

Minutes

Of the Ordinary Council Meeting

Location: Council Chambers, Municipal Offices
62-68 Ovens Street, Wangaratta

Date: Tuesday, 20 August 2019

Time: 6PM



RURAL CITY OF
WANGARATTA

Brendan McGrath
Chief Executive Officer

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RURAL CITY OF WANGARATTA LIVE STREAM

CLAUSE 91(4) OF THE GOVERNANCE AND MEETING CONDUCT LOCAL LAW PROVIDES THE FOLLOWING:

“THIS PUBLIC MEETING IS BEING RECORDED TO IMPROVE ACCESS TO THE MEETING FOR OUR COMMUNITY. THE RECORDING WILL BE PUBLISHED AND WILL BE RETAINED BY COUNCIL IN ACCORDANCE WITH COUNCIL’S LEGAL OBLIGATIONS. AS A VISITOR IN THE PUBLIC GALLERY, YOUR PRESENCE MAY BE RECORDED.”

1. ACKNOWLEDGEMENT OF TRADITIONAL OWNERS

We acknowledge the Bangerang people as the original inhabitants on whose country we are gathered and pay our respects to their Elders, past, present and emerging. We also pay our respects to all first nation people who are with us here tonight or who may not be with us tonight.

2. OPENING PRAYER

Almighty God, we humbly ask thee to bless and guide this council in its deliberations so that we may truly preserve the welfare of the people whom we serve. Amen

3. PRESENT

Councillors:

David Fuller, Dean Rees, Harry Bussell, Harvey Benton, Ken Clarke OAM, Mark Currie, Ashlee Fitzpatrick.

Officers:

Brendan McGrath, Chief Executive Officer Alan Clark, Director Infrastructure Services Jaime Chubb, Director Community Wellbeing Sarah Brindley, Director Corporate Services Clare Cowdery, Manager Building, Planning & Compliance.

4. ABSENT

Officers:

Stephen Swart, Director Development Services.

5. ACCEPTANCE OF APOLOGIES & GRANTING OF LEAVE OF ABSENCE

ORDER OF BUSINESS

6. CITIZENSHIP CEREMONY

Nil.

7. CONFIRMATION OF MINUTES

RECOMMENDATION:

(Moved: Councillor K Clarke OAM/Councillor H Benton)

That Council read and confirm the Minutes of the Ordinary Meeting of 16 July 2019 as a true and accurate record of the proceedings of the meeting.

Carried

8. CONFLICT OF INTEREST DISCLOSURE

In accordance with sections 77A, 77B, 78 and 79 of the *Local Government Act 1989* Councillors are required to disclose a 'conflict of interest' in a decision if they would receive, or could reasonably be perceived as receiving, a direct or indirect financial or non-financial benefit or detriment (other than as a voter, resident or ratepayer) from the decision.

Disclosure must occur immediately before the matter is considered or discussed.

Mayor Dean Rees declared a direct conflict of interest in relation to item 11.1 Request for Councillor Professional Development as he was the subject of the report.

Please follow link [20 August 2019 Council Meeting Video](#) refer to minutes 20:38 to 21:11 for Mayor Dean Rees declaration of Conflict of interest.

9. RECEPTION OF PETITIONS

Nil.

10. HEARING OF DEPUTATIONS

Nil.

PRESENTATION OF REPORTS

11. COUNCILLOR REPORTS

11.1 REQUEST FOR COUNCILLOR PROFESSIONAL DEVELOPMENT

Meeting Type:	Ordinary Council Meeting
Date of Meeting:	20 August 2019
Author:	Executive Service Coordinator
File Name:	N/A
File No:	IC19/300

Mayor Dean Rees left the Chamber at 6.09pm having previously declared a conflict of interest. Deputy Mayor, Mark Currie took the Chair.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This report is presented to Council to consider approval of Mayor, Dean Rees to undertake professional development.

RESOLUTION:

(Moved: Councillor K Clarke OAM/Councillor H Bussell)

That Council:

- 1. approve the enrolment and associated costs of Mayor, Dean Rees to undertake the Municipal Association of Victoria's (MAV) partnered Australian Institute of Directors Company Directors course in accordance with the provisions set out in the Councillor Support Policy 2016***
- 2. allocate \$7,929.90 MAV Credit Points to cover training costs and***
- 3. note that in accordance with the Councillor Policy 2016, a written delegates report for inclusion at the next practicable Ordinary Meeting of Council be submitted within fourteen days of return from training.***

Carried

Background

Mayor, Dean Rees is seeking approval of Council to enrol in a five-day professional development course. The Australian Institute of Company Directors (AICD) Company Directors Course is endorsed by the MAV and offers councillors

a course to enhance and broaden their skills and abilities in their role as a councillor.

The five-day course features presentations tailored to the local government audience. It is delivered by the AICD, an organisation for directors and those seeking to become directors.

Key learning objectives include:

- The role of the board and the practice of directorship
- Decision making
- Director duties and responsibilities
- The board's legal environment
- Risks and issues for boards
- Strategy
- Financial literacy for directors and driving financial performance
- Achieving board effectiveness
- Putting learning into practice.

Implications

Policy Considerations

In 2016, Council adopted a Councillor Support Policy which encourages Councillors to avail themselves of opportunities to attend appropriate professional development courses and conferences and seminars which will be of benefit to the Councillor in their delegated role or Council as a whole.

The policy provides an annual allocation of \$2,000 per Councillor to cover costs associated to training and development opportunities. A councillor proposing to undertake training in excess of this allocation is required to seek approval by resolution of Council at a meeting open to the public.

Financial/Economic Implications

The total cost of this course is \$7,929.90. A cost of \$170 could also be incurred to re-sit the exam or assignment if it is not completed to satisfactory. Expenses for transport, accommodation and meals will also be covered.

Council accumulates Councillor “credit points” through its annual membership with the MAV which can be used to offset training costs. The current balance is of those points is 11,285 (as at 16 August 2019) and therefore will cover the cost of training.

Legal/Statutory

This course will assist Councillors to better understand the compliance and governance requirements of Council.

Social

There are no social impacts identified for the subject of this report.

Environmental/Sustainability Impacts

There are no environmental/ sustainability impacts identified for this subject of this report.

2017 – 2021 Council Plan (2018 Revision)

This report supports the 2017-2021 Council Plan:

Goal

We will be extraordinary

We will always look for ways to improve – we will research, explore and review to make sure we are always getting better at what we do.

Strategic Links

a) Rural City of Wangaratta 2030 Community Vision

N/A

b) Other strategic links

N/A

Risk Management

There are no risks associated identified for the subject of this report.

Consultation/Communication

This request for professional development has been discussed with the Mayor and Chief Executive Officer and recommended for Councils consideration.

Options for Consideration

1. Support Mayor, Dean Rees' enrolment to undertake the Company Directors course through the MAV or
2. Not support Mayor, Dean Rees' enrolment to undertake the Company Directors course through the MAV

Conclusion

The Rural City of Wangaratta is committed to the training and development of Councillors to promote ongoing professional development, well informed decision making and enhance the quality of community representation.

This course is highly regarded and has been endorsed by the MAV, a peak representative body for local government.

Attachments

Nil

Public Questions

Please follow link [20 August 2019 Council Meeting Video](#) and refer to minutes 22:43 to 25:40 for public questions and responses related to Item 11.1 Request for Councillor Professional Development.

