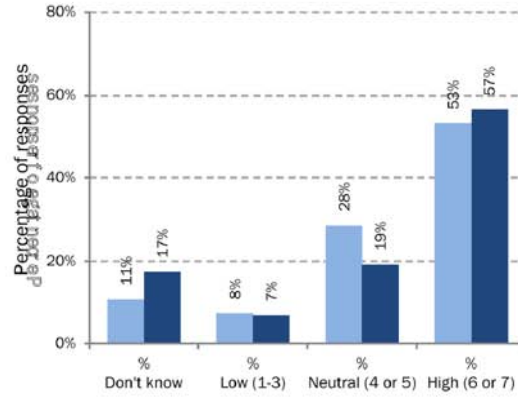
Child care

2015 Performance score: 5.63(+0.21)



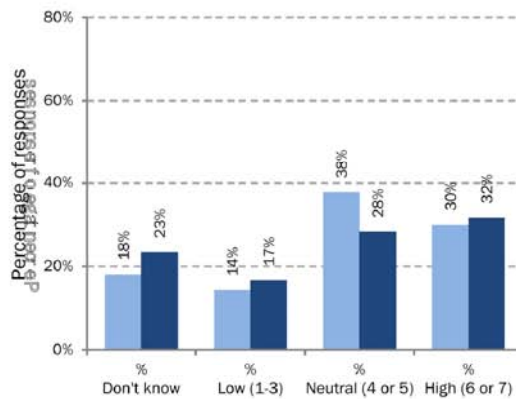
Libraries

2015 Performance score: 6.10(+0.36)



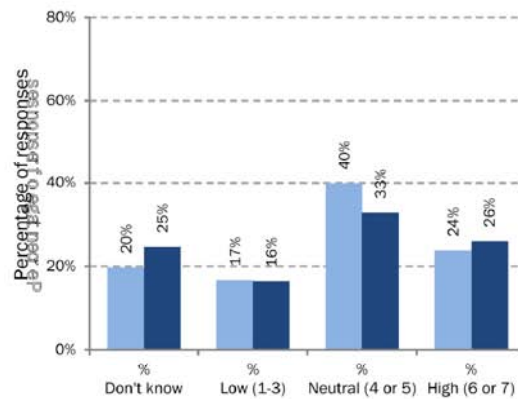
Arts and cultural facilities

2015 Performance score: 5.51(+0.18)



Arts and cultural programs

2015 Performance score: 5.46(+0.23)



Legend:

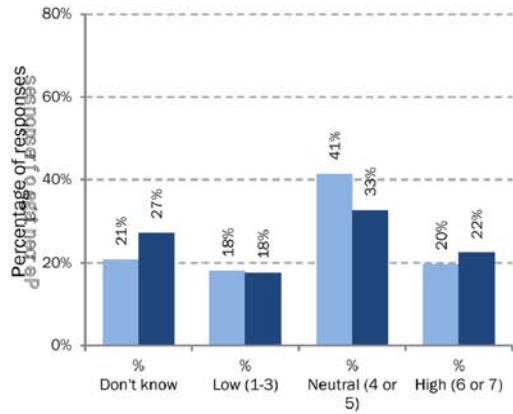
Trend over time 2014 2015



Community (Continued)

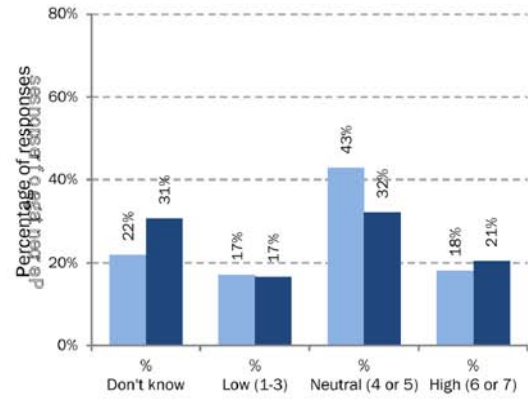
Accessibility to arts and cultural programs

2015 Performance score: 5.44(+0.26)



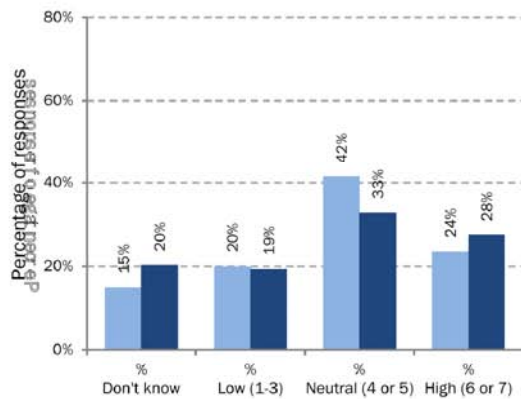
Support to arts and cultural groups

2015 Performance score: 5.57(+0.42)



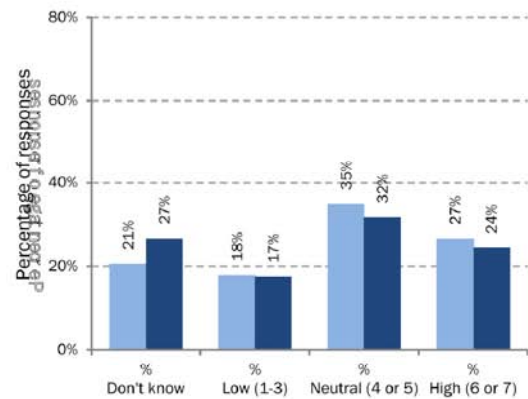
Recognition of local history and cultural heritage

2015 Performance score: 5.32(+0.33)



Recognition of Indigenous culture in arts and cultural experiences

2015 Performance score: 5.48(+0.16)



Legend:

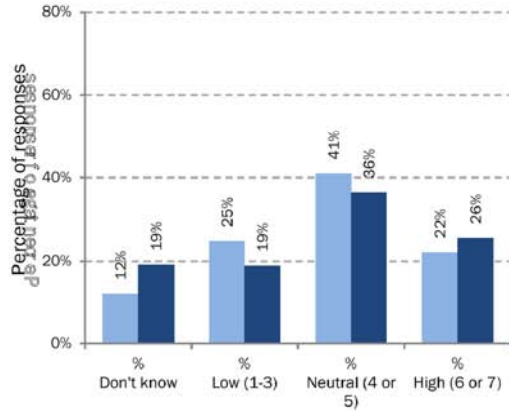
Trend over time 2014 2015



Community (Continued)

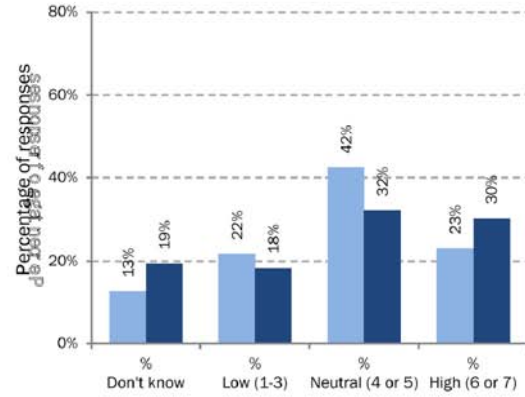
Council support to sport and recreation clubs

2015 Performance score: 5.30(+0.58)



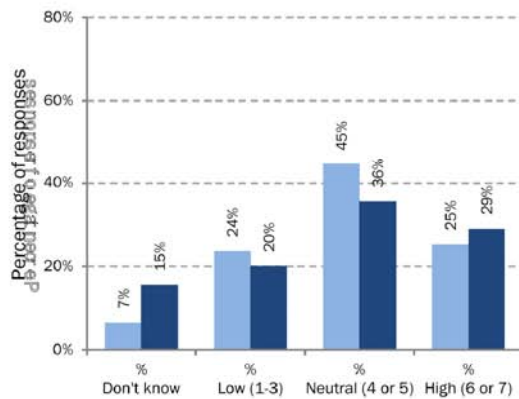
Sporting services

2015 Performance score: 5.40(+0.52)



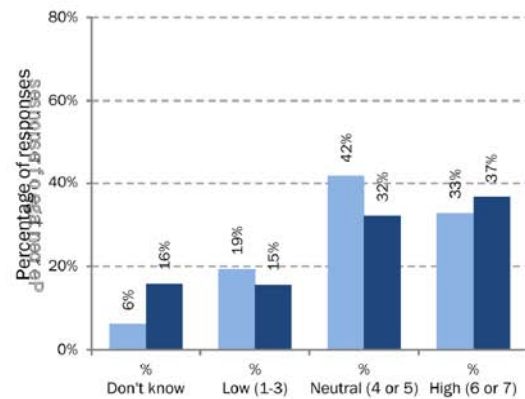
Recreation facilities

2015 Performance score: 5.16(+0.48)



Ovals and grounds

2015 Performance score: 5.44(+0.54)



Legend:

Trend over time 2014 2015

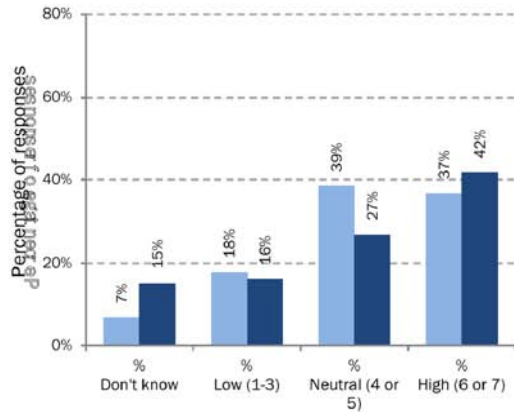


Community (Continued)

Swimming pools

2015 Performance score:

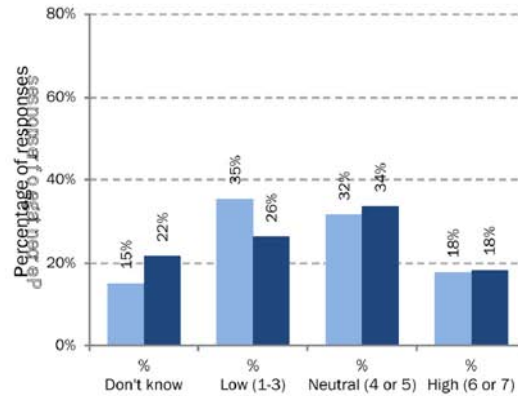
5.50(+0.47)



