

LODDON SHIRE COUNCIL

Notice of an Ordinary Meeting of the Loddon Shire Council to be held in the Serpentine Council Chambers, Serpentine, on Monday 26 November 2012 at 3.30pm.

ORDER OF BUSINESS

1.	APOLOGIES	2
2.	PREVIOUS MINUTES	2
2.1	CONFIRMATION OF MINUTES	2
2.2	REVIEW OF ACTION SHEET	3
3.	INWARDS CORRESPONDENCE.....	4
4.	COUNCILLORS' REPORTS	7
4.1	MAYORAL REPORT	7
4.2	COUNCILLORS' REPORT.....	7
5.	CHIEF EXECUTIVE OFFICER'S REPORT	9
5.1	DOCUMENTS FOR SIGNING AND SEALING.....	9
5.2	2013 COUNCIL MEETING SCHEDULE.....	10
5.3	2012 CHRISTMAS NEW YEAR HOLIDAY PERIOD.....	12
5.4	LOCAL GOVERNMENT INSPECTORATE AUDIT – PROGRESS REPORT	13
5.5	LOCAL GOVERNMENT LEGISLATION AMENDMENT (MISCELLANEOUS) ACT 2012.....	15
5.6	LODDON MALLEE REGIONAL DEVELOPMENT AUSTRALIA COMMITTEE	17
6.	DIRECTOR CORPORATE SERVICES' REPORTS	19
6.1	FINANCE REPORT FOR THE PERIOD ENDING 31 OCTOBER 2012.....	19
6.2	SECTION 86 COMMITTEES OF MANAGEMENT COMMITTEE MEMBERSHIP - CAMPBELL'S FOREST HALL COMMITTEE OF MANAGEMENT DONALDSON PARK COMMITTEE OF MANAGEMENT INGLEWOOD TOWN HALL COMMITTEE OF MANAGEMENT WEDDERBURN TOURISM COMMITTEE OF MANAGEMENT	21
7.	DIRECTOR OPERATIONS' REPORTS	25
7.1	PLANNING APPLICATIONS CURRENTLY BEING PROCESSED	25
7.2	Planning Permit APPLICATION 4733 - ASSESSMENT REPORT	27
7.3	ROAD NETWORK DEFECT RECTIFICATION COMPLIANCE REPORT.....	33
8.	DIRECTOR ECONOMY AND COMMUNITY REPORTS	35
8.1	NATURALLY LODDON A WONDERLAND IN SPRING	35
8.2	LODDON VISITOR INFORMATION CENTRE STATISTICAL REPORT	39
9.	DIRECTOR COMMUNITY AND WELLBEING REPORTS.....	45
9.1	2012 LODDON SENIORS FESTIVAL	45
9.2	2012 CLUB 5 to 8 ACTIVITIES UPDATE.....	47
10.	GENERAL BUSINESS	49
11.	CONFIDENTIAL ITEMS	49

1. APOLOGIES

Nil

2. PREVIOUS MINUTES

2.1 CONFIRMATION OF MINUTES

SUMMARY

Approval of the Forum Minutes of 22 October 2012.
Approval of Special Meeting Minutes of 22 October 2012
Approval of Ordinary Minutes of 22 October 2012
Approval of Mayor Elect Council Forum of 29 October 2012
Approval of Special Meeting Minutes of 9 November 2012

Author: John McLinden - Chief Executive Officer

File No: 02/01/001

Attachment: Nil

RECOMMENDATION

That Council confirm:

1. *the minutes of the Council Forum of 22 October 2012*
2. *the minutes of the Special Meeting of 22 October 2012*
3. *the minutes of the Ordinary Council Meeting of 22 October 2012*
4. *the minutes of the Mayor Elect Council Forum of 29 October 2012*
5. *the minutes of the Special Meeting of 9 November 2012*

MOTION

Moved: Cr Choose an item.

Seconded: Cr Choose an item.

That Council confirm:

1. the minutes of the Council Forum of 22 October 2012
2. the minutes of the Special Meeting of 22 October 2012
3. the minutes of the Ordinary Council Meeting of 22 October 2012
4. the minutes of the Mayor Elect Council Forum of 29 October 2012
5. the minutes of the Special Meeting of 9 November 2012

Carried

2.2 REVIEW OF ACTION SHEET

SUMMARY

Approval of Action Sheet.

Author: John McLinden - Chief Executive Officer

File No: 02/01/001

Attachment: 2.2 Action Sheet

RECOMMENDATION

That Council receive and note the Action Sheet.

MOTION

Moved: Cr Choose an item.

Seconded: Cr Choose an item.

That Council receive and note the Action Sheet

Carried

3. **INWARDS CORRESPONDENCE**

SUMMARY

Relevant correspondence received by Council since previous meeting.

Author: John McLinden - Chief Executive Officer

File No:

Attachment: Copies of inwards correspondence

RECOMMENDATION

That Council receive and note the Inwards Correspondence.

Date	From	Subject
17/10/12	Minister for Water, Peter Walsh MLA	Water Law Review
2/11/12	Jeff Rigby, Managing Director, Coliban Water	<p>Coliban 2013-18 Water Plan</p> <p>The news relayed in this correspondence about the lack of support for a sewerage scheme in Newbridge will be received with disappointment by this Council and by the Newbridge community.</p> <p>Council has been working with Coliban Water over a number of years to promote the establishment of a low-cost alternative technology sewerage scheme for Newbridge to support increased residential growth in that community. The attached correspondence clearly informs Council that Coliban Water does not at this time support the provision of sewerage to the Newbridge community because of competing resource demands. Coliban does leave the door open for further discussions with Council under the Country Towns Water Supply and Sewerage Program.</p> <p>This is the program Council had previously been working with Coliban Water on to secure sewerage for the Newbridge community. Council officers will continue to work hard with Coliban water to identify an appropriate solution to the sewerage needs of this community.</p>

MOTION

Moved: Cr Choose an item.

Seconded: Cr Choose an item.

That Council receive and note the Inwards Correspondence.

Carried

[Page intentionally left blank]

4. COUNCILLORS' REPORTS

4.1 MAYORAL REPORT

SUMMARY

Approval of the Mayoral Report.

Author: John McLinden – Chief Executive Officer

File No: 02/01/001

Attachment: Nil

RECOMMENDATION

That Council receive and note the Mayoral Report.

4.2 COUNCILLORS' REPORT

SUMMARY

Approval of Councillors' Reports.

Author: John McLinden – Chief Executive Officer

File No: 02/01/001

Attachment: Nil

RECOMMENDATION

That Council receive and note the Councillors' Report.

[Page intentionally left blank]

5. CHIEF EXECUTIVE OFFICER'S REPORT

5.1 DOCUMENTS FOR SIGNING AND SEALING

SUMMARY

This report provides Council with a list of documents signed and sealed during the month.

Author: John McLinden - Chief Executive Officer

File No: 02/01/001

Attachment: Nil

RECOMMENDATION

That Council:

- 1. receive and note the 'Document for Signing and Sealing' report*
- 2. endorse the use of the seal on the documents listed*

PREVIOUS COUNCIL DISCUSSION

Nil

BACKGROUND

N/A

ISSUES/DISCUSSION

Instrument of delegation for Pyramid Hill Swimming Pool Committee of Management

Instrument of agreement between Loddon Shire Council and VicRoads – Municipal Road Maintenance Agreement No. 8335 for routine maintenance of pavement, shoulders, roadside areas, drainage systems, road furniture and structures on arterial roads (excluding highways) within the municipality of the Loddon Shire

Contract 236 Construction and Repair of Drop Structures and other Civil Works at eight sites as specified – between Loddon Shire Council and KY Civil Pty Ltd, Kyabram

5.2 2013 COUNCIL MEETING SCHEDULE

SUMMARY

This report provides a schedule for suggested Council meetings for 2013.

Author: John McLinden, Chief Executive Officer

File No:

Attachment: Nil

RECOMMENDATION

That Council:

1. *approve the schedule of Council Meetings for 2012 as contained within this report*
2. *provide public notice of the Council Meeting schedule.*

PREVIOUS COUNCIL DISCUSSION

Nil

BACKGROUND

The Loddon Shire Council has traditionally conducted Council meetings on a monthly cycle. It is proposed that this meeting schedule be continued through 2013.

ISSUES/DISCUSSION

The proposed 2013 schedule of Council Meetings is as follows:

Tuesday 29 January

Monday 25 February

Monday 25 March

Monday 22 April

Monday 27 May

Monday 24 June

Monday 22 July

Monday 26 August

Monday 23 September

Monday 28 October

Monday 25 November

Monday 9 December

Council should also continue to have forum meetings prior to each Council Meeting to provide Council with a briefing on any current issues affecting the Loddon Shire.