Councillor Speeches

Please follow link [20 August 2019 Council Meeting Video](#) and refer to minutes 26:30 to 27:58 for councillor speeches and responses related to Item 11.1 Request for Councillor Professional Development.

Mayor Dean Rees returned to the Chambers at 6.16pm and resumed the Chair.

OFFICERS' REPORTS

12. EXECUTIVE SERVICES

Nil.

13. CORPORATE SERVICES

13.1 FRAUD AND CORRUPTION CONTROL POLICY 2019 REVISION

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Manager People & Governance
File No: IC19/261

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This report is presented to Council to approve revisions to the Fraud Control Policy 2015.

The Policy now incorporates corrupt conduct, which is defined, and the Policy reflects the requirements of the Australian Standard on Fraud and Corruption Control.

Roles and responsibilities are clearly identified and emphasise the need for risk assessment and the identification, implementation and monitoring of controls.

RESOLUTION:

(Moved: Councillor H Benton/Councillor A Fitzpatrick)

That Council:

- 1. *endorses the Fraud and Corruption Control Policy 2019 revision for public exhibition***
- 2. *invites public submissions regarding the Policy in accordance with Council's "Major Council Policy Consultation Local Law No.4 of 2015" (the Local Law) until close of business on Friday 20th September 2019***
- 3. *If submissions are received under the Local Law:***
 - a. *Convenes a Special Council Meeting to hear from any person or persons who request to be heard in support of their written submission***
 - b. *Receives a report on any Local Law submissions and any hearings held and resolves the revised Fraud and Corruption Control Policy at the next available Ordinary Council Meeting***

4. If no submissions are received under the Local Law, resolves to approve the Fraud and Corruption Control Policy 2019 revision without further resolution.

Carried

Background

The Fraud Control Policy is due for review. This policy has been updated to reflect the latest requirements of the Australian Standard on Fraud and Corruption Control.

Implications

Policy Considerations

Good governance requires a clear and systematic approach to fraud and corruption control.

2017 – 2021 Council Plan (2019 Revision)

This report supports the 2017-2021 Council Plan:

Goal - We are Sustainable

Review of policies and refresher training is necessary to ensure good governance.

Risk Management

A review of the Policy is necessary to ensure that the risk of fraud and corruption is understood across Council and appropriate controls are implemented and monitored.

Consultation/Communication

Level of public participation	Promises to the public/stakeholders	Tools/Techniques
Consult	The public will be invited to comment on the Policy prior to Council's decision.	Communication of Policy Meetings with interested parties.




Options for Consideration

1. Council may endorse the Policy for public consultation; or
2. Council may wish to further revise the Policy prior to public consultation.

Conclusion

It is four years since this Policy was approved by Council. Revision is timely and allows for the Policy to reflect current standard practice by incorporating corrupt conduct, as well as fraud.

Attachments

- 1 Fraud and Corruption Control Policy 2019 revision 
- 2 Fraud Control Policy 2015 
- 3 Fraud and Corruption Policy 2019 Revision - Community Impact Statement 

13.2 PROTECTED DISCLOSURES POLICY 2019 REVISION

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Manager People & Governance
File No: IC19/264

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This report is presented to Council to approve revisions to the Protected Disclosures Policy 2015.

The revised Policy is based on the requirements of the Protected Disclosure Act.

All protected disclosures must be reported to the Independent Broad-based Anti-Corruption Commission (IBAC). Protected disclosures are disclosures of improper conduct (as defined in the Act) or detrimental action taken in reprisal for a disclosure and must be made in private to a Council officer or external body responsible for receiving such disclosures. If a disclosure is assessed as a protected disclosure, statutory protections apply such as to maintain the confidentiality of the identity of the discloser. Disclosures that are not protected disclosures are managed using internal Council processes. The IBAC plays a role to determine if a disclosure is a protected disclosure.

RESOLUTION:

(Moved: Councillor D Fuller/Councillor K Clarke OAM)

That Council:

- 1. *Endorses the Protected Disclosures Policy 2019 revision for public exhibition***
- 2. *Invites public submissions regarding the Policy in accordance with Council’s “Major Council Policy Consultation Local Law No.4 of 2015” (the Local Law) until close of business on Friday 20th September 2019***
- 3. *If submissions are received under the Local Law:***
 - a. *Convenes a Special Council Meeting to hear from any person or persons who request to be heard in support of their written submission***
 - b. *Receives a report on any Local Law submissions and any hearings held and resolves the revised Protected Disclosures Policy at the next available Ordinary Council Meeting***

4. If no submissions are received under the Local Law, resolves to approve the Protected Disclosures 2019 revision without further resolution.

Carried

Background

The Protected Disclosures Policy is due for review. This policy has been updated to take account of amendments to the Protected Disclosure Act. It has also been streamlined to remove procedural content which will be included in a separate procedure document moving forwards.

Implications

Policy Considerations

This policy is to ensure Council meets its obligations under the Protected Disclosure Act. Should a disclosure be assessed to not be a Protected Disclosure then other council policies and processes will apply, such as the Fraud & Corruption Policy, and council's Complaints processes.

2017 – 2021 Council Plan (2019 Revision)

This report supports the 2017-2021 Council Plan:

Goal - We are Sustainable

Review of policies and refresher training is necessary to ensure good governance.

Risk Management

A review of the Policy is necessary to ensure that councillors, council employees and members of the public understand council's policy for the handling of disclosures of corruption, and disclosures of detrimental action taken in reprisal for a disclosure.

Consultation/Communication

Level of public participation	Promises to the public/stakeholders	Tools/Techniques
Consult	The public will be invited to comment on the Policy prior to Council's decision.	Communication of Policy Meetings with interested parties.




Options for Consideration

1. Council may endorse the Policy for public consultation; or
2. Council may wish to further revise the Policy prior to public consultation.

Conclusion

It is four years since this Policy was approved by Council. Revision is required and allows for the Policy to reflect current standard practice.

Attachments

- 1 Protected Disclosures Policy 2019 revision 
- 2 Protected Disclosures Policy 2015 
- 3 Protect Disclosures Policy 2019 Revision - Community Impact Statement 

14. COMMUNITY WELLBEING

14.1 COUNCIL COMMITTEES

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Community and Recreation Officer
File No: IC19/172

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This report is presented to Council seeking endorsement for nominations of community members to represent a number of Special Committees of Management (COM) where representatives are new or re-nominating upon expiry of their term on a COM.

There are some variations and additional members to be included which particularly relate to the Whitfield Recreation Reserve which had seen its membership reduced to the minimum of four. Following from their AGM a number of new nominations have been received and are included for endorsement.

The Special Committees of Council have been delegated by Council the responsibility to manage, promote and maintain the facilities under their control.

RESOLUTION:

(Moved: Councillor H Bussell/Councillor D Fuller)

That Council appoints Julie Barker, Graeme Stanyer, Joanne Allsop, Joel Pizzini, James Neary and Tina Ivone as representatives to the Whitfield Recreational Reserve, Milawa Public Hall and Park, Whorouly Memorial Park Reserve and Whorouly Public Hall, Section 86 Special Committees of Management.

Carried

Background

Council has 15 COMs established under Section 86 of the *Local Government Act 1989* (the Act) for the purpose of managing and controlling activities at Council owned/managed facilities. Section 86 of the Act provides that Council may delegate certain functions, duties or powers to a COM.