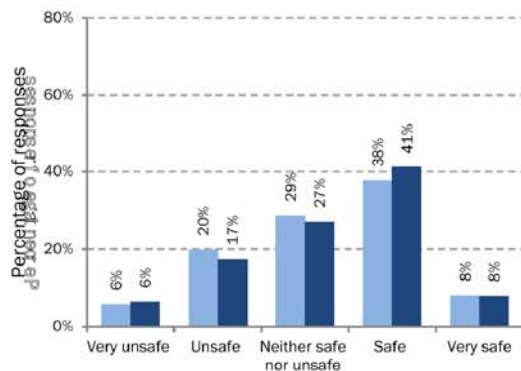
Indoor sports centres

2015 Performance score:

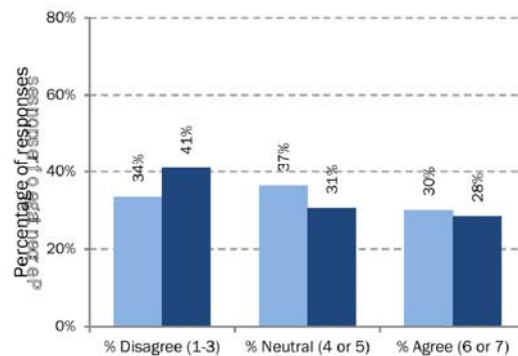
4.96(+0.46)



How safe do you feel in your community



Ours is a community with equitable access to facilities, services and activities



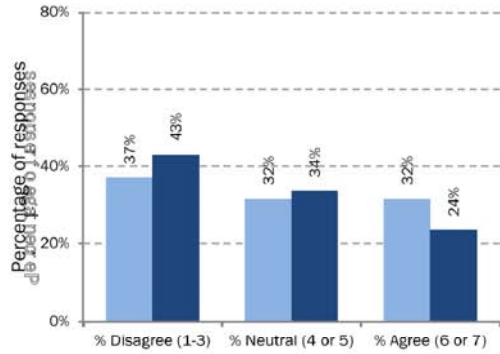
Legend:

Trend over time 2014 2015

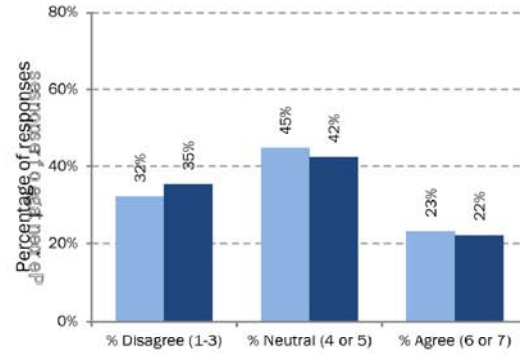


Community (Continued)

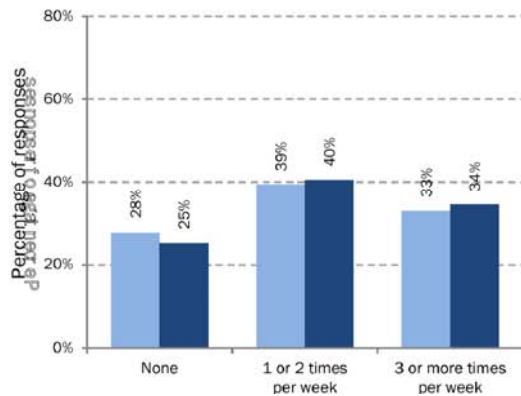
Ours is a community with opportunities for people to be involved in shaping their own



Ours is a community with urban environments that are safe, sustainable and healthy



In an average week, how many times do you participate in a sport or physical recreation



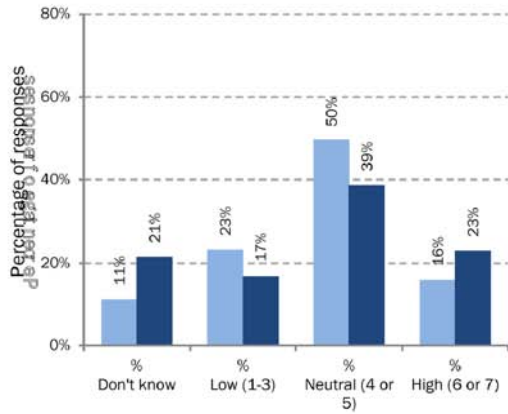
Legend:

Trend over time 2014 2015

Environment

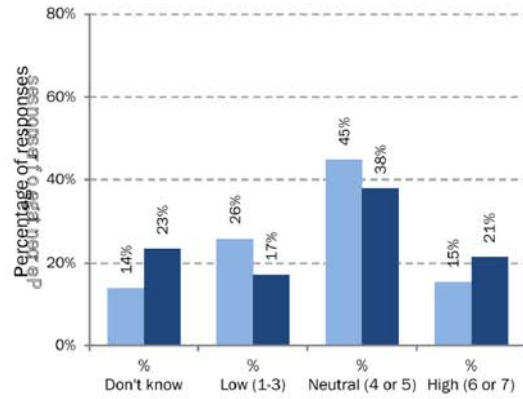
Protection of natural bushland

2015 Performance score: 5.29(+0.60)



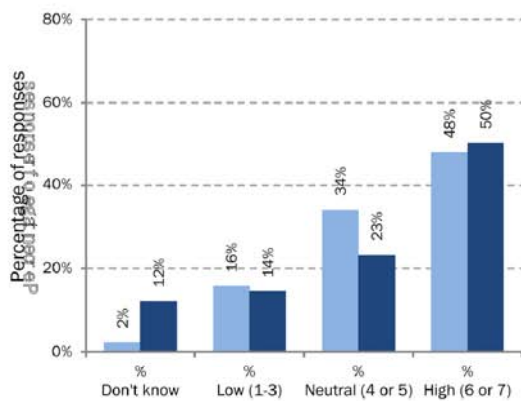
Management of wetlands

2015 Performance score: 5.30(+0.63)



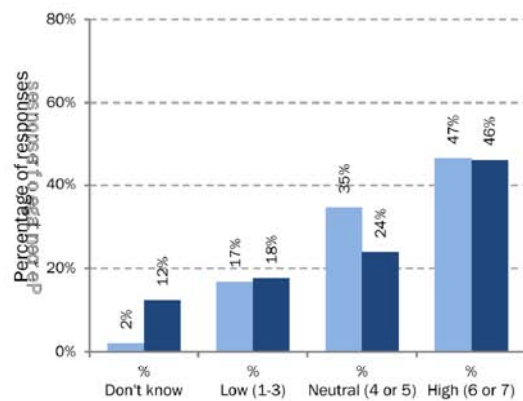
Garbage collection

2015 Performance score: 5.64(+0.47)



Recycling

2015 Performance score: 5.47(+0.39)



Legend:

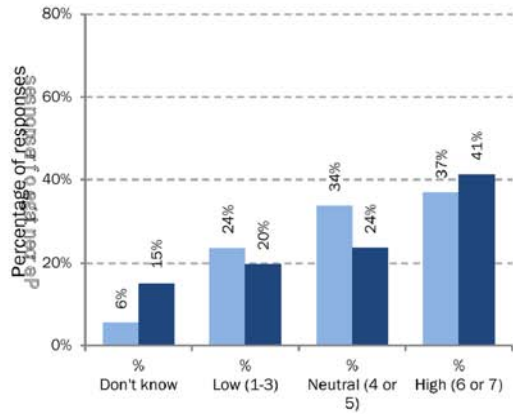
Trend over time 2014 2015



Environment (Continued)

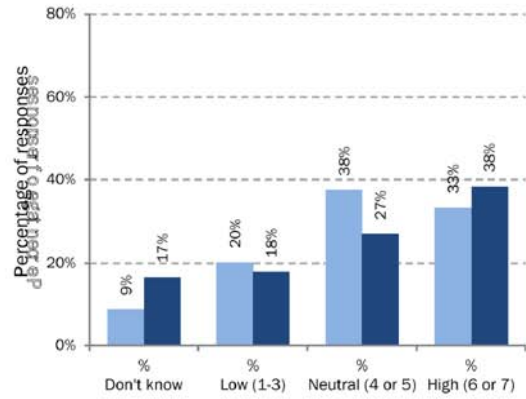
Tips/ public transfer stations

2015 Performance score: 5.37(+0.55)



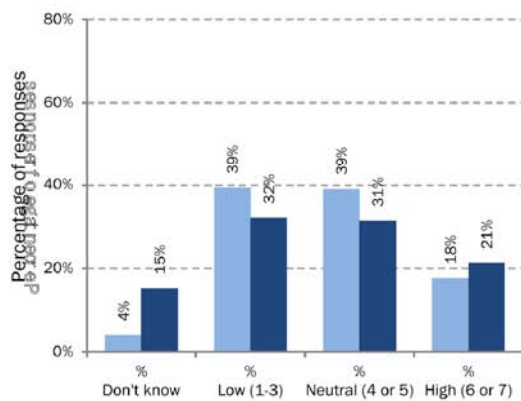
Waste management

2015 Performance score: 5.39(+0.42)



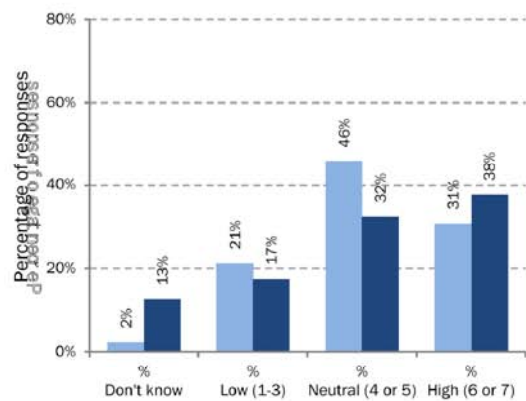
Litter control

2015 Performance score: 4.59(+0.63)



Public open space (including parks, playgrounds and reserves)

2015 Performance score: 5.26(+0.60)



Legend:

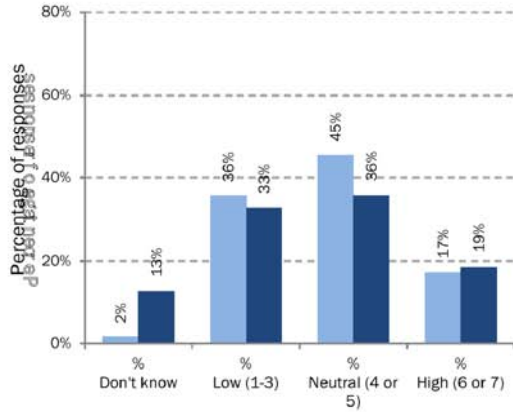
Trend over time 2014 2015



Environment (Continued)

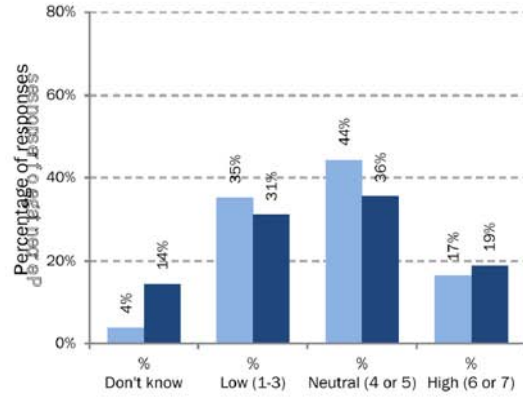
Beautification of streetscapes

2015 Performance score: 4.53(+0.48)



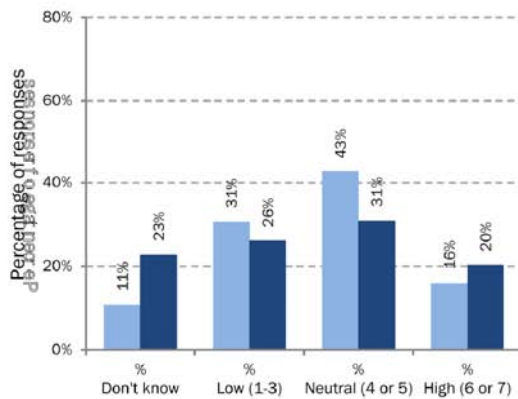
Tree planting

2015 Performance score: 4.60(+0.43)



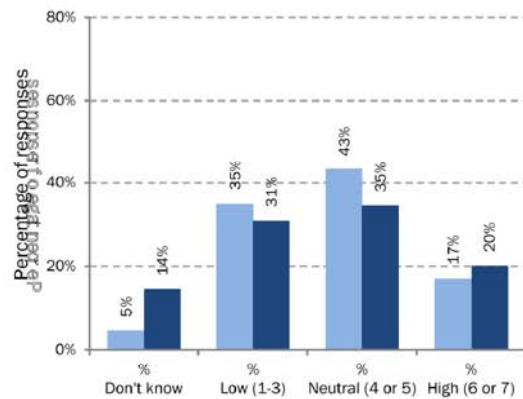
Appearance of wetlands

2015 Performance score: 5.00(+0.57)



Tree maintenance

2015 Performance score: 4.60(+0.45)



Legend:

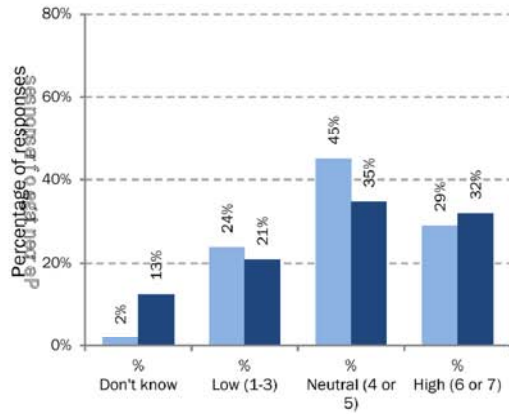
Trend over time 2014 2015



Environment (Continued)

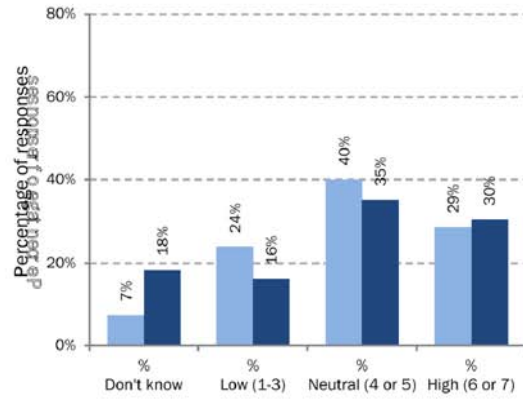
Appearance of parks, gardens and public places

2015 Performance score: 5.08(+0.47)



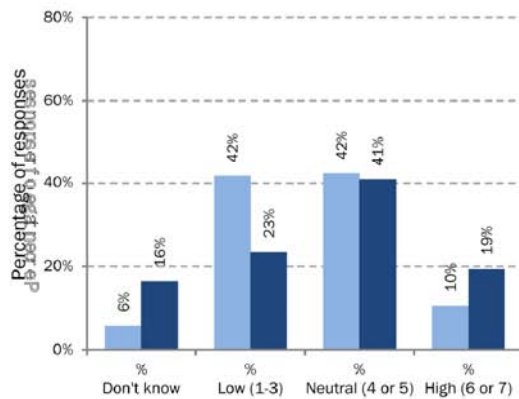
Playgrounds

2015 Performance score: 5.37(+0.61)



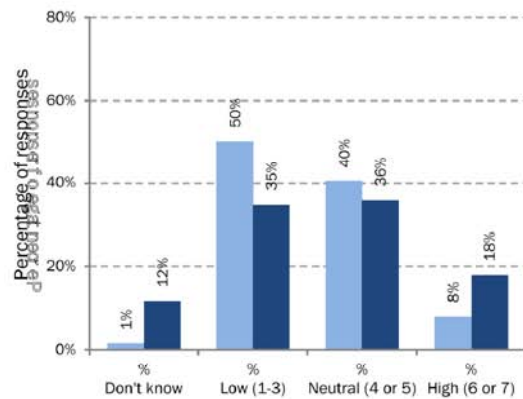
Drainage

2015 Performance score: 4.84(+1.01)



Local roads

2015 Performance score: 4.35(+0.99)



Legend:

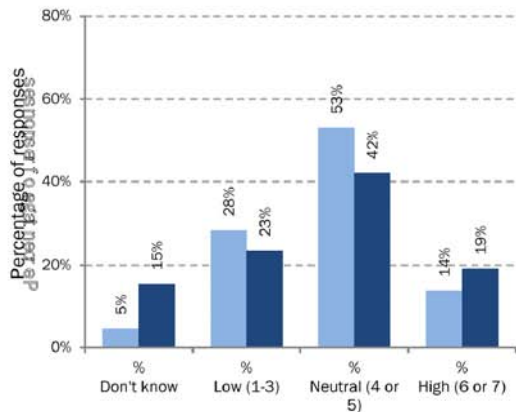
Trend over time 2014 2015



Environment (Continued)

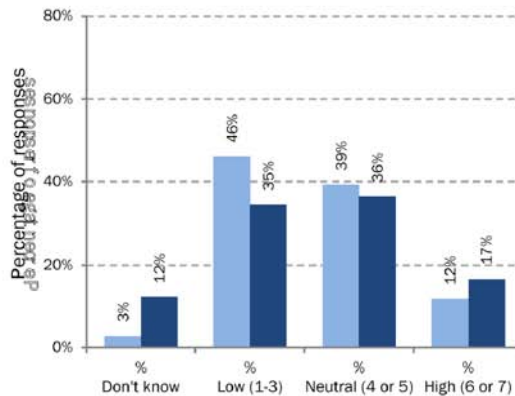
Maintenance of public buildings and facilities

2015 Performance score: 4.86(+0.62)



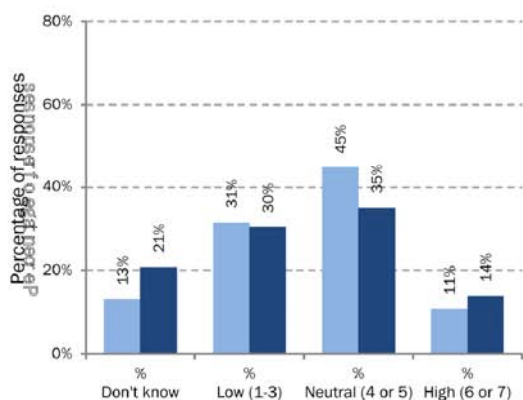
Footpaths

2015 Performance score: 4.36(+0.69)



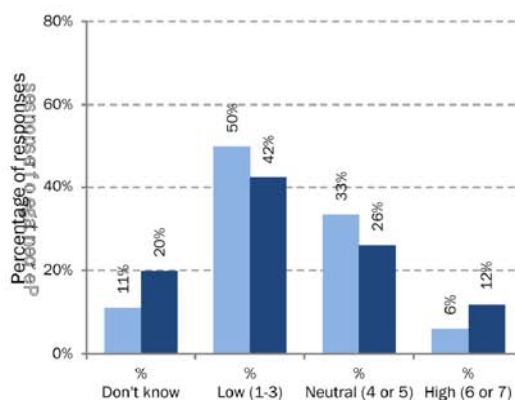
Protection of local character

2015 Performance score: 4.66(+0.25)



Land use planning

2015 Performance score: 4.26(+0.59)



Legend:

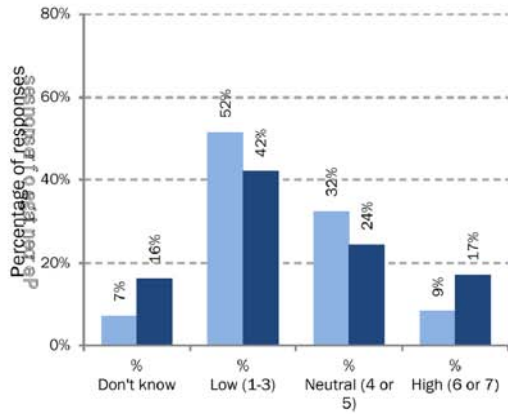
Trend over time 2014 2015



Environment (Continued)