Once approved, the schedule of Council meetings will be posted on Council's website, published in the Loddon Bulletin and advertised by way of public notice in newspapers and newsletters circulating generally within the municipality. Council Meetings will continue to be open to the public.

Council Meetings will commence at 3.30pm on the advertised day, with the Council Meeting preceded by a briefing forum.

In recent years, the venue for Council Meetings has been the Council Chambers, Loddon Valley Highway, Serpentine. Council may wish to consider alternating that venue with other venues throughout the Shire for every second meeting. This would make Council generally more accessible to the community of Loddon Shire.

COSTS/BENEFITS

There is little cost involved in hosting meetings throughout the municipality. The benefits of holding all meetings at Serpentine are that there is certainty of the location of each meeting if guests are being invited or if the general public wish to attend. This is a very small benefit as the public rarely ever attend the meetings of the Loddon Shire Council.

The benefits in rotating meetings throughout the municipality provides our community with the opportunity to better engage with Council and to see its local Council decision-making in person.

RISK ANALYSIS

Exposing Council's democratic decision-making processes to public scrutiny can provide greater confidence by the community in Council's transparency.

CONSULTATION AND ENGAGEMENT

Nil.

5.3 2012 CHRISTMAS NEW YEAR HOLIDAY PERIOD

SUMMARY

This report seeks approval from Council for closure of the Wedderburn and Serpentine Administrative Centres over the Christmas/New Year period.

Author: John McLinden, Chief Executive Officer

File No:

Attachment: Nil

RECOMMENDATION

That:

1. *Council approve the closure of the Wedderburn and Serpentine administrative centres from midday Friday 21 December 2012 and reopening at 8.15 am on Wednesday 2 January 2012*
2. *Notice of these amended office hours be published in the public notices sections of newspapers circulating within the Loddon Shire.*

PREVIOUS COUNCIL DISCUSSION

Nil

BACKGROUND

The Loddon Shire Council has historically closed the Wedderburn and Serpentine administrative centres to the public over the Christmas/New Year holiday period.

ISSUES/DISCUSSION

In 2012 Christmas Day falls on a Tuesday and it is proposed that Council shut the Wedderburn and Serpentine Administrative Centres from midday Friday 21 December 2012 and reopen at 8.15 am on Wednesday 2 January 2012.

Council's traditional Staff Christmas Party is proposed to be held on the afternoon of Thursday 20 December 2012. An emergency response crew will be available on call for the afternoon of 20 December. A skeleton crew will be employed across the Christmas/New Year period to attend to public conveniences and any emergency callouts.

COSTS/BENEFITS

Nil.

RISK ANALYSIS

This period has generally been a time of low customer enquiry and the shutdown has provided the opportunity to allow staff to have a refreshing family break with minimum interruption to business activities.

CONSULTATION AND ENGAGEMENT

Nil.

5.4 LOCAL GOVERNMENT INSPECTORATE AUDIT – PROGRESS REPORT

SUMMARY

This report provides an update on actions from the Local Government Inspectorate Audit.

Author: John McLinden, Chief Executive Officer

File No:

Attachment: LGI Compliance Loddon Council Action Plan Progress Report

RECOMMENDATION

That Council receive and note the Local Government Inspectorate Audit – Progress Report.

PREVIOUS COUNCIL DISCUSSION

December 2011 – In-camera: Local Government Investigations and Compliance Inspectorate – Compliance Audit.

February, May, August 2012 – Local Government Inspectorate Audit progress report.

BACKGROUND

The Local Government Investigations and Compliance Inspectorate undertook a compliance audit at the Loddon Shire from 5 to 9 September 2011. The final report was received by Loddon Shire on 28 November and contained a number of recommended actions.

ISSUES/DISCUSSION

In order to ensure that Council meets its obligations to the Inspectorate, a quarterly reporting regime has been established so that Council may measure progress against the required actions to achieve full compliance with the audit. This report is the second of those progress reports.

The attached schedule provides progress to date.

COSTS/BENEFITS

Nil.

RISK ANALYSIS

The Local Government Inspectorate has undertaken to follow up with Council once the action dates have passed. This may pose a reputational risk if the timelines are not met.

CONSULTATION AND ENGAGEMENT

Each action within the progress report has its own process for consultation and engagement where necessary.

[Page intentionally left blank]

5.5 LOCAL GOVERNMENT LEGISLATION AMENDMENT (MISCELLANEOUS) ACT 2012

SUMMARY

Report on recent changes to the Local Government Act 1989.

Author: John McLinden, Chief Executive Officer

File No:

Attachment: Nil

RECOMMENDATION

That Council receives and notes the report outlining changes to the Local Government Act 1989.

PREVIOUS COUNCIL DISCUSSION

Nil.

BACKGROUND

The Victorian government has responded to a number of issues that developed in local government in recent times by preparing the Local Government Legislation Amendment (Miscellaneous) Act 2012.

ISSUES/DISCUSSION

The Local Government Legislation Amendment (Miscellaneous) Act 2012 received Royal Assent on 30 October 2012. The Act makes a number of amendments to the Local Government Act 1989 and the Victorian Civil and Administrative Tribunal Act.

Provisions amending the Act came into effect on 1 November and include the following:

- Section 3(6) which defines the term 'resolution of the Council' to clarify under what circumstances such resolutions may be made, which does not include an assembly of Councillors
- Sections 62A(2), (2A) and 2(C) which provide that within 14 days after the deadline for lodgements of campaign donation returns at an election, the Chief Executive Officer must ensure a summary of each return is made available on the Council's website until the entitlement date for the next general election
- Section 62A(2B) under which the summary of each return to be made available on the internet and must contain:
 - The name of the candidate
 - The name of each person who made a gift to the candidate disclosed in the return, and the total value of the gift received from that person (if no gifts are included, write 'No gifts disclosed')
- Section 79(3) which allows a Councillor or special committee member with a conflict of interest in two or more matters considered consecutively at the relevant meeting, to disclose each of those interests immediately before the first matter is considered and voted on
- Sections 79C(3) and (4) which provide that a Councillor does not have a conflict of interest for the purpose of approving the Council Plan if he or she previously disclosed a conflict of interest at the time the matter/question was considered for inclusion in the Plan (a similar arrangement already applies to the adoption of the Council budget)
- Section 90(1)(d) which states that a motion at a Council/special committee meeting must be supported by a majority of Councillors/members present at the meeting
- Section 90(1)(e) which state that the Mayor/chairperson has a second vote if exactly half the members present at the meeting support a motion
- A new Division 4 of Part 4 which provides that the Chief Executive Officer will be required to report to the Mayor and Council complaints about bullying, victimisation and harassment. Further, the Mayor or CEO may apply to the Secretary of the Department of Planning and Community Development to appoint a probity auditor to ensure probity in the Council's dealing

with the complaint. A Governance Practice Note on these new requirements will be distributed shortly

- Section 161(2B) which allows the Minister for Local Government to make guidelines in relation to the objectives of differential rating, suitable uses of differential rating powers and types and classes of land appropriate for such rating. Under section 161(2A) a Council must have regard to the guidelines and under section 161(4) the Minister may seek an Order in Council to prohibit certain uses of differential rates
- Section 196(7)(b) which provides that meetings of regional libraries (other than the meeting to consider its annual report) are no longer required to be open to the public
- Section 197E which provides that members of the governing body of a regional library may participate at its meetings by electronic communication, if permitted by its local laws
- Clause 3(1)(d) of Schedule 11 which extends the time that a Council must give an owner to pay the relevant fee and recover an abandoned or unregistered vehicle from 7 to 14 days. Under clause 3(4) of Schedule 11, the Council must take reasonable steps to notify the owner that the vehicle has been impounded and may be disposed of where the relevant fee is not paid.

The Act also requires that audit committee members must lodge primary and ordinary returns and stipulates that penalty interest on rates and charges is to be charged from the date when each instalment was due irrespective of whether a lump sum option is available. These provisions will come into effect on the day the Act is proclaimed, or no later than 1 July 2013.

COSTS/BENEFITS

It is difficult to do a clear analysis of the costs and benefits of implementing the large number of amendments to the Local Government Act 1989 brought into being by the Local Government Legislation (Miscellaneous) Amendment Act 2012. There are a number of administrative matters which may add to the administrative burden of Council. The sections in relation to complaints against the Chief Executive Officer are complex and may lead to significant administrative costs where these provisions are used for vexatious purposes. It is unclear as to the effects of the Minister's powers to regulate the use of differential rating and the effect on individual councils' incomes that this may result in.