Committee of management nominees serve limited terms based on the requirements of the Instrument of Delegation. All committee charters establish a minimum required number of positions but allow for larger membership if there is an interest from community members to serve. These nominations represent

either new nominees resulting from resignations, re-nominations due to membership terms expiring or additional interest from local community members.

When membership terms expire the nomination process is advertised in local media, through rural newsletters and via community word-of-mouth.

Nominations for the Section 86 committees are completed on an approved form which requests the reasons which have motivated the nomination and the provision of previous experience.

Implications

Policy Considerations

Council's policy 'Appointment to Council Committees' applies to this matter. At its discretion, where there are more nominations than vacancies and the nominees address the requirements of the relevant COM, Council may appoint a number of members to the committee greater than that specified in the Instrument of Delegation.

Financial/Economic Implications

There are no financial or economic implications identified for the subject of this report.

Legal/Statutory

Council must make formal appointments to Section 86 Special Committees as required by the Act. The appointment of members to Special Committees by formal resolution of Council ensures that the powers, functions and duties delegated to these COM's are able to be exercised legally.

Social

Closer links between Council and COM's create greater awareness of the needs of the community and of the facilities being managed on Council's behalf. The responsibilities delegated to the COM's promote the exchange of information between the committee and Council. Promotion of the facility by the COM facilitates increased community use.

Environmental/Sustainability Impacts

There are no environmental/ sustainability impacts identified for this subject of this report.

2017 – 2021 Council Plan (2019 Revision)

We are sustainable:

We will focus on our business, by ensuring that we have the processes in place to support our community groups and committees to be viable and sustainable.

We are established:

We will plan, research and advocate for the future, on behalf of our groups and committees to ensure that they have the resources and knowledge to do the things they need to do.

Risk Management

Risks	Likelihood	Consequence	Rating	Mitigation Action
Governance risk associated with the delegation of Council powers to a committee	Possible	Moderate	Medium	The appointment of members by a formal resolution of the Council reduces governance risks by ensuring that all members appointed to a committee are covered by Council's public liability insurance

Consultation/Communication

Level of public participation	Promises to the public/stakeholders	Tools/Techniques
Inform	Keep informed	Emails/Media advertisements
Consult	Listen and acknowledge	Council will consult with the committees prior to making decisions that relate to facilities.
Involve	Work with the respective committees to obtain feedback	Committees provide an important source of feedback for Council to manage these facilities and provide relevant information pertaining to the community.
Collaborate	Feedback will be incorporated into decisions as far as possible	Council collaborates with its committees prior to making decisions that relate to facilities
Empower	Implementation in conjunction with the relevant committees	Committees have delegated powers to make decisions in relation to the day-to-day management of the facilities.

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

Conclusion

Council has reviewed the nominations received for the appointment of members to the relevant COM's. Endorsing this report will delegate the management, function and duties of the activities and facilities under the COM's and will uphold Council's requirements under the Act.

Attachments

- 1 Nominations to Council Committees - Confidential

14.2 BRAND STRATEGY CONSULTATION

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Creative Marketing Specialist
File No: IC19/139

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This report is presented to Council to provide a recommendation for the future direction of the Rural City of Wangaratta brand identity and marketing strategy. This recommendation is made following significant community engagement and feedback on the draft brand identity (including logo). The outcomes and summary of this process are included in the report and have been considered and reflected in the recommendation.

The brand identity, including the proposed new logo, has been developed to create an iconic, recognisable brand that delivers increased investment, tourism and growth for the municipality. The identity is the basis for future investment in marketing activities, renewal of marketing collateral, and redevelopment of corporate and community material and infrastructure.

ORIGINAL RECOMMENDATION:

That Council:

- 1. Acknowledges and considers the community and stakeholder submissions made during the formal review period*
- 2. Adopts the proposed Marketing Strategy*
- 3. Adopts the Brand Identity with a two logo model that allows for the use of the traditional cormorant logo for official and political uses and the 'W' logo for marketing and promotional activities*
- 4. Commences the development of Brand Wangaratta Guidelines that will detail the appropriate use and application of each logo and determine colour palette, style guide and sub-brand representation*
- 5. Begins the process of community engagement to work with townships to develop the localised iconography that will be used to reflect their communities*
- 6. Commits to the development and delivery of a Reconciliation Action Plan that will:*

- a. *Recognise and value the local Aboriginal history and stories of Wangaratta as part of our shared history.*
- b. *Outline steps for the continued celebration and opportunities for expression of the local Aboriginal history and stories.*
- c. *Articulate the commitment of Council to support locally the identified priorities of our Aboriginal and Torres Strait Islander community.*
- d. *Articulate Council's recognition of the Traditional Custodians of the lands and waterways of Country and develop guidelines to share with the wider community.*
- e. *Articulate Council's commitment to Organisational wide Cultural Competency Training.*

ALTERNATE MOTION:

(Moved: Councillor K Clarke OAM/Councillor H Benton)

That Council:

- 1. Acknowledge & Consider the community and the stakeholder submissions made during the formal review period.***
- 2. That this council endorse the draft marketing and branding strategy and branding identity as approved in the 2019/2020 budget forthwith, using the existing logo as it's foundation.***
- 3. That over the period of 6 months, consultation takes place together with the custodians of our land and others, to formulate a meaningful logo, which may well mean acceptance of the present logo, but which may represent the wishes of the citizens of the Rural City of Wangaratta, our rivers, wine, cheese and agricultural producers and local business.***
- 4. That Council request officers bring a report on implementation of a reconciliation action plan to a future council meeting.***

Mayor Dean Rees requested a division and the results were:

For: Councillor H Benton, Councillor H Bussell, Councillor K Clarke OAM and Councillor D Rees

Against: Councillor M Currie, Councillor A Fitzpatrick and Councillor D Fuller

Background

To achieve the goal of long term sustainability for the region and strong economic growth, we have developed a new brand identity and marketing strategy to focus on delivering outcomes across all areas of the business and the municipality.

The Rural City of Wangaratta recognises that;

- Our population growth is below state average - 0.7% vs 1.9%
- We have an aging population and by 2031, 29% of the population will be 65+
- The median age of the population in 2006 was 41, and rose to 45 in 2016
- We face employer and business growth challenges – many businesses find it difficult to attract and retain staff (skilled and or unskilled labour).
- Without population growth and development, we will have limited economic growth;
- We have enormous potential for tourism expansion, economic diversity and increased investment.

We have also recognised that there is an inconsistent approach to our branding and marketing across the municipality and that we have been underperforming in positioning and marketing our offer to potential new investors, businesses, residents and visitors. We know from research and feedback that the current branding and marketing activities lack a coherent message, strong identity and clear sense and communication of purpose, and people struggle to connect with the Rural City of Wangaratta brand and what it means.

We believe that a more consistent, professional and innovative approach is required to maximise our impact and strengthen the identity of the Rural City of Wangaratta, and our municipality, to potential new investors, businesses, residents and visitors.

Following the May Council meeting and the presentation of the draft brand identity, Council undertook a 28 day community consultation to facilitate a greater understanding of the views and priorities of the community. This consultation period was further extended when the decision was deferred to the August Council meeting to allow the opportunity for thorough review and consideration.

As part of this consultation, there were a number of opportunities for the community to learn more about the background to the project, the design process and the overarching strategic intent. This included how it will achieve Council's goal of creating a sustainable and prosperous future including online, community meetings, stakeholder meetings and an open room at Council offices.