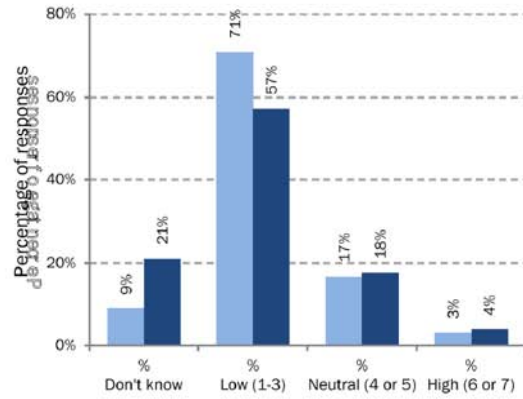
Riverfront development and accessibility

2015 Performance score: 4.24(+0.72)



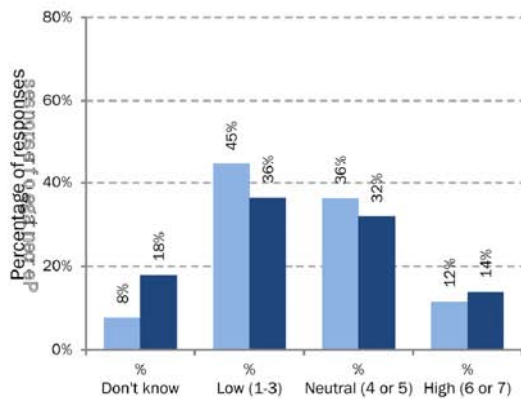
Rail services and infrastructure

2015 Performance score: 3.66(+0.80)



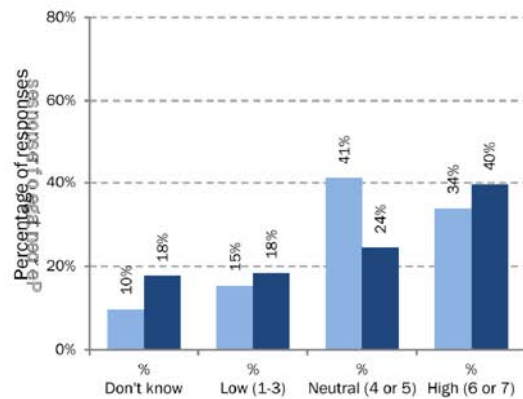
Road transport services and infrastructure

2015 Performance score: 4.40(+0.59)



Air transport services and infrastructure

2015 Performance score: 5.42(+0.26)



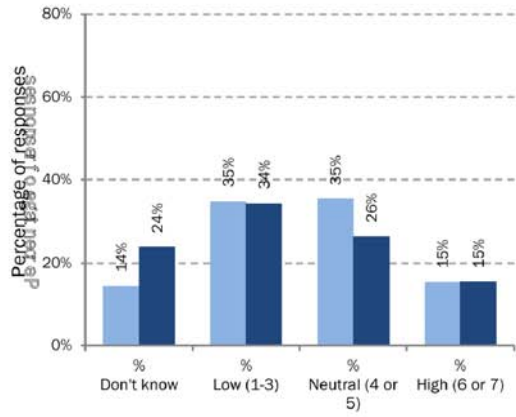
Legend:

Trend over time 2014 2015

Environment (Continued)

Public transport

2015 Performance score: 4.72(+0.30)



Legend:

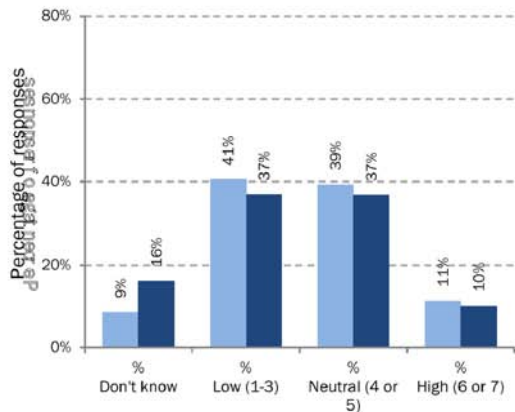
Trend over time 2014 2015



Economy

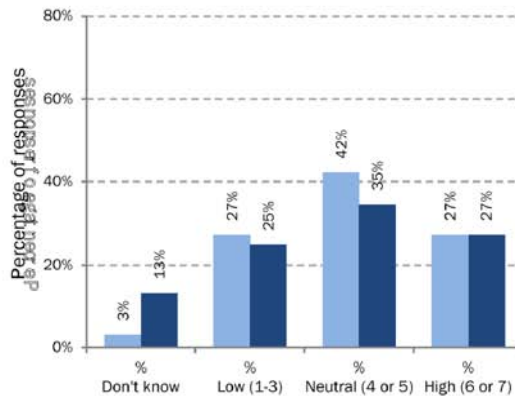
Encouragement and growth of business and industry

2015 Performance score: 4.32(+0.32)



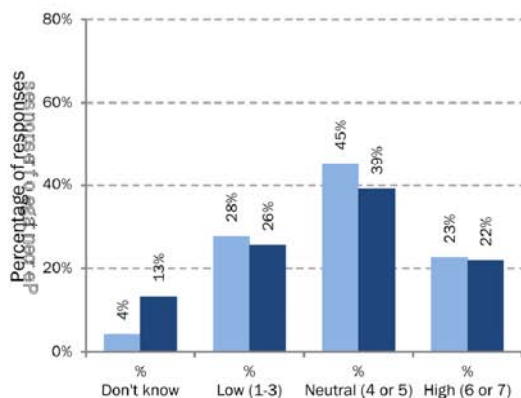
Festivals and major events

2015 Performance score: 4.86(+0.34)



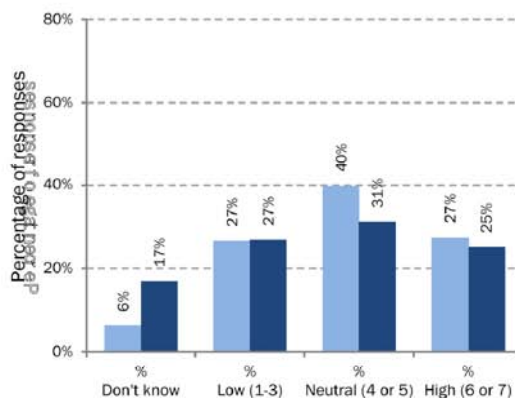
Small community events

2015 Performance score: 4.78(+0.34)



Tourism services

2015 Performance score: 4.90(+0.29)



Legend:

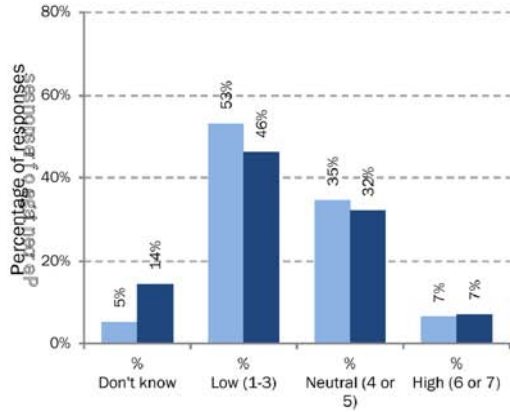
Trend over time 2014 2015



Council

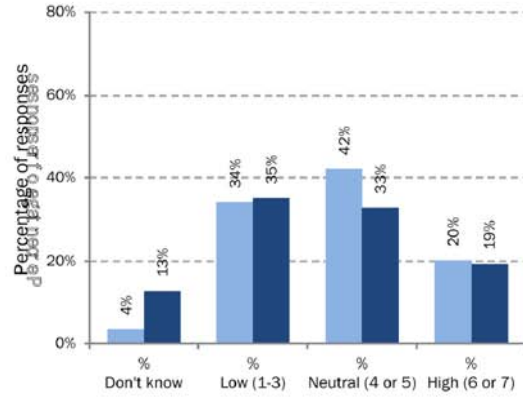
Performance of the elected Council

2015 Performance score: 3.91(+0.42)



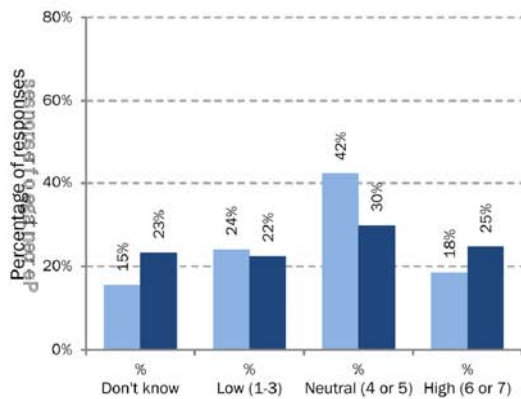
Information Council provides about its services

2015 Performance score: 4.44(+0.29)



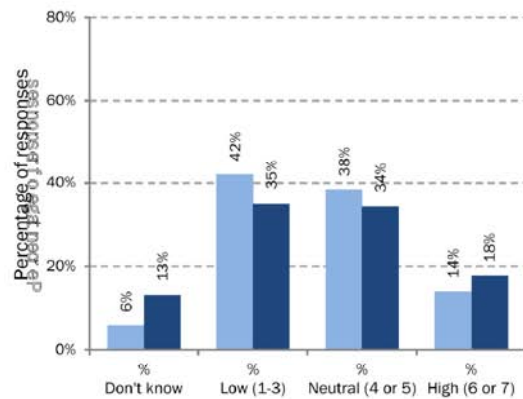
Council's website

2015 Performance score: 5.21(+0.40)



Overall communication from Council

2015 Performance score: 4.34(+0.41)



Legend:

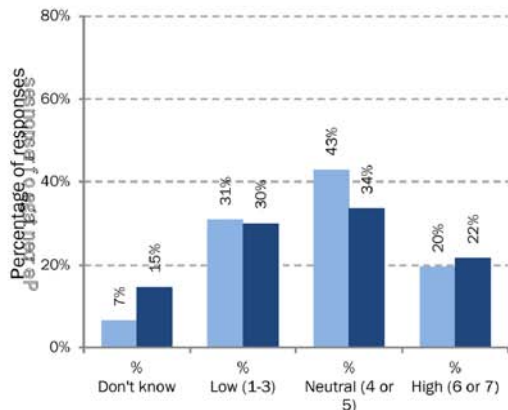
Trend over time 2014 2015



Council (continued)