RISK ANALYSIS

There is a clear reputational and legal liability risk to Council in not complying with the provisions of the amended Local Government Act 1989. Clearly Council administration will do with all within its power to ensure that this organisation is not in breach of the Act.

CONSULTATION AND ENGAGEMENT

Nil.

5.6 LODDON MALLEE REGIONAL DEVELOPMENT AUSTRALIA COMMITTEE

SUMMARY

Council has received advice about the new members of the Loddon Mallee Regional Development Australia Committee.

Author: John McLinden, Chief Executive Officer

File No:

Attachment: Nil

RECOMMENDATION

That Council request the Chief Executive Officer to write to the Loddon Mallee Regional Development Australia Committee congratulating each of the members on their appointment to that committee and expressing a desire to work cooperatively with the committee for the benefit of the Loddon Mallee region.

PREVIOUS COUNCIL DISCUSSION

Nil.

BACKGROUND

Nil.

ISSUES/DISCUSSION

The acting Executive Officer of the Loddon Mallee Regional Development Australia Committee has recently written advising of the membership of the newly appointed Loddon Mallee Regional Development Australia Committee.

The membership of the committee is:

Jenny Dawson – Chair

Stuart McLean – Deputy Chair

Craig Niemann

Jenny Collins

Mark Johnston

Anne Mansell

Linda Beilharz

Kerry Anderson

Hayden Cock

Greg Cruickshank

Council has previously had a strong relationship with the Loddon Mallee Regional Development Australia Committee through the membership of Councillor Gavan Holt on that committee. The work of the Loddon Mallee RDA Committee is important in assisting Council to achieve some of its longer term aspirations in improving community infrastructure for the people of Loddon. Council should seek to maintain its relationship with the new committee.

COSTS/BENEFITS

Regional engagement and advocacy of the Loddon community's aspirations is a core part of the Loddon Shire Council business. In implementing the recommendation that Council write to the Loddon Mallee Regional Development Strategy congratulating each of the members on the appointment and expressing a desire to work cooperatively with the committee for the benefit of Loddon region will have no additional costs borne by Council.

The benefits in developing strong and productive relationships with important regional organisations is critical to Council's success in attracting funding to improve the life of Loddon residents.

RISK ANALYSIS

The risk in not successfully engaging with the Loddon Mallee RDA is that Council's ability to attract funding and to be seen as an important part and cooperative player within the Loddon Mallee Region will be damaged.

CONSULTATION AND ENGAGEMENT

Nil.

6. DIRECTOR CORPORATE SERVICES' REPORTS

6.1 FINANCE REPORT FOR THE PERIOD ENDING 31 OCTOBER 2012

SUMMARY

This report provides Council with financial information for the period ending 31 October 2012.

Author: James Rendell - Manager Financial Services

File No: 8/06/001

Attachment: 6.1 Finance Report for the period ended 31 October 2012

RECOMMENDATION

That Council:

1. *Receives and notes the "Finance Report for the period ending 31 October 2012"*
2. *Approves budget revisions included in the report for internal reporting purposes only.*

PREVIOUS COUNCIL DISCUSSION

Council is provided with Finance Reports on a monthly basis.

BACKGROUND

The Finance Report for the period ended 31 October 2012 includes standard monthly information about budget variations, cash, investments, interest, debtors and creditors, and provides a comparison of year-to-date actual results to year-to-date budget (by dollars and percentage) and total revised budget (by percentage).

The information is provided in the format provided in the 2012/2013 Budget, and includes operating results, capital expenditure and funding sources. It also provides a focus report.

ISSUES/DISCUSSION

Nil

COSTS/BENEFITS

The benefit to Council and the community is that accurate and regular financial reporting is being disclosed and the approved budget is being monitored on a consistent basis.

Provision of financial reports on at least a quarterly basis is a requirement of the Local Government Act.

RISK ANALYSIS

Council's management of projects against budget at officer level, and the provision of regular and accurate finance reports to Council minimises the risk of Council not delivering projects within the approved budget.

Council's practice of revising budgets as changes become known provides current information about the expected results for the financial year, and assists in forward planning for future budgets.

CONSULTATION AND ENGAGEMENT

There has been considerable consultation internally with respective managers in understanding their budget responsibilities and keeping within budgetary constraints.

External engagement with the community was undertaken during the submission period of the budget, and regular reporting provides a mechanism of monitoring the financial outcomes of Council against that expectation.

[Page intentionally left blank]

**6.2 SECTION 86 COMMITTEES OF MANAGEMENT COMMITTEE MEMBERSHIP -
CAMPBELL'S FOREST HALL COMMITTEE OF MANAGEMENT
DONALDSON PARK COMMITTEE OF MANAGEMENT
INGLEWOOD TOWN HALL COMMITTEE OF MANAGEMENT
WEDDERBURN TOURISM COMMITTEE OF MANAGEMENT**

SUMMARY

That Council appoints members to Section 86 committees of management.

Author: Jude Holt – Director Corporate Services

File No: 02/01/015, 02/01/018, 02/01/021, 02/01/023, 02/01/040

Attachment: Nil

RECOMMENDATION

That Council appoints members to the following Section 86 committees of management, effective immediately, as per the names provided on the Section 86 Committee of Management Details for the following:

1. *Campbell's Forest Hall Committee of Management*
2. *Donaldson Park Committee of Management*
3. *Inglewood Town Hall Committee of Management*
4. *Wedderburn Tourism Committee of Management*

PREVIOUS COUNCIL DISCUSSION

Council has been progressively approving amended Instruments of Delegation for Section 86 committees of management.

BACKGROUND

Included in the amended delegations is Clause 3.6 which outlines the requirement for nomination and appointment of committee members, which is as follows:

MEMBERS AND OFFICE BEARERS OF THE COMMITTEE

At the Annual General Meeting each year nominations shall be called for proposed members of the committee. The committee must then elect from its proposed members the following office bearers:

- *President, who shall be Chairperson of the Committee*
- *Secretary*
- *Treasurer.*

The full list of proposed members must be forwarded to Council for formal appointment at an Ordinary Meeting of Council, in accordance with section 86(2). Until this formal appointment by Council occurs, the previous committee members will continue to hold office.

As the signed and sealed updated delegations have been returned to committees, a form has been issued to them asking them to provide their current committee members' names and contact details.

Where delegations have organisation representatives (not community representatives), the names and details of the groups being represented are provided in the list.

ISSUES/DISCUSSION

Clause 3.3 Membership of the committee outlines Council’s preferred composition of the committee specific to each delegation, and states that Council seeks to provide broad representation to the committees.

For community based committees, that is at least 6 community representatives.

For organisation based committees, each delegation has a list of organisations that are required to provide representatives for the committee.

Campbell’s Forest Hall Committee of Management, Inglewood Town Hall Committee of Management, and Wedderburn Tourism Committee of Management are all community based committees, and each has provided a list of more than 6 community representatives for their committees.

INGLEWOOD TOWN HALL COMMITTEE OF MANAGEMENT	WEDDERBURN TOURISM COMMITTEE OF MANAGEMENT	CAMPBELL’S FOREST HALL COMMITTEE OF MANAGEMENT
DON WALKER	TRAVIS JACKSON	IAN CATTANACH
DONA MARTIN	ROBBIE COLLINS	RAE BROADBENT
COLLEEN CONDLIFFE	ROBYN VELLA	TONI SHEA
RICK MARTIN	KAREN FAZZANI	GAYE LARSON
ALLAN SAUNDERS	LEIGH BEATON	JANINE CORNISH
JAN GRAHAM	DAVID GLOVER	SHIRLEY CATTANACH
LES MILLER	ANNETTE GLOVER	FRED SHEA
DENNIS RODGERS	PAM COLLINS	ROBYN SHEA
KAREN AKERS	BARRIE JOHNSON	DON WILSON
	GRAHAM WALKER	JUDY WILSON
	JANE ROWLEY	
	MARGARET COLLINS	

Donaldson Park Committee of Management is an organisation based committee. The delegation asks for two representatives from the following organisations, and at least one community representative:

GAVAN HOLT	Community Representative
BRUCE HARGREAVES	Wedderburn & District Harness Racing Club
JON CHANDLER	
JOHN MURNANE	Community Representative
NICK YOUNGSON	Wedderburn & District Harness Racing Club
EDWIN HOLT	Wedderburn Bowls Club
IAN HALL	Wedderburn Bowls Club
LIANNE BRETT	Wedderburn College
DANNY FOWLES	Wedderburn College
KEVIN LOCKHART	Wedderburn Football Club
ANDREW LOCKHART	Wedderburn Football Club
MICHELLE HARGREAVES	Wedderburn Hockey Club
CARLIE TURNBULL	Wedderburn Hockey Club
GRAHAM NESBIT	Wedderburn Lawn Tennis Club
ALEX HOLT	Wedderburn Lawn Tennis Club
SUSIE LOCKHART	Wedderburn Netball Club
KAREN HOLT	Wedderburn Netball Club

COSTS/BENEFITS

The benefit of this project is that Council has an up to date and accurate record of current committee members to ensure that contact can be made, particularly where Council is requesting committees to comply with reporting requirements under the legislation.