The Brand Identity and the Marketing Strategy have not been developed in isolation, nor have they replaced other priority projects of Council. Rather, they have been developed to complement and support other major strategic Council projects and strategies including:

Project	Details
Planning for growth areas	<ul style="list-style-type: none"> • Northwest and South developments • Approximately 2250 blocks have been identified to cater for residential growth.
Industrial Landuse Strategy	<ul style="list-style-type: none"> • The adopted strategy will ensure that we have market ready industrial and/or commercial land for current and future business expansion.
Infrastructure Projects	<ul style="list-style-type: none"> • More money than ever before is being spent (\$11.12m) by Council on road upgrades, maintenance and pedestrian crossings across the municipality.
Planning Services Review	<ul style="list-style-type: none"> • Reduction of time to decision and improving efficiencies will be more attractive to prospective developers and result in better decisions. • Improved processing times to decision. Transparency of process on-line to improve the customer experience.
Improved customer experience for all regulatory services through on-line interaction, information and efficient processes.	<ul style="list-style-type: none"> • Faster processing to decision and ability to interact on-line for all regulatory services improving our customer experience.
Thriving Agriculture Business	<ul style="list-style-type: none"> • Agriculture is the fifth largest contributor to the Wangaratta economy. With prized and versatile growing areas there are many opportunities for value adding both within the agricultural and agri-tourism sectors. • Councils provides support, advocacy and collaboration to its local producers and agribusiness suppliers through a range of industry based programs, and by building relationships with key industry bodies, and with State and Federal agencies
Aerodrome Development	<ul style="list-style-type: none"> • Completion of the development plans. • Works to extend apron and construction of commercial hangar.
Urban Design Framework	<ul style="list-style-type: none"> • Development of a new Urban Design Framework is underway, to translate the visions taken from the CBD Master Plan 2016 and the Central Activities Area.

Project	Details
Health Precinct Structure Plan	<ul style="list-style-type: none"> Endorsed at the July 2019 Council Meeting, the Health Precinct Structure Plan is a long term guiding framework for land use and built form development within the health precinct.
Railway precinct upgrade	<ul style="list-style-type: none"> First stage of development completion is due in January 2021.
New aquatics center	<ul style="list-style-type: none"> A regional aquatic facility, capable of attracting major events and serving the growing needs of Wangaratta's community well into the future due for completion in 2021.

Proposed Brand and Marketing Direction

As part of the Branding and Marketing Project, a high impact integrated branding framework and targeted marketing strategy (Marketing Strategy - Attachment 1 of this report) has been developed. This is to be utilised across all business units of Council to drive a consistent and innovative approach to raising our profile. Achieving such outcomes will enable us to respond to opportunities to promote and re-position the brand whilst also providing us with the collateral required to be responsive and flexible in our approaches.

Implementation and roll out of the new brand will be a multi-year process and outcomes will be closely monitored to ensure a meaningful return on investment is being achieved. In year one, the focus will be on attracting new visitation and investment. The marketing and promotion direction will be ongoing and diverse, responding to seasonal and targeted opportunities.

Furthermore, an integrated multi-channel marketing campaign will be developed, flowing on from the Marketing Strategy. Budget has been allocated to implement branding activities in 2019/2020 including street and building signs, digital communications, and corporate collateral.

A Two Logo Model

The use of two logos is in response to the significant levels of community feedback that highlighted the cultural and historic importance of the cormorant.

In line with some other organisations, including the Victorian State Government, this model allows for the use of a contemporary logo for marketing and promotional activities whilst still retaining a traditional logo for official and political uses. The cormorant will be used in a similar way to the Coat of Arms is used for the Victorian government. The proposed new W will be utilised for outward facing marketing and branding of the municipality. Branding guidelines will be developed to outline the appropriate and inappropriate use of each logo and compliance will be managed accordingly.

 <p>RURAL CITY OF WANGARATTA</p>	 <p>Rural city of Wangaratta</p>
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Proposed Brand Roll Out:

Details	Proposed Timeline	Details
Brand identity and marketing strategy adoption	August 2019	August Council meeting
Brand Guidelines (including brand style guide) finalised.	September 2019	
Advertising Campaign - Creative concepts developed and finalised.	September 2019	
Media strategy finalized including audience consumption analysis and media buy recommendation.	September 2019	This will inform advertising campaign timing.
Corporate Brand Changeover	Commence from October 2019	Staged roll out
Event Signage Developed	October 2019	
Rural township signage community engagement project.	Commences August 2019	Will depend on strategy adoption 4-6 month project from consultation to delivery
Township Street Banners	November 2019	
Media Campaign		Campaign timing will be determined by media buy recommendation.
Digital Communications	From August 2019	6 -12 month project. RCoW website refresh New Invest Wangaratta site. Refreshed Visit Wangaratta site Social Media channel plan Sub brands to be explored in Year two.
Signage – Corporate and Urban Wangaratta	From September 2019	6 month project.

Financial/Economic Implications

Phase 1: The brand identity, community consultation and research was funded within 2018/2019 budget;

- Brand Identity development and research \$121,000
- Additional consultation and research \$10,500
- Media Strategy and recommendation to prepare for rollout \$8,000
- **Total \$139,500**

Phase 2: Marketing Plan execution:

	19/20 FY
Advertising	300,000
Campaign Media Buy and Development	
Sub Total	300,000
Marketing + Communications	
Image library Update	20,000
Tourism Marketing Campaign	60,000
Trade Event Activation	50,000
Content Creation - Social Media	20,000
Communication Style Guide	10,000
PR Agency Engagement	60,000
Digital Communications - websites	100,000
Content Creation - video	75,000
Research + Campaign Evaluation	25,000
Brand Roll Out	
Corporate Collateral	100,000
Municipality Entry signage	
Council Building Signage	
CBD Directional Signage - Parking	300,000
Sub Total	800,000
TOTAL	1,100,000

**All items are estimates pending strategy adoption and media buy recommendation.*

Social

The Branding and Marketing Project will have significant social and economic impacts for our community. From improving the visual presence of council and the community, to stimulating growth in tourism, investment and population, the project will create long lasting benefits.

Part of the branding and marketing collateral will focus on telling the story of Wangaratta, local people and businesses. They will be reflected throughout the

brand images and campaigns and will help to celebrate the breadth of opportunity, creativity and innovation that exists within our community.

Environmental/Sustainability Impacts

There are no environmental/ sustainability impacts identified for this subject of this report.

2017– 2021 Council Plan (2019 Revision)

This report supports the 2017-2021 Council Plan:

We are growing.

Our economy and community are growing because we offer exciting opportunities and potential. We have a strong economic development strategy and continue to attract new businesses, residents and visitors to the region.

We will create and deliver:

- Collateral that promotes the unique characteristics and position of the municipality for investment.
- Tourism products and experiences that build our attraction to visitors.
- Innovative and flexible visitor services that respond to the changing expectations of people visiting our region.
- Marketing campaigns that attract new residents and clearly position Wangaratta as a great place to live and work.
- Programs and training that support our local businesses and attract people to the CBD

We will focus on our business:

To ensure we understand and plan for the long term opportunities, challenges and priorities that face our growth potential.