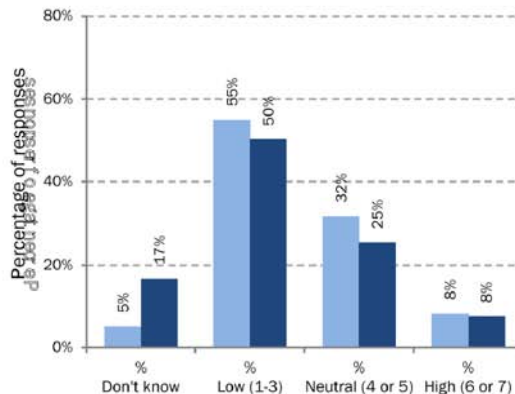
Council newsletters and publications

2015 Performance score: 4.67(+0.37)



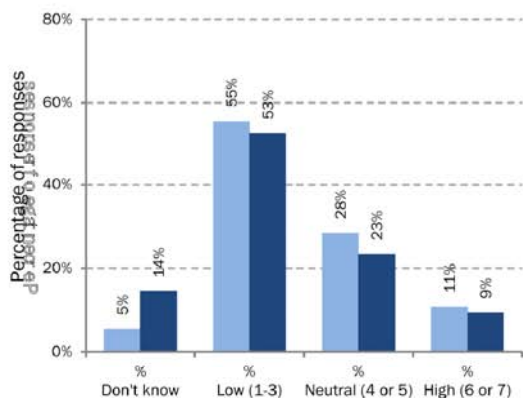
Council's engagement in decision making

2015 Performance score: 3.88(+0.49)



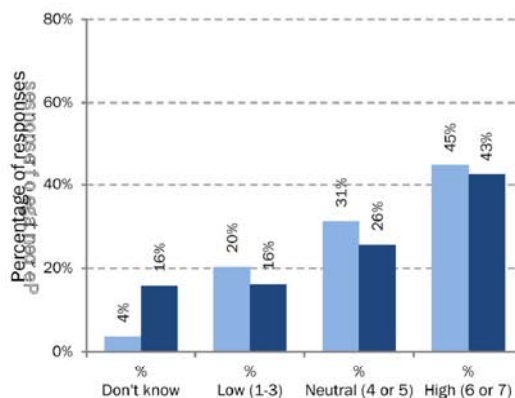
Council's responsiveness to community input and feedback

2015 Performance score: 3.73(+0.37)



General courtesy of Council staff

2015 Performance score: 5.44(+0.39)



Legend:

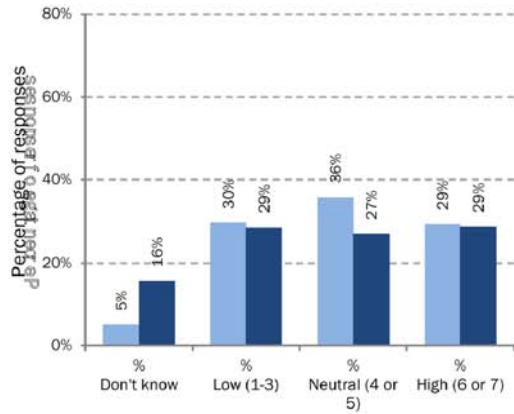
Trend over time 2014 2015



Council (continued)

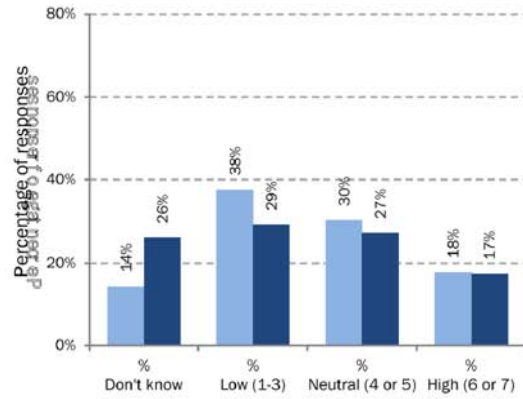
General effectiveness of Council staff

2015 Performance score: 4.88(+0.40)



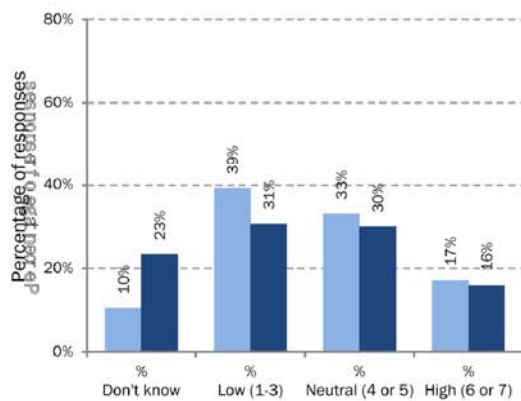
Responsiveness to complaints

2015 Performance score: 4.95(+0.61)



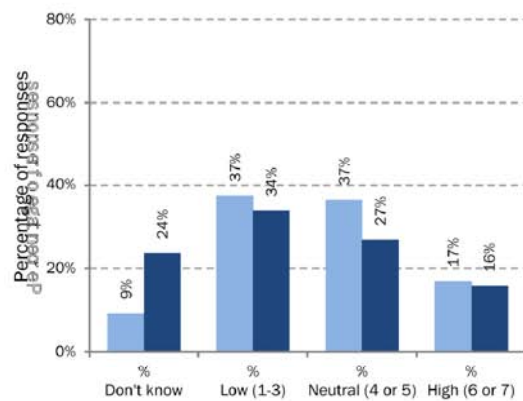
Responsiveness to requests

2015 Performance score: 4.81(+0.64)



Accessibility to whole of Council

2015 Performance score: 4.74(+0.56)



Legend:

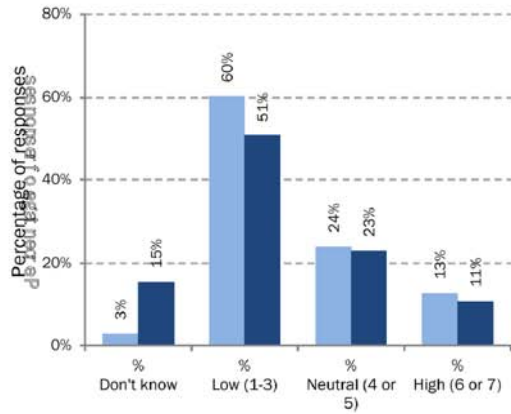
Trend over time 2014 2015



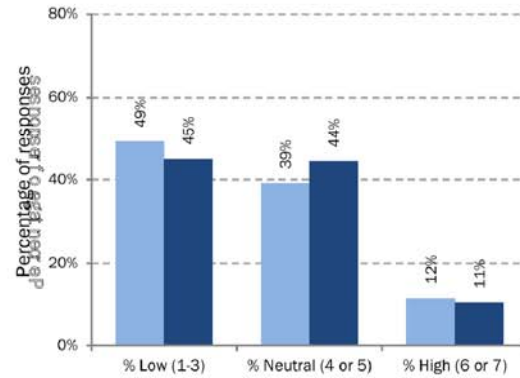
Council (continued)

Value for money

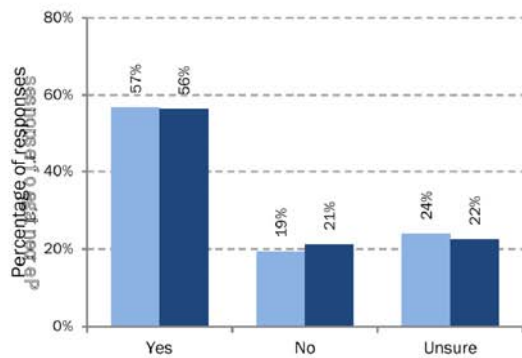
2015 Performance score: 3.83(+0.74)



Overall satisfaction with the performance of Council



Would you recommend Mildura Rural City Council as a place to live



Legend:

Trend over time 2014 2015

13.2 MILDURA TOURISM STRATEGIC PLAN 2015-2017

File Number: 16/10/02
Officer: General Manager Corporate

1. Summary

This report presents Mildura Tourism Incorporated's three Year Strategic Plan 2015-2017 for the endorsement of Council in accordance with the Memorandum of Understanding (MOU) 2013-2016 between both parties.

2. Recommendation

That Council endorse the Mildura Tourism Strategic Plan 2015-2017 as presented.

3. Background

Clauses 6 and 7 of the MOU between Council and Mildura Tourism require the development, implementation and review of a Mildura Tourism Strategic Plan and following a comprehensive process undertaken by Mildura Tourism and its stakeholders, the Mildura Tourism three Year Strategic Plan 2015–2017 has been developed. See attachment to this report.

4. Discussion

The Mildura Tourism Strategic Plan 2015-2017 guides the direction and success of tourism marketing, new product development and industry professionalism in the Mildura Region.

5. Time Frame

The Mildura Tourism Strategic Plan 2015-2017 provides direction for the next three years and has been presented to Council in accordance with the MOU timeframes.

6. Strategic Plan Links

This report relates to the Council Plan in the Key Result Area:

3.2 Tourism and Events

Goal to be achieved:

- quality tourism services, experiences and events to attract visitors.

7. Asset Management Policy/Plan Alignment

There are no asset management implications associated with this report.

8. Consultation Proposed/Undertaken

There are no consultation implications associated with this report.

9. Implications

Policy Implication

There are no policy implications associated with this report.

Legal/Statutory Implications

There are no legal or statutory implications associated with this report.

Financial Implications

There are no direct financial implications associated with this report.

Environmental Implications

There are no environmental implications associated with this report.

Social Implications

There are no social implications associated with this report.

10. Risk Assessment

By adopting the recommendation, Council will not be exposed to any risks.

11. Conflicts of Interest

No conflicts of interest were declared during the preparation of this report.

12. Conclusion

In keeping with the obligations set out in the MOU between both parties, it is now appropriate for Council to confirm its acceptance or otherwise of the Mildura Tourism Strategic Plan.