RISK ANALYSIS

Section 86 Committees act for and on behalf of Council which creates a risk for Council should they ever act outside their delegated authority.

Under Section 86(2) of the Act, "Council may appoint members to a special committee and may at any time remove a member from a special committee".

Council's appointment of committee members, not only satisfies the legislation, but also provides Council with the opportunity to site the list of committee members before formally appointing them as they are the people that will be operating the committees, and in effect, acting for and on behalf of Council over the course of the year.

CONSULTATION AND ENGAGEMENT

Council has been advising committees in writing of the requirement to provide the list of committee members nominated at their Annual General Meeting, which requires Council approval.

[Page intentionally left blank]

7. DIRECTOR OPERATIONS' REPORTS

7.1 PLANNING APPLICATIONS CURRENTLY BEING PROCESSED

SUMMARY

Provides Council with an update on Planning applications currently under consideration and a register of planning permits issued between 11 October and 14 November 2012.

Author: Tyson Sutton – Manager Planning & Local Laws

File No: 02/01/001

Attachment: 7.1 Planning Applications

RECOMMENDATION

That Council receives and notes 'Planning Applications Currently Being Processed' report.

PREVIOUS COUNCIL DISCUSSION

Council is provided with a monthly report identifying the status of planning applications currently under consideration or those permits which have been issued within the preceding month.

BACKGROUND

The Loddon Shire's Planning Scheme sets out Council's objectives for the Shire with regard to land use and development via the Municipal Strategic Statement and Local Policies, and specifies which uses and developments require planning approval via zones and overlays.

As the responsible Authority it is Loddon Shire Council's duty to administer and enforce its planning scheme.

ISSUES/DISCUSSION

Attachment 7.1 provides Council with a full list of planning applications currently under consideration and those planning permits issued between 11 October and 14 November 2012.

COSTS/BENEFITS

Nil

RISK ANALYSIS

Failure to process planning applications in a timely manner or undertake rigorous assessment of development or works proposals is considered to pose the following risks:

- Barrier to development and associated economic growth within the Shire
- Proliferation of incompatible land use development
- Council's reputation as a regulatory authority
- Infrastructure, service provision or regulatory and enforcement pressures
- Protection of zones to accommodate intended activities or reduction of surrounding property amenity

CONSULTATION AND ENGAGEMENT

Consultation and engagement with planning permit applicants is routinely conducted at the required periods throughout the assessment and permit approval process.

[Page intentionally left blank]

7.2 PLANNING PERMIT APPLICATION 4733 - ASSESSMENT REPORT

SUMMARY

This report recommends refusal of an application for the expansion of an existing piggery. A total of 11 objections and a petition opposed to the application have been received.

Author: Tyson Sutton – Manager Planning & Local Laws

File No: 13/02/004

Attachment: Permit Application
Objections

RECOMMENDATION

That Council refuse planning permit application 4733 on the following grounds:

1. *The proposal does not meet the variable buffer distance requirements of the Code of Practice – Piggeries, 1992*
2. *The proposed development would detrimentally affect the amenity of the area through increased odour emissions.*
3. *The proposed development is contrary to the strategies of Clause 14.01-2 of the Loddon Planning Scheme in that it does not Facilitate the expansion of the piggeries in a manner consistent with orderly and proper planning and protection of the environment.*
4. *The proposed development does not implement the objectives of Intensive Animal Industries contained at Clause 22.06 of the Loddon Planning Scheme.*

PREVIOUS COUNCIL DISCUSSION

Council has not previously discussed this issue.

BACKGROUND

An application has been received for planning approval to construct three additional pig shelters on the subject land. This would allow for a total of 4970 pigs to be kept on the site (an increase of 470 over the current capacity).

Notice of the application was given to adjacent and nearby landholders. At the close of the notice period 11 objections and a petition containing 51 signatures had been received. Consequently, the application is now being presented to Council for consideration.

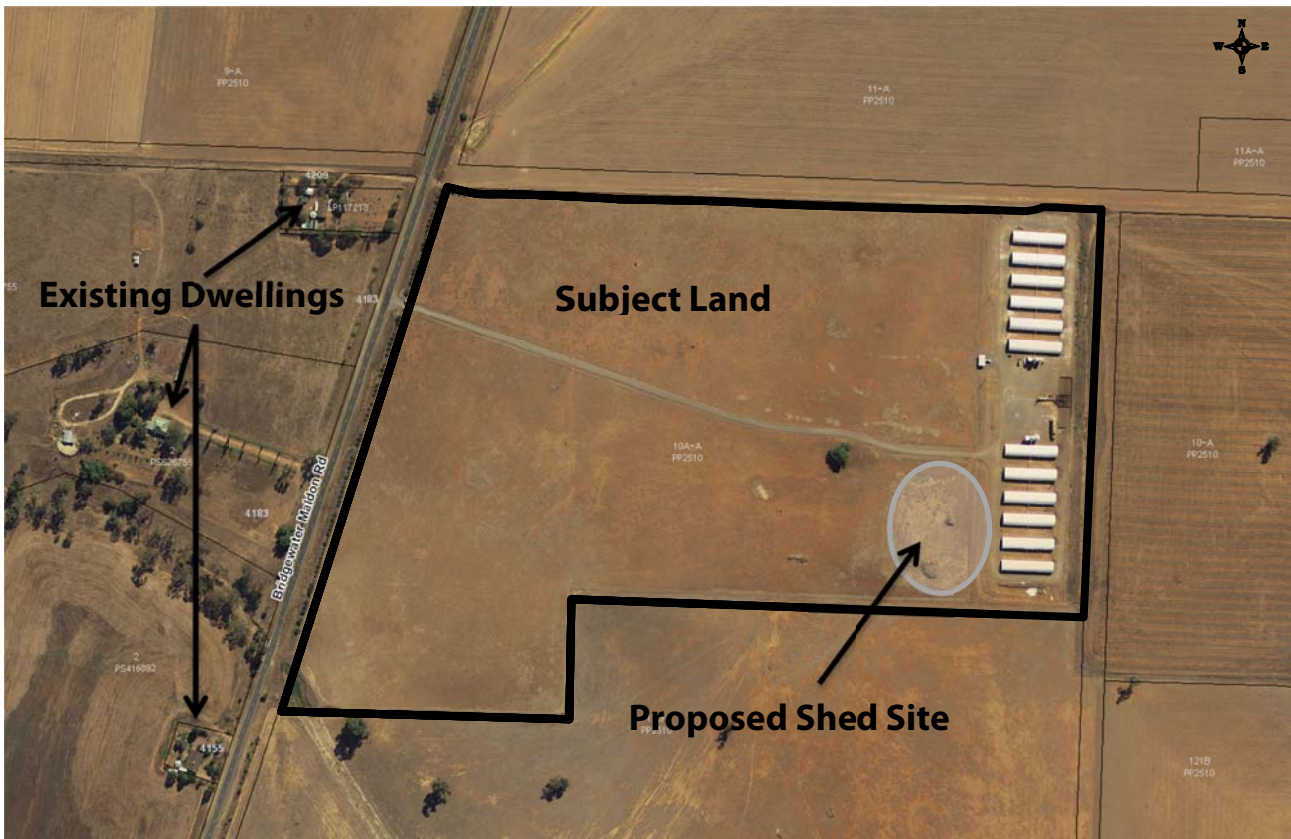
The subject land is identified as CA 10A Sec A Parish of Derby and is located on the eastern side of the Bridgewater-Maldon Road to the south of Bridgewater. The property occupies approximately 23.9 hectares of undulating land and has previously been developed with 12 pig sheds and ancillary buildings and works. Existing sheds are located close to the eastern boundary of the site and are comprised of two groups of six sheds each.

The established site functions as a grower only piggery where animals are reared between 9 weeks of age and 22 weeks of age using a litter based housing system. As the piggery uses a straw based system there is no on-site effluent treatment system as such. The straw absorbs urine and moisture in the faeces and at the end of each growth cycle the litter material is removed from the shelters for disposal off site. Waste materials are commonly used as a soil improver.

The applicant proposes to construct three additional sheds immediately to the west of the most southerly group of existing structures. The proposed sheds measure 33 metres by 12 metres and will house up to 380 pigs each.