Strategic Links;

- a) Rural City of Wangaratta Tourism and Economic Development Strategy
- b) Rural City of Wangaratta Masterplan for the City

Risk Management

Risks	Likelihood	Consequence	Rating	Mitigation Action
If the brand strategy is not adopted there is the risk of maintaining current population growth rate and not attracting new investment or tourism.	Moderate	Lack of support and advocacy for the region, putting future funding at risk.	High	Develop marketing plan outside of strategy.
An aging population with below state growth	Moderate	An increase in demand for already	High	Continue to work with health service providers to plan for

Risks	Likelihood	Consequence	Rating	Mitigation Action
		stretched community aged care services.		a sustainable workforce.
Risk of disengaging our local indigenous community	High	Distrust in Council respecting heritage and traditional land owners	High	Development and delivery of an Aboriginal Action Plan including recognising the story of our indigenous community.
Negative community back lash and on-going negative media attention despite what decision is made by Council.	High	Lack of community pride. And engagement leading to decreased investment, attraction and population growth.	High	Engage community in the next phase of the project supporting the development and roll out.
Project is adopted and strategy is rolled out but doesn't achieve desired outcomes.	Moderate	Lack of return on investment.	High	Ensure benchmarks and targets are set and closely monitored making adjustments if necessary to achieve the appropriate ROI.

Consultation/Communication

There have been two phases of consultation for the brand identity. The first one during the research phase of the project and second one (more recently) involving a 53 day consultation to allow the broader community to view, understand and provide feedback (via the formal) submission process on the proposed new brand identity and marketing direction.

What did the Consultation involve?

Phase 1: Project Development Consultation and Research included;

- 18 Stakeholder interviews and 2 workshops (one locally and one in Melbourne) with 60 attendees (including local community members and Melbourne residents) to inform the draft brand;
- Research was undertaken to;
 - understand differences in appeal between Melbourne and the local residents;
 - Explore motivators to travel throughout Victoria;

- Understand current perceptions and levels of knowledge about Rural City of Wangaratta and the surrounding region;
- Understand the idea and perceptions of the phrase ‘rural’
- We then completed further research with over 300 (including more than 200 local residents and 100 Melbourne residents) to evaluate the appeal and influence of advertising linked to the proposed new visual identity.

Phase 2: Community Consultation included;

- Four information sessions were held, open to all members of the community. The information sessions provided Council the opportunity to discuss in detail why the project has come about and how it strategically aligns to the overall Council vision and business goals, the financial investment made to date and what the proposed roll out may entail. The sessions also allowed for questions and answers. There were approximately 120 community members who attended including a session with Business Wangaratta.
- Open house – a room was set up with collateral and information to allow the public to find out more information and be better informed about why Council are proposing to do this project, the benefits and where the funds will be spent including the benefits to the community. Approximately 200 community members visited.
- Online presentation – community members have been able to access an online presentation outlining the changes, the process and key benefits.
- Key stakeholder meetings included;
 - AFL/Murray Rangers
 - Agriculture and Agribusiness Advisory Committee
 - Alpine Truss
 - Arts Culture and Heritage Advisory
 - Brown Brothers Winery
 - Burder Industries
 - Cathedral College (Year 10 Visual Communications Students)
 - Charles Sturt University
 - Chrismont Winery
 - Economic Development and Tourism Advisory Committee
 - Galen Leadership Students (Years 11+12)
 - Gary Nash Real Estate
 - Milawa Cheese Factory
 - Regional Executive Forum
 - Rinaldos Restaurant
 - Tourism North East
 - Tourism and Economic Development Managers Meeting
 - Wangaratta Youth Council

Consultation Outcomes

The 53 day community consultation provided opportunity for feedback via;

- Feedback forms collated from the in-house feedback box and Customer Service

- Community information sessions
- Stakeholder meetings
- Advisory Committee Meetings

Whilst we acknowledge there was a lot of third party (online) reporting and social media engagement during the consultation phase, formal submissions have only been recognised as part of this report as communicated throughout the process both online and in person.

At the conclusion of the consultation period, a total of 265 submissions have been received as outlined in Table 1 below.

<u>TYPE OF SUBMISSION</u>	<u>COUNT</u>	<u>DETAILS</u>
Individuals	253	As per Table 2.
Community Groups	4	Not in favour of logo change.
Advisory Committees	2	In favour of marketing direction and logo change.
Regional Tourism Board	3	1x In favour of marketing direction and logo change. 1x In favour of marketing direction but not in favour of logo.
Local Government Agencies	1	In favour of marketing direction not in favour of logo.
Petition	2	Not in favour of logo change. (643 signatories in total)
TOTAL	265	

The consultation findings are outlined in the below Table;

<u>DETAILS</u>	<u>YES</u>	<u>NO</u>	<u>Not Known</u>
In Favour of Strategy	57	107	89
In Favour of Strategy + Logo	21	194	38
In favour of promotion or marketing	76	82	95
In favour of logo change	22	215	16
Project is a waste of money	123	36	94

Overall, it is considered that the majority of the submissions that Council have received have been focussed on the proposed logo change rather than the overall branding identity and marketing direction.

General Comments:

- The media attention and focus on the logo change greatly influenced the focus that the initial community feedback had on the logo.

- Submissions received in the earlier part of the consultation were focussed only on the logo change. As the consultation phase progressed there was a shift in awareness about the whole project.
- Whilst some people aren't in favour of the proposed brand identity, many community members do advocate for an increase in marketing and promoting of the region to create a long term sustainable future for our municipality.
- Whilst the majority of the submissions received were against a change in logo, those who were in favour of the overall marketing direction including proposed identity were aligned to the targeted audience for the project.
- Many people feel that the project is a waste of money and are still of the belief that proposed logo has cost Council \$1.1m. To clarify, the proposed \$1.1m does in fact relate to the marketing investment and brand roll out costs whereas the brand strategy including research and consultation has cost \$139,500.
- A majority of those in favour the project were aligned to the target audience that the project is looking to engage and mobilise.

The key submissions and key issues raised during consultation are outlined in Table 3 below;

Table: 3

Submission Summary	Submission Issues Raised	Comments
<p>In favour of the marketing direction but not logo change;</p>	<ul style="list-style-type: none"> • The current logo/identity is symbolic and unique representative of the ingenious traditional owners, European history and culture of our community. • The proposed logo is not specific to Wangaratta and is too simple. • The proposed logo can be mis-interpreted as a Menorah, Big W, Playschool windows, or similar to that of the Upper Murray Tourism logo. • The brand strategy is a waste of rate payers money. • Council should be directing its efforts and cash resources to providing tangible out 	<ul style="list-style-type: none"> • The proposed brand identity has been inspired by the waterways. • The Ovens and King River are the lifeblood of our community, essential to not only to our produce but also our community and way of life. • The rivers are an important part of our indigenous story and history. • The brand identity celebrates what has been such an integral part of our community for centuries. • Our Current branding process and efforts have had various levels of success as identified in the research findings and consultation feedback. • There is a need for a more consistent, professional and innovative approach to branding and marketing to maximise

Table: 3

Submission Summary	Submission Issues Raised	Comments
	<p>comes that the community can all be proud of.</p> <ul style="list-style-type: none"> • More publicity and promotion is needed with the current logo. • The community care greatly about the community they live in, and what it offers and want to see RCoW be sustainable and progressive but not by changing the current logo. • Why weren't the community consulted in the strategy development 	<p>impact and strengthen the identity.</p> <ul style="list-style-type: none"> • There is little awareness outside of the municipality of current identity and or brand. • There has been extensive community consultation undertaken as part of the development of the Brand Strategy project to date both in phase 1 and phase 2 of the project.
<p>In favour of the marketing direction with a modified identity to include the cormorant</p>	<ul style="list-style-type: none"> • Supportive of the brand strategy. • Promotion is needed and growth is necessary. • Modify the W to incorporate the Cormorant. Cormorant has a unique story. • Why was a local designer not appointed? • Logo replacement is a huge waste of money. • Stylised version with the cormorant integrated with the rivers would make more sense. • Media communication has been horrendous and should have not been allowed. 	<ul style="list-style-type: none"> • Branding efforts to date have had various levels of success. • There is little awareness outside of municipality of the current identity. • There is a need for a more consistent, professional and innovative branding and marketing to maximise outcomes. • The brand strategy was a public tender and advertised for a month in July 2018. It was open to local and metro designers and agencies.