Attachments

- 1 Mildura Tourism Strategic Plan 2015-2017

A plan to guide the direction and success of tourism marketing, new product development and industry professionalism in the Mildura region for the next three years.

Mildura Tourism

3 Year Strategic Plan

2015–2017

Our Vision

Mildura region will be renowned for, and distinguished by, its range of quality tourism offerings and successful events built around an iconic combination of tourism products that embrace big river, food and wine, nature-based, arts and cultural, historic and sporting experiences. Domestically and internationally, Mildura will be acclaimed as one of Australia's most eminent inland cities.

Our Mission

To promote the Mildura region domestically and internationally as a premier holiday destination, providing strategic direction for the region's tourism marketing, industry professionalism and new product development.

Our success will be measured by community, industry and stakeholder understandings that tourism is a prominent driver of the region's economic, social and environmental well being and, ultimately, by Mildura establishing an undeniable reputation for regional tourism excellence, innovation and sustainability.

Our Operating Principles

Mildura Tourism operates in line with the following principles:

- a. We provide leadership for the development and marketing of Mildura's regional tourism
- b. We are an independent voice for the region's tourism industry
- c. We encourage environmentally sustainable and culturally appropriate practices in the tourism industry.
- d. We operate with a high level of accountability and transparency to our industry stakeholders.
- e. We are efficient and cost-effective in the management of our resources.

Executive Summary

This plan builds on previous strategic efforts that have aimed to change people's views of the Mildura region. Mildura Tourism's objective remains to position our region as a modern and vibrant destination that is continually growing, evolving and improving. This plan recognises that successful tourism destinations, products and experiences must be continually refreshed and revitalised to maintain existing customers and to generate new ones.

Different perceptions exist of Mildura. Outcomes from this plan are intended to refine people's views so they instinctively reflect accurate, positive, contemporary and sophisticated understandings that Mildura is much more than an important regional centre – it is an appealing, celebrated and significant inland Australian city. Mildura's tourism brand obligation is to strengthen this proposition.

A key objective of this plan remains to increase visitation and resultant business yield, delivering stronger economic benefits which in turn can fuel investment in new infrastructure and attractions. Tourism success will provide greater strategic capability to attract new industry and business, along with skilled and professional workforces that growing and buoyant regions require. This strategic plan underlines the major role of tourism to act as a key driver of Mildura's economic, social and environmental well-being.

Setting the scene for this plan is commentary on eight collective dynamics that influence tourism within the Mildura region. Those dynamics are: Global and domestic economic factors; Changing consumer trends and travel patterns; Digital excellence and changing media landscapes; Stakeholder partnerships, Environmental events and impacts; Investment and new product attraction; Skills and workforce development; and Mildura's culture and strong regional personality.

Five focus areas are nominated where achievements are required for this plan to be successful. Those focus areas are: External Marketing; Product Development; Stakeholder Partnerships, Industry Engagement, and Governance and Operations.

Revitalisation is a key platform within the Mildura Tourism 2015 – 2017 Strategic Plan. In a constantly changing business environment hugely influenced by constantly changing consumer demands and expectations, continual revitalization of our tourism industry and tourism products is essential.

Dynamics that influence this plan

1. Global and domestic economic factors

Regularly changing global and domestic economic factors, including political change, are now an accepted part of life. Economic downturns at any level heighten consumer uncertainty which in turn slows down discretionary tourism spending. Declines in confidence also flow through to areas such as infrastructure and product investment with often negative impacts on tourism. Mildura's tourism industry will never be immune from constantly changing economic and political factors and operators must work to adapt to fluctuating impacts and influences.

2. Changing consumer trends and travel patterns

Mildura continues to face increasing competition domestically and internationally as destinations become more aggressive and price competitive with their marketing. This activity has also been supported by the on-going competitiveness of air travel. Large volume capital city markets have maintained their preference to travel overseas ahead of regional destinations for an extended holiday. Domestic travel remains viewed as the preferred option for short breaks. Shorter stays present potential downturns for operators who are reliant on domestic overnight visitor spending. Against this backdrop there are encouraging consumer trends that focus on personal and environmental well-being, inspiring visitors to seek out authentic, simpler and back-to-basics experiences overlaid with desires to re-connect with each other, friends, families and communities. For a destination like Mildura this further reflects consumers' willingness to seek out and interact with regional product offerings, particularly where food and wine, arts and cultural, sporting, as well as indigenous and nature-based experiences consistently fit with travellers' personal values and beliefs.

3. Digital excellence and changing media landscapes

It is no longer an option ... successful tourism now hinges on developing and maintaining digital excellence in branding, marketing and communications. The emergence of digital technologies along with the influence of social media have also changed the way consumers research and gather information with resultant adjustments to consumers' travel decision-making and booking processes. User-generated content that provides far-reaching digital word-of-mouth advocacy has become increasingly important to consumers. Such influence presents both threats and opportunities for Mildura Tourism. Staying at the forefront of digital excellence and technology will be essential.

4. Stakeholder partnerships

Strong and successful stakeholder partnerships are essential for the growth and development of our region's tourism industry. Stakeholders do not fit into one simple category – they come from the private and public sectors and are those individuals, groups and organisations that could affect, or could be affected by, the well-being of a viable tourism industry. Stakeholders play a major role in tourism decision-making processes and outcomes, particularly when key operations, projects and initiatives are funding-dependent. Within the Mildura region, local Governments, numerous State Government departments and agencies, large and small businesses, the education, not-for-profit and volunteer sectors, as well as local sporting and community groups are all important tourism industry stakeholders. Working with these groups significantly increases opportunities for greater mutual benefit. Accessing new ideas; articulating values, strategies and commitments; and building mutually supportive working relationships are among key benefits that flow from committed, two-way stakeholder buy-in.

5. Environmental events and impacts

Weather events and natural environmental occurrences along with their associated impacts and perceptions can become major issues for Mildura, particularly when outcomes affect the Murray River. Incorrect perceptions along with seeds of uncertainty are planted in consumers' minds when media reports of such events focus on the rare rather than the usual. Within the climate change context, our region is predicted to endure extreme heat for longer periods and at higher temperatures in future years. This will impact on summer visitation and has product development implications if the region is to successfully stimulate increased visitor demand during Australia's peak summer months. Consumers' high awareness of climate change and environmental issues will place pressure on Mildura's tourism industry to adopt more sustainable as well as more consumer and environmentally-friendly business practices.

6. Investment and new product attraction

It is acknowledged that Mildura's existing product strengths are built around the Murray and Darling Rivers, food and wine, arts and cultural diversity, nature-based experiences, sporting activities and a strong calendar of premium events. As is the case with many regions, Mildura has its share of ageing tourism assets, some of which are not meeting changing market demands. To maintain existing customers as well as attracting new visitors, destinations need to continually refresh themselves along with their attractions and tourism experiences. New products give consumers new reasons to visit a region. New product development can be expensive and time consuming when starting from scratch, or it can be very cost effective if there is an existing base that facilitates product improvement. Mildura has the opportunity to showcase new projects and initiatives, providing the basis to develop products that will strengthen many of the region's distinctive areas of appeal. On-going analysis of existing tourism products including any gaps that may be apparent will help to identify new opportunities and new consumer segments that could be attracted to the region.

7. Skills and workforce development

Today's tourists are experienced, discerning and sophisticated travellers with high expectations of tourism services and standards. Skilled labour is a critical component of business success, as is training and on-going professional development – not only for staff but also for small business owners. Labour shortages, staff recruitment and retention, plus improving skills and service standards are important issues in the Mildura region. Similarly, structured professional development for business operators and managers is highly desirable to ensure that the tourism experiences delivered meet customer expectations. Competition is hotting up amongst Victoria's regions to attract the most talented people, innovators and entrepreneurs. Our region must aim to nurture our own future tourism industry entrepreneurs, as well as establish a competitive position to attract other business trailblazers into the region.

8. Mildura's culture and strong regional personality

Success of tourism in our region has remained highly dependent on the enthusiasm, acceptance and culture of our local community. Mildura has an exceptionally strong regional personality, heightened in many ways by its isolation coupled with its stoic ability to face adversity when it arises and to emerge successfully from it. Recognising and adapting efficiently to necessary change remains a challenge for our region. Harnessing the community's many strengths and collective abilities is fundamental to our community's desire to embrace tourism's constantly changing environment and become proud and knowledgeable ambassadors for the region.

Strategic Plan components

Mildura Tourism's 2015 – 2017 Strategic Plan is structured around five key focus areas :

1. Marketing
2. Product Development
3. Stakeholder Partnerships
4. Industry Engagement
5. Governance and Operations

Achievements in these focus areas are required to:

- Generate greater consumer demand.
- Increase length of stay and expenditure.
- Build a more resilient, engaged and sustainable tourism industry.

In line with accepted best practice strategic planning principles, Mildura Tourism acknowledges that this plan must ensure that our organisation does not simply adopt our 'default future' – i.e. the place we could end up if no new actions are taken to change our traditional path. To achieve this, our strategic plan provides informed commentary and choices about what needs to be done to guide the organisation in the most suitable direction. The combination of continuing with some current programs while also introducing various new initiatives will assist Mildura Tourism to continually examine where it wants to be in future years and whether it is on course to get there.

The following pages present the detail of Mildura Tourism's Strategic Plan, articulating objectives for each Focus Area and then identifying respective Topics, Strategic Issues, Actions and Evaluation Methods for implementation.

Focus Area: Marketing

Objectives

- Raise awareness and improve perceptions of the region as a must visit destination.
- Convert intentions to visit into action through attractive product offers.
- Encourage longer length of stay and expenditure in the region through effective marketing campaigns and communications.