The subject land is contained within the Farming Zone of the Loddon Planning Scheme and is partially affected by the Land Subject to Inundation Overlay. The Land Subject to Inundation Overlay does not affect the proposed development site.

Figure 1: Location of Proposed Piggery Expansion



ISSUES/DISCUSSION

The proposed development requires planning approval under the provisions of the Farming Zone for buildings and works associated with a piggery. A Piggery is defined as “intensive animal husbandry” by the Loddon Planning Scheme, that is:

Land used to keep or breed farm animals, including birds, by importing most food from outside the enclosures.

“Intensive animal husbandry” is a discretionary use (Section 2 use) in the Farming Zone. In accordance with the provisions of the zone planning approval is required for buildings and works associated with a discretionary use.

The Farming Zone requires the consideration of a number of decision guidelines relating to agriculture, the environment, design and siting as well as general issues. The primary consideration is the compliance of the proposal with the State Planning Policy Framework and Local Planning Policy Framework of the Loddon Planning Scheme.

The policy guidelines for “Sustainable agricultural land use” contained at Clause 14.01-2 of the Loddon Planning Scheme requires planning to consider the Code of Practice: Piggeries (Health Commission of Victoria and Department of Food and Agriculture, 1992), in assessing proposals for use and development of piggeries. The code of practice is an incorporated document within the Loddon Planning Scheme and therefore part of the scheme.

The Code of Practice - Piggeries specifies minimum standards that apply to new piggeries or where there are substantial modifications to existing piggeries. This Code of Practice is designed to assist municipal councils, pig producers and planning authorities in the proper establishment and operation of new piggeries or where there are major modifications to existing piggeries. It is in the interest of the

producer, the pig industry and the general community that piggeries are established and managed efficiently, with minimal environmental impact and disturbance to the local area.

The Code of Practice – Piggeries addresses general requirements for establishing piggeries, piggery classifications, buffer zones, building design requirements, operating requirements and disposal of effluent. An assessment of the proposal has identified discrepancies relating to buffer zones and operating requirements.

The Code of Practice – Piggeries utilises a concept known as an “R” value. The “R” value of a piggery corresponds to the maximum number of pigs that can be carried on the site. The “R” value for the proposed development is 4970. The “R” value is primarily used to determine variable buffer distances for piggeries. For the purpose of calculating variable buffer distances 1 R-value unit = 1 metre.

The variable buffer distances required by the Code of Practice – Piggeries (as it applies to the above application) is shown below:

Table 1: Code of Practice Variable Buffer Distance Calculation’s

Zone	Description	Distance (m)	Required Buffer Distance (m)
1a	Piggery reference point to a proclaimed township boundary	1.00 R	4790
1b	Piggery reference point to a rural residential zone or residential area	0.75 R	3592
2	Piggery reference point to an isolated rural residence	0.25 R	1242
3	Piggery reference point to a farmhouse (other than on the property of the piggery)	0.20 R	994

(Note: Piggery reference point with respect to this application is the boundary of the facility i.e. Nearest Shed.)

Where higher than average standards of construction and operation of piggeries is maintained, the Code of Practice allows for a reduction in the buffer distances required. The reduction is restricted to a maximum of 40%. Using figures provided by the applicant a reduction of 39.2% has been identified. However in their supporting documentation the applicant has claimed the maximum 40% allowable under the code.

Table 2: Code of Practice Variable Buffer Distance Reduction Factor Calculations

Zone	Description	Distance (m)	Required Buffer Distance (m)	40% reduction	39.2% reduction
1a	Piggery reference point to a proclaimed township boundary	1.00 R	4790	2874	2912
1b	Piggery reference point to a rural residential zone or residential area	0.75 R	3592	2155	2183
2	Piggery reference point to an isolated rural residence	0.25 R	1242	745	755
3	Piggery reference point to a farmhouse (other than on the property of the piggery)	0.20 R	994	596	604

At least two of the dwellings in close proximity to the subject land (see Fig 1.) are properly defined as isolated rural residences for the purpose of the Code. The owners of a third dwelling also claim to fall within this definition as no stock are kept on their land.

The identified buffer for an isolated rural residence is 755 metres. In this instance the calculated distance between the proposed development (i.e. new sheds) and the nearest dwelling is approximately 600m. Further, this buffer requirement from the nearest residence extends beyond the eastern most boundary of the subject land. Therefore the proposed development cannot meet the buffer distances required by the Code of Practice – Piggeries.

An environmental management plan submitted in response to a request for further information from the Environment Protection Authority identifies that dead pigs are to be composted on the site. This may include disposal of up to ten pigs a week on average. Dead pigs are to be partially dissected and composted with a mixture of litter from the sheds and straw. The Code of Practice – Piggeries identifies three acceptable methods of disposal for dead pigs. Acceptable disposal methods (in order of preference), are:

- a) Removal to a disposal/rendering works
- b) Incineration
- c) Burial

Composting is not identified as an acceptable method of dead pig disposal.

The objectives of the local planning policy for Intensive Animal Industries contained within Clause 22.06 of the Loddon Planning Scheme include the following:

To ensure intensive animal industrial uses are suitably located.

To ensure the use and development of land for intensive animal husbandry does not impact on the environment.

To encourage quality design and appropriate siting of intensive animal husbandry developments.

It is considered that the proposed development fails to meet these objectives. The proposed development is not suitably sited as it fails to meet the buffer distances required by the Code of Practice – Piggeries, 1992. The failure to meet these buffers requirements will result in an unreasonable impact on the local built environment.

Clause 22.06 identifies that a proposed use and development for intensive animal industries will demonstrate measures to ensure that the amenity of the locality is not prejudicially affected by reason of appearance, noise, smell, fumes waste water, waste products or otherwise. It is considered that the intensification of the site as proposed will detrimentally affect the amenity of the area. Australian Pork Limited's "2003 Update of Odour Research for the Pig Industry" identifies that odour emissions from litter based piggeries intensify with the time of occupation of the pig shelters. The nature of this rearing system is such that the volume of waste material within the sheds increases throughout the duration of growth cycle. No waste materials are removed from the sheds until the pigs are turned ready for slaughter. The increase in sheds and pig numbers will lead to an increase in odour emissions from the site to the detriment of the amenity of the area.

Objections

Notice of the application was given to neighbouring property owners and occupiers. The notice resulted in 11 objections and a petition containing 51 signatures. The issues raised by the objections are addressed as follows:

- Odour

In general piggery odours are the by-product of the anaerobic breakdown of organic matter. This is mainly manure but can include spilt food, carcasses and shed litter. Australian Pork Limited's "2003 Update of Odour Research for the Pig Industry" identifies that piggery buildings are a significant odour source. Other sources identified include screenings stockpiles, carcase areas and compost heaps. Furthermore it identifies that odour emissions from litter sheds are influenced by the following factors:

- Ventilation rate
- Air temperature
- Time of occupation
- Status of the manure/litter mix.

The above factors suggest that piggery management has a significant influence on odour emissions.

No odour modelling has been prepared for the proposed development. Therefore it is not possible to accurately quantify any additional odour emissions resulting from expansion of the existing operation as proposed.

All 11 individual objections advise of ongoing odour issues from the existing piggery. Anecdotal evidence suggests that odour issues are exacerbated during the cleanout of sheds when litter is disturbed. It can be assumed that the increase in the number of sheds and therefore pigs will contribute in an increase in potential odour sources.

- Non-compliance with Code of Practice – Piggeries

The issues of non-compliance with the Code of Practice – Piggeries raised by objectors fall into the following categories:

- Buffer distances
- Pig numbers
- Dead pigs

Issues relating to buffer distances and dead pigs have been previously discussed in this report.

Figures provided by the applicant allow total pig numbers of up to 5700 to be calculated. However, the application has been made to only house an additional 470 pigs. Given the previous permit allowed a total of 4500 pigs the proposed increase would result in a maximum of 4970 to be kept on the site.

- Non-compliance with previous permit conditions

Objectors allege that there has been ongoing non-compliance with the conditions of previous permits for the site. These allegations primarily relate to truck movements. Planning permit 3264 contained the following condition:

Truck movement to and from the property for deliveries of pigs feed and bedding material and the removal of pigs and waste material from the site must only occur during day light hours on Monday to Saturday inclusive. Truck movements are also permitted on a maximum of three (3) Sundays per annum.

The objectors submit that trucks frequently enter and exit the property in contravention of this condition. Council officers have investigated these allegations on numerous occasions but have been unable to collect sufficient evidence to support or refute the claims.

The condition relates to a previous permit and continues to apply irrespective of any subsequent approvals.

- Noise (trucks and plant)

The noise issues discussed in the objections primarily relate to the potential for existing issues to be exacerbated. Existing noise problems are primarily attributed to vehicle and plant operations outside of daylight hours and relate to the grounds previously discussed.