Table: 3

Submission Summary	Submission Issues Raised	Comments
<p>In favour of the marketing direction including proposed identity</p>	<ul style="list-style-type: none"> • Change is overdue and is a positive step to moving forward to creating children’s/grandchildren’s future. • Like the W and flexibility of the identity. Modern, fresh and meaningful, coupled with a considered strategy. • We need a future thinking strategy and the region needs an update. • Excited by an entire municipality branding and marketing strategy approach. • Rebranding is a fantastic idea. Anything that can improve the economy and bring people and business is a good thing. • The cormorant is not charismatic and needs replacing. • Community input has been appreciated. • Strategy needs further clarification on what objective is priority. 	<ul style="list-style-type: none"> • Modular form and dynamic construction allows for flexibility and creativity as well as systems to be formed that will extend beyond core mark. • The overarching strategic objectives are to increase visitation, liveability and investment however in the first year a focus will be on investment and visitation. • The municipality offers it all. It’s connected, natural and contemporary. It’s a place where good things grow - families, community, produce, business and new strategy is a celebration of everything that the Rural City is. • In year one of the strategy attracting tourism and business investment will be the two priority segments and objectives that Council will focus marketing efforts on.
<p>Not in favour of marketing direction including logo;</p>	<ul style="list-style-type: none"> • A new logo will not instil pride and belonging by our community. • Not a unique identity or recognisable • A new logo will not bring new businesses, tourists or investment to the 	<ul style="list-style-type: none"> • Whilst the logo is important, the focus of the strategy is to increase awareness of the municipality to suport increased growth. • The strategy examples presented to date have been conceptual to demonstrate the flexibility and adaptability.

Table: 3

Submission Summary	Submission Issues Raised	Comments
	municipality. <ul style="list-style-type: none"> • Community wasn't consulted. • The process and strategy is a done deal. • Unsure what the icons represent • Council needs to encourage more business and companies to come here. 	<ul style="list-style-type: none"> • There has been extensive community consultation undertaken as part of the development of the Brand Strategy project to date both in phase 1 and phase 2 of the project. • The key focus of the strategy is to attract more business and investment to the region as well as increasing tourism.
Not in favour of the logo change (no reference to marketing direction)	<ul style="list-style-type: none"> • Waste of money • Don't fix something that is not broken • Spend Ratepayers money on something more worthwhile. • We don't want more people, more cars and we don't want to end up like Shepparton or Wodonga. We want to stay as we are. 	<ul style="list-style-type: none"> • The Brand strategy has not been developed in isolation or in replacement of another project. • The brand strategy will focus on delivering outcomes across all areas. • We have enormous potential and without population growth and development, we will have limited economic growth.

Response to the Community Feedback

1. Significance of the cormorant

The recommendation to keep the symbol of the cormorant as the official logo of Council is in response to the strong feedback from the community that highlighted the preference to keep the cormorant story prominently represented.

2. Story of the cormorant

Despite the high levels of feedback indicating the support of the cormorant many people also acknowledged that the cultural story of the cormorant is not well known. Council will work with our indigenous community to facilitate the

recognition of the cormorant more prominently throughout the community including through public art and cultural story telling.

3. Support for our indigenous community

Throughout the consultation the importance of supporting acknowledging and celebrating an indigenous community was raised. Council works closely indigenous community and will continue to do so through the ongoing advocacy project support and cultural recognition.

Options for Consideration

1. Cease the entire branding and marketing project including any change to the logo and investment in future marketing and branding.
2. Progress with a one logo model that includes the originally proposed 'W' as the sole logo of the Rural City of Wangaratta. Progress with the full implementation of the marketing strategy.
3. Keep the cormorant as the sole logo of Rural City of Wangaratta. Progress with implementation of the marketing strategy.
4. Begin the process of logo development again.

Conclusion

The process of community consultation both locally and in Melbourne that have been conducted throughout this project have helped to establish a clearer understanding of what the community prioritises and what they consider important. It is with this understanding, combined with a respect for our community that we recommend the brand identity is adopted with the two logo model, including the W for outward marketing purposes and the Cormorant to remain as the office Rural City of Wangaratta logo.

This direction will allow us to utilise innovative marketing strategies to promote our unique offerings and opportunities as well as expanding the investment, employment, population, and visitation.

The brand identity and marketing strategy has been developed to position Rural City of Wangaratta for the future. It is a recognition of all the incredible assets that our community has, and the potential that exists for our future growth and diversity.

Attachments

- 1 RCOW Marketing Strategy 

Public Questions

Please follow link [20 August 2019 Council Meeting Video](#) and refer to minutes 36:23 to 53:20 for public questions and responses related to Item 14.2 Brand Strategy Consultation.

Councillor Speeches

Please follow link [20 August 2019 Council Meeting Video](#) and refer to minutes 53:29 to 1:15:30 for councillor speeches and responses related to Item 14.2 Brand Strategy Consultation.

Cr Ken Clarke OAM

Mr Mayor some say I lost my marbles when I collided with a concrete path a couple of weeks ago but rest assured I am still alive and ready to keep fighting for my constituents.

I go back to the Council meeting on the 23rd May 2019, when officers put up a recommendation to endorse the draft brand identity redesign and commence a 28 day period of communication and awareness raising with the community. The diligence of a couple of councillors resulted in this recommendation been lost and replaced the motion that council endorses the draft brand identity redesign and commence a 28 day consultation and report back to the July council meeting for final consideration by council. That motion was carried.

During the consultation period there was an online petition containing 399 signatures, a petition that I was presented, containing 237 signatures and 235 submissions. One of my fellow councillors contends that the online petition was invalid as it did not include names and addresses. Funny that the state government conduct an anonymous survey throughout the municipality that some 400 rate payers paid for by our rate payers and council performance is measured on this survey and compared to councils of similar size for each financial year. This to me represents about 2.5% of our rate payers give or take a little who inform the government on what they think of council.

When using these same numbers some 861 persons contacted the city in one way or another and whilst I am continually criticized because I can accurately remember figures, this represents a little over 5% of our rate payers that have had a say and 97% of the 861 opposed the change to the logo. Previous surveys have not been able to attract that many responses.