Topic	Strategic Issue	Actions	Evaluation Methods
Market Research	<ul style="list-style-type: none"> • Successful marketing is based on market research to understand visitors' perceptions, behaviours and preferences; to clarify target markets; and to identify appropriate communication channels. 	<ol style="list-style-type: none"> 1. Undertake consumer perceptions research every 2-3 years. 	<ul style="list-style-type: none"> • Benchmark against previous research
		<ol style="list-style-type: none"> 2. Access annual visitation data and market research for local insights and to monitor broader market trends. 	<ul style="list-style-type: none"> • Compare with previous years' data and research
Brand	<ul style="list-style-type: none"> • Changes in market tastes and to the region's product offer requires a reassessment of the brand proposition and expression. 	<ol style="list-style-type: none"> 3. Review and revitalise the brand offer and brand expression used to underpin marketing activities, in association with tourism and other business stakeholders. 	<ul style="list-style-type: none"> • Consumer perceptions research
	<ul style="list-style-type: none"> • Revitalise Mildura's tourism brand, being aware that multiple different sector brands within the region already exist. 	<ol style="list-style-type: none"> 4. Work with other industry sectors to build awareness of Mildura's tourism brand, key messages, imagery and application etc. 	<ul style="list-style-type: none"> • Number of organisations and tourism operators who utilise the brand in their promotional activities
Marketing Strategy	<ul style="list-style-type: none"> • Major markets for the region continue to be domestic visitors, including Visiting Friends and Relatives, with some emerging international markets. 	<ol style="list-style-type: none"> 5. Develop annual Marketing Action Plans which incorporate the following: <ul style="list-style-type: none"> • Confirm domestic and international target markets. • Innovative promotional campaigns that reflect the appropriate communication channels for target markets, including a strong emphasis on digital marketing. • Capacity to accommodate spontaneous opportunities, usually 'big ticket' items. • Identify evaluation mechanisms for each initiative. 	<ul style="list-style-type: none"> • Evaluation mechanisms identified in each annual plan
	<ul style="list-style-type: none"> • Challenge of spreading available resources across traditional and contemporary marketing channels. 		
	<ul style="list-style-type: none"> • Murray Regional Tourism Board conducts regional marketing initiatives where selective collaboration can provide advantages. 		
	<ul style="list-style-type: none"> • Marketing of the region requires greater industry understanding, vision-sharing, commitment and buy-in. 		
Packaging	<ul style="list-style-type: none"> • Consumers increasingly expect value for money, diversity of product choice tailored to their interests, and ease of booking. 	<ol style="list-style-type: none"> 6. Work with Mildura Tourism members to develop and promote packages for a range of target markets. 	<ul style="list-style-type: none"> • Number of packages developed and sold • Value of packages sold

Focus Area: Marketing

Topic	Strategic Issue	Actions	Evaluation Methods
Climate impacts	<ul style="list-style-type: none"> Natural climate events are occurring more frequently and affect perceptions of the region as a desirable holiday destination. 	7. Monitor the impacts of climate events on the region's brand and address with public relations and other activities.	<ul style="list-style-type: none"> Consumer perceptions re-search Visitation data Extent of public relations
	<ul style="list-style-type: none"> It is accepted that climate impacts may result in a hotter summer season which is perceived as a less attractive time to visit. 	8. Conduct campaigns focused on building appropriate visitation during all seasons.	<ul style="list-style-type: none"> Visitation data
		9. When upgrading or refreshing their product/s, encourage tourism operators, businesses and event organisers to incorporate strategies and experiences that reduce impacts and negative perceptions of higher temperatures and improve visitor comfort.	<ul style="list-style-type: none"> Number of consultations with tourism operators

Focus Area: Product Development

Objective

- Stimulate the revitalisation of the region’s product offers to support increased visitation, length of stay and expenditure.

Topic	Strategic Issue	Actions	Evaluation Methods
Product upgrades and new developments	<ul style="list-style-type: none"> Visitors are increasingly seeking authentic, more interactive and educational experiences. There is growing demand for environmentally friendly products and services in response to concerns about climate change. 	10. Work with relevant Government and industry partners to champion a feasibility study for a Mildura Region Tourism Destination Management Plan. This plan would include a Product Development Strategy that incorporates the following:	<ul style="list-style-type: none"> Evaluation mechanisms to be identified in the plan. Examples include: Stakeholders’ commitment to a Destination Management Plan feasibility study Ultimate development and implementation of a Mildura Region Tourism Destination Management Plan Within this plan, the number and value of new tourism infrastructure projects planned Number of projects provided with Mildura Tourism Letters of Support
	<ul style="list-style-type: none"> Tourism operators across the industry need to reinvest and refresh their products and services to remain competitive and meet changing market expectations. 	<ul style="list-style-type: none"> Identifies product and infrastructure gaps for target markets and potential markets. Identifies new opportunities associated with recent legislative changes, e.g. potential tourism development in national parks. Identifies enabling infrastructure that will encourage private sector investment. 	
	<ul style="list-style-type: none"> New product development is required to meet the needs of traditional, as well as changing and emerging markets. 	<ul style="list-style-type: none"> Prioritises key product improvements and new product required, in particular where opportunities can be leveraged off existing projects such as the Riverfront Redevelopment as well as future opportunities such as a Motor Sports Hub. 	
	<ul style="list-style-type: none"> New visitor infrastructure is also essential to support the visitor experience, encourage private sector investment, and to improve transport connections. 	<ul style="list-style-type: none"> Identifies activities to encourage tourism operators to refresh their products. Reviews transport options and makes recommendations for improvements and new infrastructure. Investigate business cases for new priority projects. 	
	<ul style="list-style-type: none"> Planning is required to coordinate the efforts of private and public sector interests and to ensure that the needs of various target markets are considered. 	11. Provide advice to members who are seeking assistance to upgrade their products and services, including funding opportunities.	

Focus Area: Stakeholder Partnerships

Objectives

- To build support levels for Mildura Tourism and our programs.
- To increase the co-ordination amongst stakeholders of tourism-related activities in the region.
- To increase understanding of the value of tourism in the community.
- To provide leadership on regional tourism related issues.

Topic	Strategic Issue	Actions	Evaluation Methods
Relationships	<ul style="list-style-type: none"> • The support and cooperation of stakeholders with Mildura Tourism are essential for the long-term sustainability of the organisation and its capacity to undertake effective tourism marketing and development programs, including responding to specific issues, incidents and events. 	12. Maintain current three-year Memorandum of Understanding with Mildura Rural City Council and Wentworth Shire Council which outlines their financial support of Mildura Tourism and the responsibilities of each organisation.	<ul style="list-style-type: none"> • Scheduled reviews with local councils
		13. Develop a Stakeholder Communications and Engagement schedule which identifies processes to initiate and maintain two-way relationships with key stakeholder sectors.	<ul style="list-style-type: none"> • Evaluation mechanisms to be identified in the plan. Examples include: <ul style="list-style-type: none"> ◊ Number of stakeholder meetings and levels of attendance. ◊ Number of e-bulletins opened. Feedback from stakeholders as part of review processes
Co-ordination	<ul style="list-style-type: none"> • Co-ordination and collaboration amongst stakeholders is crucial to maximise the effectiveness of product development and marketing activities. 	14. Championing of a new Destination Management Plan feasibility study to establish new and desired directions for the region's tourism industry.	<ul style="list-style-type: none"> • Number of stakeholders participating in initiatives

Focus Area: Stakeholder Partnerships

Topic	Strategic Issue	Actions	Evaluation Methods
Value of tourism	<ul style="list-style-type: none"> In order to encourage greater participation and support for tourism amongst local residents and the wider business community, stronger awareness and understanding is needed about the widespread economic and social benefits that can arise from a well-managed tourism industry. Community education and engagement is also essential if the region is to attract and maintain talented people in tourism businesses. 	15. Conduct 'Value of Tourism' campaign elements that target community and business stakeholders utilising an integrated series of communications activities.	<ul style="list-style-type: none"> Monitor public and stakeholder response levels to various campaign elements Level of media coverage
		16. Explore linkages with the education and training sector to increase students' understanding of potential careers in the tourism industry	<ul style="list-style-type: none"> Monitor the number of projects incorporating tourism learnings
Advocacy	<ul style="list-style-type: none"> As the region's peak tourism organisation, Mildura Tourism should advocate on behalf of the tourism industry on important issues. 	17. Determine key advocacy platforms and communications strategies that are consultative with Mildura Tourism members and key stakeholders.	<ul style="list-style-type: none"> Monitor industry response along with levels of media coverage
Events support	<ul style="list-style-type: none"> Where appropriate provide strategic advice and support to relevant major tourism and business events. 	18. Working with stakeholders and event organisers as appropriate opportunities are identified.	<ul style="list-style-type: none"> Number of occasions where support is provided

Focus Area: Industry Engagement

Objective

- To increase membership of Mildura Tourism.
- To increase industry participation and collaboration in tourism-related initiatives.
- To increase the capacity of Mildura Tourism members to generate greater visitor satisfaction through their products and services, hence increasing the viability of their businesses.

Topic	Strategic Issue	Actions	Evaluation Methods
Participation and collaboration	<ul style="list-style-type: none"> • Opportunity to significantly improve industry take-up of marketing opportunities. Bringing tourism operators together behind a cohesive marketing vision and approach is a challenge. There is also a lack of understanding about Mildura Tourism’s marketing roles. 	19. Conduct membership awareness/benefits campaigns, continuing these in consultation with Mildura Tourism operators.	<ul style="list-style-type: none"> • Scheduled member satisfaction survey • Number of financial MT members • Financial level of co-op support pledged by members for marketing activities
	<ul style="list-style-type: none"> • To secure and maintain the support of the region’s tourism operators, Mildura Tourism needs to effectively and regularly communicate with its tourism operators. 	20. Identify and implement communications and engagement initiatives relevant to MT members.	<ul style="list-style-type: none"> • Evaluation mechanisms such as: <ul style="list-style-type: none"> - Number of networking sessions and levels of attendance - Number of e-bulletins issued and opened - Number of member business advice consultations
	<ul style="list-style-type: none"> • Support Mildura Tourism members to improve their relationships within the industry to stimulate their motivation, increase access to knowledge and resources, and develop opportunities for referrals, amongst other benefits. 		
	<ul style="list-style-type: none"> • Need for the tourism industry to increasingly engage in self-initiated collaborative marketing and product development initiatives with benefits to participants and the broader industry. 	21. Encourage MT member participation in external training programs that can build tourism industry capacity to work collaboratively together to implement initiatives.	<ul style="list-style-type: none"> • Number of member requests to seek out and participate in external activities • Evaluation of programs by participants

Focus Area: Industry Engagement

Topic	Strategic Issue	Actions	Evaluation Methods
<p>Skill development</p>	<ul style="list-style-type: none"> • The ability to meet sophisticated consumer expectations requires many tourism operators to gain a high level of business, operational and digital/social media skills. • The provision of good customer service is a critical element of quality visitor experiences which needs to be reinforced through industry training. 	<p>22. Prepare an Industry Development Plan which includes identification and implementation of relevant professional excellence training programs, including opportunities available in conjunction with other agencies such as Tourism Victoria and Murray Regional Tourism. Training topics could include :</p> <ul style="list-style-type: none"> • Digital marketing and social media; • Customer service quality including ‘sale closure’ and the ‘exit’ experience; • Cultural awareness and product development for international growth markets; • Crisis management preparation, response and recovery; • Environmental sustainability practices. 	<ul style="list-style-type: none"> • Evaluation mechanisms to be identified in the plan. Examples include: <ul style="list-style-type: none"> - Number of participants attending activities - Level of adoption of practices after training (follow-up survey) - ‘Mystery Shopper’ program (for independent assessment)

Focus Area: Governance and Operations

Objective

- To operate Mildura Tourism according to best practice principles of governance and operations.