The proposed increase in pig numbers would not significantly alter the number vehicle movements required to service the site.

COSTS/BENEFITS

N/A

RISK ANALYSIS

Failure to undertake rigorous assessment of planning applications is considered to pose the following risks:

- Barrier to development and associated economic growth within the Shire
- Proliferation of incompatible land use development
- Council's reputation as a regulatory authority
- Infrastructure, service provision or regulatory and enforcement pressures
- Protection of zones to accommodate intended activities or reduction of surrounding property amenity

CONSULTATION AND ENGAGEMENT

Consultation and engagement with planning permit applicants is routinely conducted at the required periods throughout the assessment process.

7.3 ROAD NETWORK DEFECT RECTIFICATION COMPLIANCE REPORT

SUMMARY

Report summarises Loddon Shire's compliance against targets contained within its Road Management Plan for the period 1 July 2012 to 30 September 2012.

Author: Steven Phillips – Manager Works

File No: 14/01/022

Attachment: Nil

RECOMMENDATION

That Council receive and note the road network defect rectification compliance report.

PREVIOUS COUNCIL DISCUSSION

At its ordinary meeting held on 27 August 2012, Council were presented with a report summarising road network defect rectification compliance against requirements specified within the Loddon Shire Road Management Plan (RMP). It was identified within this report that all outstanding defect's had been addressed.

BACKGROUND

This report is produced quarterly and provides Council with evidence of the Loddon Shire's performance against requirements specified within the Loddon Shire Road Management Plan.

ISSUES/DISCUSSION

Table 1 below, summarises Councils compliance against the intervention and associated response requirements specified within its Road Management Plan for the quarter 1 July 2012 to 30 September 2012. The number of road defects and associated response timeframe compliance figures have been broken down into each of Councils Road Patrol Areas.

Table 1 – Defect Compliance Summary Report for 1st Quarter (1 July 2012 to 30 September 2012)

Number of Works Actions	Number Completed By Due Date	Number Completed After Due Date	Number Not Completed	Compliance %	District
7	7	0	0	100.0%	Boort
32	28	4	0	87.5%	Newbridge
42	38	4	0	90.5%	Pyramid Hill
44	43	1	0	97.7%	Wedderburn

DEFINITIONS:

Number of Works Actions - Within the date range, count the defects that were due for action

Number Completed by Due Date - From those defects in Column A to be rectified, how many were rectified by the due date

Number Completed After Due Date - From those defects in Column A to be rectified, how many were rectified outside the due date

Number Not Completed - Column A - Column B - Column C

Compliance % - Column B Divided by Column A

District - Grouped By The AssetAsyst District

During the 1 Quarter of 2012/2013, 93.9 % of all date imposed defects were completed before their due date. This is below the target of 100% of date imposed defects repaired by due date. It is noted however that all defects have now been completed and there are no outstanding date imposed defects.

As previously reported, compliance with the Loddon Shire Road Management Plan over the past 18 months has been made difficult due to an increased number of defects being observed, requirements for ongoing defect prioritisation, availability of resources and demand in the Flood Restoration Program.

COSTS/BENEFITS

Nil

RISK ANALYSIS

Repairing 100% of all date imposed defects before their due date limits Councils liability and risk of receiving personal injury or property damage claims. No claims for damages have been received during this quarter as a result of defects on Councils road network.

CONSULTATION AND ENGAGEMENT

Nil

8. DIRECTOR ECONOMY AND COMMUNITY REPORTS

8.1 NATURALLY LODDON A WONDERLAND IN SPRING

SUMMARY

The 2012 "Naturally Loddon" a wonderland in spring was held from the 1 September until 7 October 2012. The majority of the activities were conducted over 6 weekends with the exception of Mulwarrie Studios who conducted exhibitions over the duration of the festival.

The Nature Tourism Festival working group are currently discussing the development of the 2013 Festival considering changes to the program and the month.

Author: Robyn Vella Loddon Shire Tourism Manager

File No: 14/07/002

Attachment: Nature Tourism Activities DVD and copy of the Naturally Loddon a wonderland in spring brochure

RECOMMENDATION

That Council receive and note the Nature Tourism Festival Report

PREVIOUS COUNCIL DISCUSSION

At the June Council meeting an update report was submitted detailing the development of the 2012 Naturally Loddon a wonderland in spring festival, outlining the program activities and the organisations involved with this year's event.

BACKGROUND

The "Naturally Loddon" a wonderland in spring festival is an initiative of the Loddon Shire Nature Tourism Advisory Team and an action in the Nature Tourism Plan.

In its third year, the Naturally Loddon Festival, comprises of new and existing events, promotes Loddon's natural environment, and highlights biodiversity and cultural heritage of the region.

The 2012 Nature Tourism festival subcommittee consisted of key stakeholders from Friends of Kooyoora, Friends of Terrick Terrick National Park, Salisbury West Landcare, Loddon Southern Region Development and Tourism Committee, Boort Art Group, Wedderburn Conservation Management Network, Mulwarrie Studio, North Central Catchment Management Authority, Parks Victoria and Loddon Shire Council.

The role of the committee is to develop, coordinate and promote a program of events prearranged by key stake holders or voluntary organisations.

While each organisation was responsible for their event; marketing and promotions is jointly managed through the festival subcommittee and the respective host organisation.

ISSUES/DISCUSSION

The Nature Tourism festival subcommittee coordinated promoted 14 individual events from 1 September to 7 October. The table below outlines the name of the event, the responsible organisation and the number of participants per activity.

Event	Number of participants	Responsible Organisation
1 to 2 September Digital Photography Workshop	12 participants	Mulwarrie Studio
2 September Boort Wetlands Coach Tour	40 participants	Boort Art Group (Paul Haw)

5 September Coach Tour Visiting Your Backyard	35 participants	Loddon Visitor Information Centre
7 to 12 September "Orchids of Kooyoora" Photographic Exhibition	12 participants	Mulwarrie Studio
8 September Which Birds use the Wedderburn Landscape	15 participants	Wedderburn Conservation Management Network
8 September Life in the Loddon Discovery Day	Cancelled	North Central Catchment Management Authority
9 September Coach Tour at Pyramid Hill and Mount Hope	Cancelled	Paul Haw
15 and 16 September Kooyoora Wildflower Show	100 participants	Friends of Kooyoora
22 September Wildflower Photography	10 participants	Mulwarrie Studio
23 September Canoeing Introduction workshop	14 participants	Mulwarrie Studio
28 September to 7 October "Patterns of Nature" Photographic Exhibition	18 participants	Mulwarrie Studio
30 September Out 'n' About in Tarnagulla	175 participants	Loddon Southern Region Development and Tourism Committee
30 September Field Trip to Salisbury West and the Loddon Foothills	18 participants	Salisbury West Landcare
5 to 7 October Friends of Terrick Terrick National Park Open Weekend	72 participants	Friends Terrick Terrick National Park
Total – 14 events	Total – 521 participants	Total – 8 organisations, 1 business and 1 Individual

In 2011 the Naturally Loddon Festival engaged **1,031**. In 2012 this event engaged **521** this is a decline of 49.5%.

The 2011 festival had 3 photographic Exhibitions based on the 2011 floods which had a total attendance of 373.

The Mallefowl festival organised in 2011 in conjunction with the Naturally Loddon Festival had an attendance of 100 but was cancelled in 2012 due to limited resources.

The Nature Tourism Festival committee decided it is important that it continues to market and promote spring nature tourism events and to review the current program format.

The Nature Tourism Festival Committee engaged Imagine Pictures to develop a DVD and image library of Nature Tourism activities through the shire to assist with marketing and promotions of the 2013 festival.

The iconic events in the Naturally Loddon a wonderland in spring festival such as the Kooyoora Wildflower Show, Terrick Terrick Open Weekend and the Out n About in Tarnagulla are particularly reliant on volunteers, which is a concern for long term sustainability.

For the sustainability of the “Naturally Loddon” a wonderland in spring festival, a new and major activity is required and the iconic existing events would complement the major activity. A suggested event is a touring bike ride annually north or southern of the Shire. This event would be organised through the Loddon Shire Tourism Department with assistance from local communities.

The festival delivers on

- Loddon Shire Council Tourism Strategy 2011-2016 under 5.3 Marketing and Promotions action 12 assist Loddon event organisers with marketing and promotions.
- Loddon Shire Council Tourism Strategy 2011-2016 under 5.4 Partnerships action 1 continue to liaise with relevant tourism related organisations in the development and promotion of tourism opportunities throughout the region.
- Loddon Shire Council Tourism Marketing Plan 2011 – 2016 Loddon Events joining people with the culture of Loddon through events.
- The Nature Tourism Plan objective 1 promotion of existing nature tourism assets and activities.