Councillors will endorse the branding strategy this evening I hope, but I see no reason for the existing logo not to be used until this or the next group of councillors can have an agreement on what our logo should look like. I personally do not see the logo as a deterrent to a marketing campaign. Businesses have been loath to take up or expand in Wangaratta not because they are looking at a Shag – the logo, but we all know that because previously officers did not have out the welcome mat. This has changed dramatically and we now have welcoming all enquiries and going out of our way to accommodate and assist with planning and issues that may present.

I am certainly happy that we have been able to agree with pushing ahead with the marketing strategy so let the grass grow a little more before we act like a bull in a china shop and drown our beloved cormorant. Successful companies may tweak their logo, Arnott's biscuits was established in 1865 and Rozella foods in 1895 and they still carry the bird on their products and as we recognise closer to home

the SPC brand. Can you imagine Rolls Royce changing their logo? I can remember working on Rolls Royce pumps in 1951. Still the same old logo and the “W” is prominent on an advertisement I saw this morning in the Whittlesea Monthly.

In closing Mr Mayor, I have made the point for the last 2 years that we support Tourism North East to the tune of \$130,000 plus on a yearly basis and all the programs that I ever see there are under the banner of the high country Wangaratta and Benalla are the forgotten cities and we continue to support their logo.

Cr Harvey Benton

Thanks Mr Mayor, I must admit when I took on this role as a councillor I didn't think that 25 years later I would still be discussing the same issue. I must admit that the atmosphere 25 years ago was a lot more heated than what it is today.

In supporting this recommendation to get the branding up and done we have been treading water for far too long we cannot exist as a municipality with a growth of only 0.57%. We cannot just do that because we are going to go backwards. We have got to get it up to 1% and that means growth.

We have the Youth Council here in front of us tonight who spoke vehemently at their last meeting about jobs. You have the commerce, industry changing and we are going to have to go out and find out how to market ourselves in a way that we are going to be able to keep ourselves up with the services and the infrastructure. With governments today, we are not going to be able to fund the infrastructure with our own funds. We must be able to sell ourselves.

If you look at the neighbouring councils, I look at Wodonga 20 – 30 years ago they were smaller than Wangaratta. Something has happened while we have just stood and peddled water. We must keep pushing and in adopting what we are doing tonight I think that we show respect to the traditional owners in moving forward with the submissions that have come in.

I am disappointed though that this marketing, branding strategy has been bogged down by the logo. A lot of my constituents that I have come across have said “ I couldn't give a damn what you do about the logo but for god's sake get on with the branding and the marketing” and that is the reason I am supporting this motion.

Cr Harry Bussell

Thank you Mr Mayor, I want to trial and I will try here to explain why I think it is important to advertise the rural city of Wangaratta and I note that the rural part comes before Wangaratta.

In short, to get more tourists that spend money from outside Wangaratta, more business to create opportunities for others and build our shrinking rural communities and help expand our existing businesses this will help with the next generations.

We have in the great southern land of the King Valley, just to name some: we have beef farmers, sheep farmers, goat farmers, deer farmers, dairy farmers, winemakers, King River brewing, hop farmers that supply the world, we have plastic manufacturing, plastic fuel tanks for motorbikes made in Carboor, we have Whitlands engineering, sparkling wine in Whitlands some of the best in Australia, we have pine plantations that supply paper and building products, we have fresh fruit, we have camping, B and B, hotels, motels we have some of the best restaurants in the King Valley, they are the best in Australia. We have rural supplies and service industries and they all want to expand and as a common thread they all need more good people.

Wangaratta is a well-kept secret and to help our businesses grow to create opportunities for our community, we need to lead the conversations in council. So Mr Mayor as a former corporate retailer in Wangaratta for 30 years, my bosses had me dancing as if I was on an ant's nest for years and they wanted me to make more money, sell more tyres, sell better tyres, have less staff, spend less, do more and I learnt that my success was in valuing and respecting my people not my corporate bosses and I learnt to give our young people opportunities. We need more young people with passion, dreams and pathways in Wangaratta to retain our future generations and attract others from outside Wangaratta. So in doing nothing or the same I believe I will be failing our children so this is all about the people and our future generations into the sunset Mr Mayor.

Mayor Dean Rees

Government in all forms often take months and years to make an important decision in order to accumulate more data, more ideas and in the scheme of things 6 months as Ken stated in his report, to look into our logo and maybe come up with a logo that could brand Wangaratta including our cormorant and it may incorporate our "W" for Wangaratta which does mean the 2 rivers meeting.

Our cultural past 25 plus years ago of when we changed the logo that was not the cormorant into the cormorant, our cultural past today is probably more important than it ever has been and more respected. But it is about the future here and it is not just about the logo but it is a very important part and it just goes to show here that my fellow councillors here to my right are certainly in respect of that. But we have to respect that we do need to move forward and use what we have available and get Wangaratta out there. So I will support Councillor Clarke's recommendation moving forward too. Thank you.

Cr David Fuller

I would just like to reiterate that this is a bigger picture thing than just the logo and it is a shame that we have got so bogged down on one element which is essentially is potentially 10% of the overall picture.

We were all platforming in terms on coming on board here for growth and change in the Rural City of Wangaratta so this step forward it needs to ensure that we are aiming to do that.

The objective of our process here is to change and grow our area and whilst it's important to acknowledge our past we also need to work with what our community is telling us and I think it is important that whatever the decision is tonight, that we look forward with a positive attitude and we acknowledge the work of people who have contributed to the process so far. Tennille I have forgotten Tennille's last name suddenly, Hall? and Rob Floyd for example, people that spoke out and put their names out there to speak in a favour of this process and they spoke about it in a positive manner. We need to act more positively, we need to stop dwelling in the negative which is what is happening all too often and whatever the outcome is this evening we need to ensure that we do so in a positive manner. Thank you.

Cr Mark Currie

Today's recommendation is disappointing for so many reasons. During our term as councillors we have been working to deliver an economic plan for the future of Wangaratta. It is disappointing that at the very first stage of delivering our plan to the community we start backing away because it gets hard. It makes me question what other challenges will we shy away from next.

Our community is looking for leadership and they want to see clear and inspiring direction, so do the officers who work here with us at council. If we falter at the first point that seems to be contentious with criticisms that I see mainly coming from a minority, then we have failed as councillors. We have had opportunities to speak up through the process and I have only heard primarily from one councillor about the logo not being correct as they would like to see the Shag stay.

If we change direction here the community should rightly call us out for wasting money. I certainly will not have this on my conscience as I stand behind the work that has been done. If we don't endorse the new logo, what are we saying to developers, new families and businesses that want to come to Wangaratta. I would suggest that message we are sending, is that the council will not make decisions on good judgement. That instead, we listen and respond to those that yell the loudest. This is certainly not the kind of decision making I signed up to be a part of. I fear that the work, time and resources that we put in to advancing this community will be a waste of time as the message we are sending is that we are the same council as before and nothing has changed.

In my years of growing up here and in my time as a councillor I have heard so many stories about lost business opportunities, planning hold ups and a council that is hard to do business with. Everyone in this team sitting around this table has worked hard to change people's perception, learn from prior mistakes and make this council a council to be proud of. We want to be telling the world that we are here and we are ready for business.

We knew early in this project that achieving changes was going to be a challenge. We knew what we were signing up for. We knew that some people would not understand why changing our brand was important, why the way we look and the way we brand ourselves impacts the way we are perceived. In fact, some people told us when we first started our stakeholder consultations all those months ago, but I thought that as a council we had accepted the challenge, that

we understood the benefit of this project enough to know we had to remain committed to the outcome despite the negativity.