Topic	Strategic Issue	Actions	Evaluation Methods
Financial management and good governance	<ul style="list-style-type: none"> • Mildura Tourism will be positioned as a leader in good governance by providing transparent decision making that is accountable to its funding partners and it members. This practice allows the industry to understand decision-making processes, leading to better decisions, healthier partnerships and a stronger tourism organisation. 	23. Comply with Mildura Tourism’s constitutional and governance requirements including the holding of scheduled Board meetings; its AGM; and the preparation of an audited Annual Report.	<ul style="list-style-type: none"> • Annual performance review with local councils • Scheduled member satisfaction survey • Annual audit of financial records • Review of annual business plan against KPIs • Media coverage achieved with the public release of tourism visitation
		24. Develop Mildura Tourism’s programs in consultation with members and other industry stakeholders.	
		25. Report outcomes of evaluation activities to members and industry stakeholders.	
Professional standards	<ul style="list-style-type: none"> • Mildura Tourism should be a role model in professional standards for the tourism industry. 	26. Develop an annual Professional Development Program for Mildura Tourism staff and board members to support the implementation of the Strategic Plan.	<ul style="list-style-type: none"> • Annual performance reviews of Mildura Tourism staff and the board directors • Scheduled member satisfaction survey
	<ul style="list-style-type: none"> • Board members should be appropriately skilled in good governance and effective participation in board processes. 		
	<ul style="list-style-type: none"> • Staff require a range of skills to implement the Strategic Plan, including facilitation skills so they can work collaboratively and consultatively with Mildura Tourism members to engender their support and co-operation. 		

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13.3 ROAD NAMING - ELSTEAD CLOSE

File Number: 14/02/11
Officer: General Manager Corporate

1. Summary

This report presents to Council a proposal to officially recognise the historical significance and support the adoption of the name Elstead Close.

2. Recommendation

That Council endorse the name, recognising its historical significance and register in Vicnames, Elstead Close.

3. Background

Council was approached by Department of Environment, Land, Water and Planning (DELWP) to name the roadway off Deakin Avenue that accesses the Mildura Specialist School and Senior College oval. The roadway to be named is in an area of Crown land and DELWP have given approval for the naming process to be undertaken.

The purpose of the request was to ensure emergency services are able to locate and access the area, in particular the ovals and sporting pavilion.

Under the Guidelines for Geographic Names 1.8 Principles 1(B) Recognising the public interest, 1(C) Ensuring public safety and 1(D) Ensuring names are not duplicated, the decision was made to undertake a naming process.

4. Discussion

Following a consultative process it is proposed that the road in question, as identified on the attached map, be named and registered in Vicnames.

“Elstead House” was built along this roadway in 1894 and is one of the earliest surviving dwellings constructed in Mildura. It changed owners many times until it was purchased in 1947 by the Minister for Education and was used as a girl’s hostel for boarders attending Mildura High School. The Department of Education was developing the site in 2011 and planned on demolishing the building until it was acquired by Mildura Rural City Council and relocated to its current location at the Mildura Station Homestead precinct for use as a community facility.

5. Time Frame

There are no timing issues associated with adopting this proposal as all consultative advertising and statutory time lines for responses have now passed.

6. Strategic Plan Links

This report relates to the Council Plan in the Key Result Area:

1.1 Community Safety

Goal to be achieved:

- a community well prepared for emergencies.

2.2 Infrastructure, Assets and Facilities

Goal to be achieved:

- well maintained road networks.

4.2 Communication and Engagement

Goal to be achieved:

- responsive to community input and feedback.

7. Asset Management Policy/Plan Alignment

There are no asset management implications associated with this report.

8. Consultation Proposed/Undertaken

Permission to undertake the naming process was sought and given by DEWLP. Adjoining owners and users of the area were consulted and the name "Elstead" was suggested by the Mildura Senior College.

Letters were sent to adjoining owners and users of the roadway advising them of the proposal and advertisements placed in the Sunraysia Daily and the Mildura Weekly public notices for wider community comment. 30 days was allowed for any submissions to be lodged in regard to the proposal.

No submission were received.

9. Implications

Policy Implication

There are no policy implications associated with this report.

Legal/Statutory Implications

All principles, policies and procedures have been carried out in accordance with the Guidelines for Geographic Names 2010.

Financial Implications

The costs involved are restricted to staff time already built into the operational budgets.

Environmental Implications

There are no environmental implications associated with this report.

Social Implications

There are no social implications associated with this report.

10. Risk Assessment

By adopting the recommendation, Council will not be exposed to any risks.

11. Conflicts of Interest

No conflicts of interest were declared during the preparation of this report.

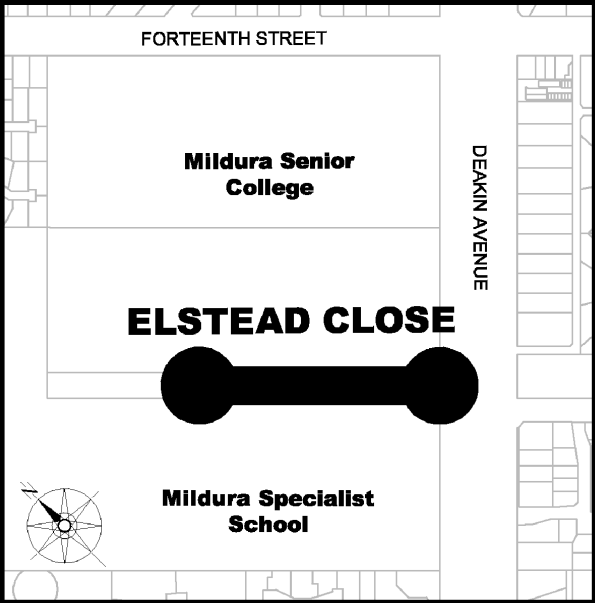
12. Conclusion

Following a consultative process it is recommended that the road as identified on the attached map be adopted and registered in Vicnames.

Attachments

- 1 Map - Elstead Close

Proposed Naming - Elstead Close, Mildura



Last Updated: 12.05.15

14 URGENT BUSINESS

15 OTHER MATTERS

15.1 PETITION - PLANNING APPLICATION - GO KART TRACK

File Number: 005.2014.00000237.001
Officer: General Manager Corporate

1. Summary

A petition was handed to Council at its Ordinary Meeting of 25 June 2015, as part of two questions submitted within Public Question time. The petition is objecting to the planning approval of a Go Kart Track adjoining the Benetook Veterinary Clinic and Animal Hospital.

The petition comprises approximately 1000 hand written signatories and over 60,000 on line objections, citing “the unacceptable risk to patients, staff and pets” of the Benetook Veterinary Clinic and Animal Hospital”.

Full details of the petition have for privacy reasons been circulated to all Councillors under separate cover.

Objection to the planning approval in this case is currently under consideration of the Victorian Civil and Administrative Tribunal (VCAT) and as such, any further action in this matter should be delayed until the VCAT outcome.

2. Recommendation

That Council note the petition.

Attachments

There are no attachments for this report.

15.2 PETITION - CYCLING/WALKING TRACKS

File Number: 17/04/01
Officer: General Manager Corporate

1. Summary

A petition has been received from students of the Nichols Point Primary School requesting more cycling / walking tracks in the Nichols Point area.

The petition contains 98 signatures.

Details of the request are contained as an attachment to this report and full details of the petition has been distributed directly to Councillors because of privacy issues that prevent inclusion within the Agenda.

2. Recommendation

That Council note the petition and that this matter be considered within the August Ordinary Council Meeting.

Attachments

There are no attachments for this report.

16 PUBLIC QUESTIONS

CONFIDENTIAL BUSINESS

Pursuant to Section 89(2) of the *Local Government Act 1989*, Council will resolve to move into confidential business to deal with:

17 CONFIRMATION OF CONFIDENTIAL MINUTES

18 CONFIDENTIAL REPORTS

18.1 SECTION 89(2)(H) - ANY OTHER MATTER WHICH THE COUNCIL OR SPECIAL COMMITTEE CONSIDERS WOULD PREJUDICE THE COUNCIL OR ANY OTHER PERSON

- PROPOSED MUSIC EVENT

18.2 SECTION 89(2)(H) - ANY OTHER MATTER WHICH THE COUNCIL OR SPECIAL COMMITTEE CONSIDERS WOULD PREJUDICE THE COUNCIL OR ANY OTHER PERSON

- CASUAL APPOINTMENT TO MILDURA AIRPORT PTY LTD BOARD OF DIRECTOR

18.3 SECTION 89(2)(D) - CONTRACTUAL MATTERS

- TENDER AWARD - TREE SERVICES AND ASSOCIATED SERVICES VIA PROCUREMENT AUSTRALIA - CONTRACT 1711/1401

18.4 SECTION 89(2)(D) - CONTRACTUAL MATTERS

-TENDER AWARD - CONSTRUCTION OF MAUSOLEUM AT MURRAY PINES CEMETERY – CONTRACT 1415/44

19 CLOSURE