Funding Sources for the 2012 “Naturally Loddon” a wonderland in spring festival were Tourism Victoria, Loddon Shire Council Major Event Scheme and Loddon Shire Council Tourism.

“Naturally Loddon” a wonderland in spring budget

Income	Income
Loddon Shire Council	\$2,869.73
Loddon Shire Council Major Event Grant	\$1,000.00
Tourism Victoria	\$1,500.00
Total Income excluding GST	\$5,369.73

Expenses	Expenses
Bendigo Weekly	\$1,500.00
Bus Hire, catering & venues	\$ 712.73
2011 brochure(2011/2012 Financial Year)	\$ 1052.70
2011 A3 Posters (2010/2011 Financial Year)	\$ 124.30
Imagine Pictures	\$ 1800.00
Maryborough advertiser	\$ 180.00
Total Expenses excluding GST	\$5,369.73

Event Research

The Nature Tourism subcommittee provided each event organiser with a feedback sheet to obtain postcodes and knowledge of where information was obtained to attend the event.

Feedback provided from event organisers and the Loddon Visitor Information Centre statistics identified that majority of visitors came from Regional Victoria. Visitors obtained information about the festival from local media, website, event brochure and word of mouth.

Breakdown of Visitor Origin

Approximate, percentages

Local Community (Loddon Shire) 10%

Regional Victoria Bendigo & Maryborough 85%

Melbourne 5%

100%

2013 “Naturally Loddon” a wonderland in spring festival

The Nature Tourism Festival Committee will meet in February 2013 to discuss alterations to the format

The subcommittee will apply for funding from Tourism Victoria to assist with marketing and promotions of the festival. The purpose of the funding is to market the festival locally, state-wide (regional and urban markets) and venturing interstate in order to reach wider target audiences.

Various activities conducted during the festival have specific target audiences that can be reached through effective marketing and promotion.

This festival has a variety of activities that all have a common theme – ‘connecting with the natural environment’.

The 2013 Draft Activities

- Kooyoora Wildflower Show
- Terrick Terrick National Park open weekend

The role of the Nature Tourism festival subcommittee is to coordinate and promote a program of events in joint partnership with the organisation responsible for their activity.

COSTS/BENEFITS

The role of the Nature Tourism Festival Committee is to coordinate and promote the program of events. Branding and marketing has created awareness of our region. An estimate of the direct average income to Loddon Shire for 521 day trippers is \$13025.00 (521x\$25per person = \$13,025.00. The day trip average income is based on purchase of coffee, lunch, snacks and entry fee to some events, but does not include economic multipliers through the communities.

The Naturally Loddon a wonderland in spring brings community and social well-being through the region with volunteers coming together to organise individual activities.

RISK ANALYSIS

The Naturally Loddon Festival is reliant on volunteers and each organisation who is currently involved with the festival is finding it hard to attract new volunteers. This is a risk for the sustainability of this festival.

CONSULTATION AND ENGAGEMENT

The Loddon Shire Tourism department has established partnerships with key stake holders and voluntary organisations to coordinate and promote existing and new activities as part of the Naturally Loddon a wonderland in spring festival.

8.2 LODDON VISITOR INFORMATION CENTRE STATISTICAL REPORT

SUMMARY

A report on visitor statistics for the Loddon Visitor Information Centre 2010/2011 financial year.

Author: Robyn Vella Loddon Shire Tourism Manager

File No: 16/07/003

Attachment: Attached a copy of a familiarisation tour.

RECOMMENDATION

That Council receive and note the Loddon Visitor Information Centre Statistical Report for 2011/2012.

PREVIOUS COUNCIL DISCUSSION

At the October 2011 Council meeting the Loddon Visitor Information Centre statistical Report was received and noted.

BACKGROUND

The role of the Loddon Visitor Information Centre is to offer a service to visitors and locals providing a focal point to collect information and local knowledge of the region to enhance their visitor experience. To supply a high level of customer service that will encourage visitors to spread the word about the Loddon Shire Tourism Region and the service that is provided.

Visitor Statistics

As part of the Australian Tourism Accreditation Program the Loddon Visitor Information Centre must collect statistics on visitor enquiries. Statistics are collected through a door counter and postcodes from walk in visitors, telephone enquiries, emails and faxes. The Loddon Visitor Information Centre Officer collates monthly statistics for the Loddon Visitor Information Centre and forwards a copy to Victorian Tourism Industry Council to be included in Tourism Victoria's visitor statistics report for the end of the financial year.

The following is a report on **walk in, telephone and email enquiries** to the Loddon Visitor Information Centre over the 2010/2011 financial year allowing for a comparison in 2011/2012.

ISSUES/DISCUSSION

'Walk In' enquiries

The Loddon Visitor Information Centre walk in enquires are collected over a twelve month (July to June) yearly period. Information requested from visitors includes postcodes and how the visitor found the Loddon Visitor Information Centre and also electronically by a door counter. The majority of the enquiries to the Loddon Visitor Information Centre are visitors investigating family history, accommodation, natural environment or nature based activities such as gold fossicking, camping, wetlands, fishing locations, National and State Parks, cemeteries, historical societies and maps of the area and regional Victoria.

The Loddon Visitor Information Centre provides directions, information and promotional material to visitors and locals.

The most popular promotional material that staff and volunteers distribute to visitors who walk into the Loddon Visitor Information Centre is the Nature Tourism Map, the Loddon Official Visitor Guide, gold fossicking maps, fishing maps, Park notes, township maps, self-walk or drive CDs. This all enhances the visitor experience of our region with local knowledge. Repeat visitation has occurred through Loddon Shire hosting the 2011 Great Victorian Bike Ride, for which Wedderburn and Boort were voted the best two overnight stays in this event.

Telephone and email enquiries

The Loddon Visitor Information Centre telephone and email enquiries have grown over this 12 month period but do not include enquiries received through other avenues such as the Loddon Shire Council offices, community centres (such as Boort)

All tourism marketing material that is produced the Loddon Visitor Information Centre is the call to action for any visitor enquires. The Loddon Shire Tourism Manager is constantly working towards all visitor enquires to be directed to visitor services so the consumer becomes aware of this facility.

An overview of visitor enquires for walk in, phone and email to the Loddon Visitor Information Centre for 2010/2011 and 2011/2012 are listed below

Walk In Visitors

Month	Walk-In <u>2010/2011</u>	Walk-In <u>2011/2012</u>
July	429	333
August	401	406
September	474	504
October	444	447
November	507	515
December	685	971
January	352	353
February	361	388
March	597	601
April	464	449
May	439	472
June	364	379
Total	5517	5818

Phone Enquiries

	Phone Enquiries	Phone Enquiries
	<u>2010/2011</u>	<u>2011/2012</u>
July	69	93
August	91	89
September	115	119
October	79	106
November	83	86
December	62	136
January	43	79
February	52	131
March	94	109
April	76	78
May	67	119
June	91	95
Total	922	1240

Email Enquiries

	Email Enquiries	Email Enquiries
	<u>2010/2011</u>	<u>2011/2012</u>
July	21	11
August	13	24
September	30	41
October	12	53
November	11	26
December	32	62
January	44	39
February	46	40
March	22	34
April	20	23
May	8	73
June	16	76
Total	290	522

Visitor statistics are frequently reviewed to ensure that the marketing of our region is meeting the needs of visitors.

Market Segmentation

The Loddon Shire Council segments national markets using the **Roy Morgan Value segments** that distinguish markets with the highest yield potential and their holiday requirements.

In marketing the Loddon Tourism Region - the Traditional Family Life, Conventional Family Life and Socially Aware segments are identified as the core market segments likely to be suited to the Loddon Shire and what this region has to offer.

Traditional Family Life© refers to a pattern of responses associated with the older counter parts of the Conventional Family Life© segment. The **Traditional Family Life**© segment are motivated by similar values in terms of security, reliability and providing better opportunities for their family. However, they are now, within Australia, and generally empty-nesters or extended families.

With children grown - their focus is on enjoying their relationship with one another, finding time to do all things they never could while their children were growing up. But with such a strong focus on the family, they spend a great deal of time and energy getting the family to visit them, babysitting, weekend BBQ's and buying lollies for the grandkids which their parents won't let them have.

Conventional Family Life © refers to the pattern of respondents who represent the core of "middle Australia", with values centred on the significant events in their personal and family lives. It tends to relate to people seeking greater financial security, struggling to improve their basic living standards and give their families better opportunities than they had in their own childhood.

Within the **Conventional Family Life** © segment exists the great Australian dream of owning your own home in the suburbs, driving a good, solid car having 2.5 children and going on family BBQ's on the weekend. But with this comes the worry of a mortgage, playing it safe at work so you don't risk losing your job, worrying about the safety of the children, being the family taxi service and ferrying the kids to and from sporting activities and their friends.

Socially Aware © refers to a pattern of responses offered by people who are community minded and socially active. Information vacuum cleaners, this segment are always searching for something new and different and new things to learn. They believe strongly in the concept of learning a living rather than earning a living, always seeking new opportunities for training, education and knowledge. Community minded and socially active people looking for something different, willing to spend money and learn new activities.

Operational and Development Objectives for the Loddon Visitor Information Centre for 2012/2013

- To maintain accreditation with Tourism Accreditation Australia for the Loddon Visitor Information Centre
- To continue to recruit volunteers for the Loddon Visitor Information
- To improve promotional material so all forms of visitor enquiry are directed to the Loddon Visitor information centre
- Continue Volunteer Information sessions
- Continue Volunteer & staff familiarisation tours
- Continue to grow partnerships with Regional Visitor Information Centres by attending the Visitor Information Centre Summit
- Provide input into the re development of the Wedderburn Community Centre to reach the best outcome for visitor services
- Negotiate for the Loddon Visitor Information centre to be included in the next edition of the Enterprise Bargaining Agreement.

COSTS/BENEFITS

The Loddon Visitor Information Centre is the only accredited visitor service on the direct route from Melbourne to Mildura, with the exception of off the freeway at Woodend, and is a useful stop for visitors.

An estimate of the direct average income to Loddon Shire for 5818 walk in enquiries is \$58,180.00, which is conservative, based on purchase of coffee/snacks.

RISK ANALYSIS

The Loddon Visitor Information centre is reliant on volunteers for Sundays and Public Holidays. Staff at the Loddon Visitor Information Centre encourage new volunteers from Wedderburn and District but is becoming more difficult as volunteers have a responsibility to a number of organisations, which is a risk for the sustainability of the Loddon Visitor Information Centre.

Services provided by the Loddon Visitor Information Centre are promoted through the local community and is increasingly promoted as a hub for information on local events and activities.

Free familiarisation tours are provided for volunteers to increase their knowledge of the shire and the region.

CONSULTATION AND ENGAGEMENT

The Loddon Visitor Information Centre Officer in 2011/2012 organised two familiarisation tours which occurred autumn and spring enabling the volunteers to visit new businesses and learn about their daily operations. Attached is a copy of a familiarisation tour.

[Page intentionally left blank]

9. DIRECTOR COMMUNITY AND WELLBEING REPORTS

9.1 2012 LODDON SENIORS FESTIVAL

SUMMARY

This report provides Council with information on the activities conducted during the recent Seniors Festival.

Author: Wendy Gladman – Acting Director Community Wellbeing

File No:

Attachment: NIL

RECOMMENDATION

That Council receives and notes the 2012 Loddon Seniors Festival report.

PREVIOUS COUNCIL DISCUSSION

NIL

BACKGROUND

The Loddon Seniors festival forms part of the larger Victorian Seniors Festival, conducted annually in October. The program is facilitated by the Department of Health, with funding provided to Local Government Areas to promote events and activities for senior Victorians.

Community groups interested in participating in the provision of an event or activity during the Seniors Festival are invited to apply for a financial contribution from Council.

Events conducted during the 2012 Loddon Seniors Festival are open to any senior in Victoria who wishes to attend.

ISSUES/DISCUSSION

The 2012 Loddon Seniors Festival consisted of the official launch of the festival (Gala Day), a community event, production of a Seniors Cookbook and the introduction of a Senior Master Chef competition.

Gala Day

The Gala Day is Council's official launch of the Seniors Festival and in 2012 was held at the Serpentine Hall.

The Gala Day is a free event, with 170 Victorian seniors taking advantage of the transport, lunch, entertainment and afternoon tea provided. In addition to residents of Loddon shire, visitors from Bendigo and Castlemaine also attended.

The Department of Health sponsor a number of entertainers to visit Regional and Rural Victoria each year, and the Loddon Seniors Festival was fortunate to host cabaret pianist, Ms Rebecca Morton.

A hat parade with 23 entrants, provide some light hearted entertainment during the day and the following local groups provided displays in the hall:

Wedderburn Craft Group

Wedderburn Care Group

Council's Community Services Department

Planned Activity Group Displays

Men's Shed – Pyramid Hill

Inglewood Resource Centre

Wedderburn Indoor Bowls

Community Activities

The Bridgewater Golf Club was the only community event to receive funding to provide an event or activity during the 2012 Seniors Festival, and hosted a golf tournament targeted specifically at seniors during the festival.

Two other applications were received, but were assessed as not meeting the required criteria for funding.

Senior Master Chef and Cookbook

The Senior Master Chef competition was launched during the 2012 Seniors Festival. Each of the Senior Citizens Clubs within the Loddon Shire were invited to enter a team into the competition, with East Loddon, Inglewood and Tarnagulla taking up the challenge. The competition was completed with the entry of a mystery team from the Community Wellbeing department. East Loddon Senior Citizens were the winners of the inaugural Senior Master Chef.

The event was conducted at the Inglewood Primary School, with 30 spectators attending to support the budding master chefs. A Chef from Total Training Solutions provided cooking demonstrations and knife skills during the competition.

A cookbook containing favourite recipes from Loddon seniors was published and released for sale at the Gala Day.

COSTS/BENEFITS

Council contribution of \$5,000 in addition to funding received from the State Government supports the activities provided during the Loddon Seniors Festival. The ability to attract State Government funded entertainment enables the redirection of funds into other activities, such as transport costs, ultimately, encouraging more residents to attend. The Loddon Seniors Festival is the opportunity to promote positive ageing through entertainment, activity and information.

RISK ANALYSIS

NIL

CONSULTATION AND ENGAGEMENT

NIL

9.2 2012 CLUB 5 to 8 ACTIVITIES UPDATE

SUMMARY

This report provides Council with information on the activities conducted through the Club 5 to 8 program.

Author: Wendy Gladman – Acting Director Community Wellbeing

File No:

Attachment: NIL

RECOMMENDATION

That Council receives and notes the Club 5 to 8 activities report.

PREVIOUS COUNCIL DISCUSSION

NIL

BACKGROUND

The Club 5 to 8 program is provided through Council's HACC funded Planned Activity Program. Council is unique in the delivery of this form of program.

Club 5 to 8 is a social activity group, open to Loddon Shire residents and ratepayers over the age of 50. A program of events is developed each year, ensuring a variety of activities is offered. These can include:

- One day mystery trips
- Overnight and multiple night tours
- Trips to Theatre Shows and Exhibitions
- Tourist attractions
- Concerts

Planned activity programs support social inclusion of HACC eligible residents, and Club 5 to 8 was initially developed to enable HACC eligible residents to take part in a broader range of outings and activities, that were previously not available. The broadening of Club 5 to 8 eligibility to include non-HACC residents increased the number of travellers, which enabled the provision of a larger variety of activities.

All trips are supported by Loddon Shire carers, who assist travellers during the outing.

Club 5 to 8 in its current format commenced in 2004, and in the subsequent 8 years 2380 travellers (consisting 430 individuals) have participated in the 66 activities offered.

ISSUES/DISCUSSION

During 2012 the following activities were provided:

Activity	Travellers
Mystery Trip – Bendigo Chinese Museum & Judy Garland exhibition	46
Albury/Wodonga – 3 nights, 4 days	46
Mystery Trip – Werribee Zo	45
Annie the Musical	40
Phillip Island – 2 nights, 3 days	35
Christmas breakup – Echuca	76

COSTS/BENEFITS

HACC program funding supports the carers participation and travellers contribute to the full cost of the trip/activity.

Club 5 to 8 promotes positive aging and social inclusion outcomes for residents and enables:

- residents who would once have undertaken these activities independently to continue to do so, while continuing to reside in the Loddon Shire;
- residents to participate in activities that they have not previously had the opportunity to do;
- HACC eligible residents to participate in activities that would not normally have the capacity to operate.

RISK ANALYSIS

The ongoing availability of the bus company used to provide the program is uncertain post June 2013, which may result in the need to source an alternative provider who can meet the needs of the program.

CONSULTATION AND ENGAGEMENT

NIL

10. GENERAL BUSINESS

11. CONFIDENTIAL ITEMS

Closing of Meeting to the Public

RECOMMENDATION

That the meeting be closed to the public.

NEXT MEETING

The next Ordinary Meeting of Council will be held on Monday 10 December 2012 at Serpentine commencing at 3.30pm.