We have had the support of some community leaders who have lived here, worked here and contributed to our community for decades. These people have thrown their support behind what we are trying to achieve and draft brand that we released. It is important that we show the same courage and commitment.

We also know that many of our young people are excited by the change. We need to make sure that we are listening to the younger people of the community, that we are building a community that they want to be a part of.

Change is inevitable and we need change. Changing the logo is a step to say that we are accepting of change, that we are current, we are fluid and that we have an exciting future. This is about more than a logo, but if we don't achieve this change then what is the story that we are really telling? Thank you.

Cr Ashlee Fitzpatrick

I just wanted to say that our primary audience for the branding marketing is to attract ambitious young individuals. We have an aging population and I am really proud to see that we have our youth council here representing the youth of Wangaratta. It is great to see that we have some young people in the gallery.

Our current logo is just outdated and is not promoting us as a modern city with opportunities. We just are not appealing to our young people and our next generation. The feedback from our young people who have moved from Wangaratta and our current young residents is that they don't know what our current logo is and it is outdated. A lot of people think it is a swan.

Our younger people are excited for change and as a young person as the next generation, I am too. We need to make sure we are listening to the next generation of our community and that we are building a community they want to be a part of.

I think that the proposed "W" this fresh, modern approach is what will attract them here and this is what I am hearing. We need to think about our vision for the future and we need this to change for our future to show this is where good things grow. This will stimulate the economy and introduce more opportunities. We are the future and this is what we need. I do not think we should be bullied by a minority because of the cormorant. Thank you.

BRAND STRATEGY CONSULTATION SPEECHES – SUMMARY/REPLY

Cr Ken Clarke OAM

Thank you Mr Mayor, just a few words. I have heard around this table tonight that the present logo does not represent the city. The present logo represents all of the city, all of the rural city, not just the urban area of Wangaratta.

When I was a councillor in the 80's we had a different logo and it was one of grapes and when the amalgamations took place the commissioners saw in their wisdom, that we needed a logo that represents the whole of the Rural City of Wangaratta and that is what they came up with.

My concern is that if we press ahead with 2 logos we will not see any real moving forward that the logo will..... I cannot understand how people see the logo as the detriment of coming to Wangaratta. Thank you.

15. INFRASTRUCTURE SERVICES

15.1 ASSET MANAGEMENT PLANS - ROADS, BRIDGES, DRAINAGE

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Manager Infrastructure Planning and Delivery
File Name:
File No: IC19/82

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This report is presented to Council to consider adopting the Roads, Bridges and Drainage Asset Management Plans.

RESOLUTION:

(Moved: Councillor H Benton/Councillor D Fuller)

That Council:

- 1. Endorses the Roads, Bridges and Drainage Asset Management Plans for public exhibition.***
- 2. Invites public submissions regarding the management plans in accordance with Council's "Major Council Policy Consultation Local Law No.4 of 2015" (the Local Law) closing Friday 23 September 2019.***
- 3. If no submissions are received, resolves to adopt the Roads, Bridges and Drainage Asset Management Plans without further resolution.***

Carried

Background

Asset management planning is a comprehensive process to ensure delivery of services from infrastructure is provided in a financially sustainable manner.

Council owns, operates and maintains a significant network of roads, bridges and an underground urban pipe network that provides drainage and stormwater control services to the community.

The purpose of the Asset Management Plans is to assist with decision-making about Council's existing infrastructure, to present asset information, and to predict the financial requirements of long-term renewal of assets.

Implications

Policy Considerations

Asset Management Policy

Financial/Economic Implications

Asset Management Plans help to predict future infrastructure renewal expenses and allow expenditure to be evenly spread over future years to inform the long term financial plan.

Legal/Statutory

There are no legal/statutory implications identified for the subject of this report.

Social

Asset Management Plans, if followed, provide a level of service to the community that maintains assets and thus social outcomes to a consistent level.

Environmental/Sustainability Impacts

If assets are not maintained then negative environmental outcomes can occur. These plans seek to maintain assets at existing service levels and limit any changes to environmental impacts.

2017 – 2021 Council Plan (2019 Revision)

This report supports the 2017-2021 Council Plan:

Goal

We are Established

Our Non-negotiables

We will achieve 25% completion of strategic actions within the Asset Management strategy annually.

Asset management systems are maintained.

What we do every day

We look after and invest in our assets including bridges, major culverts, and drains.

We will plan, research and advocate for the future:

By completing asset management plans to outline key elements involved in managing council assets.

Strategic Links

a) Rural City of Wangaratta 2030 Community Vision

b) Other strategic links

Asset Management Strategy 2017 - 2021

Risk Management

All risks are noted within the Asset Management Plans.

Consultation/Communication

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.




Options for Consideration

There are no alternate recommendations.

Conclusion

Asset Management Plans assist with decision-making about Council's existing infrastructure, to present asset information, and to predict the financial requirements for long-term renewal of assets. Asset Management Plans have been prepared for Roads, Bridges and Drainage and are now presented for public exhibition and then adoption by Council.

Attachments

- 1 Bridge Asset Management Plan 
- 2 Drainage Asset Management Plan 
- 3 Roads Asset Management Plan 

Public Questions

Please follow link [20 August 2019 Council Meeting Video](#) and refer to minutes 118:00 to 118:20 for public questions and responses related to Item 15.1 Asset Management Plan – Roads, Bridges, Drainage.

Councillor Speeches

Please follow link [20 August 2019 Council Meeting Video](#) and refer to minutes 1:18.56 to 1:20:18 for councillor speeches and responses related to Item 15.1 Asset Management Plan – Roads, Bridges, Drainage.

15.2 T1819/068 VEHICLE FLEET LEASE SERVICES

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Manager - Field Services
File No: IC19/284

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This report is presented to Council to consider awarding contract T1819/068 Vehicle Fleet Lease Services for the Fully Maintained Operating Lease of Council's Light Commercial and Passenger Vehicle Fleet.

RESOLUTION:

(Moved: Councillor K Clarke OAM/Councillor M Currie)

Contract price for Contract T1819/068 Vehicle Fleet Lease Services disclosed as: \$1,522,416.52 ex GST.

That Council:

- 1. Award T1819/068 Vehicle Fleet Lease Services to LeasePlan;***
- 2. Authorises the Chief Executive Officer to sign and seal documents for Contract T1819/068 Vehicle Fleet Lease Services; and***
- 3. Discloses the contract price for Contract T1819/068 Vehicle Fleet Lease Services.***
- 4. A report be presented to councillors every 6 months, with a comparison of actual cost compared to budget.***

Carried

Background

A detailed study has been completed on the costs currently being incurred by Council under the existing model of outright purchasing and operating its light commercial and passenger vehicle fleet.

Fleet costs have been compared and significant savings have been identified in moving the fleet to an Operating Lease arrangement. Whole of life charges including purchase, accessories, registration, maintenance, tyres, fuel and administration were compiled for each vehicle to assess the fleet's costs.

Specifications for 39 vehicles were drafted and issued for tender, requesting pricing for the vehicles under a Fully Maintained Operating Lease strategy.

T1819/068 Vehicle Fleet Lease Services was advertised through advertisements on Tenderlink 10 May 2019 and Wangaratta Chronicle on 17 May 2019. The tender closed at 2pm on 6 June 2019.

8 conforming tender responses were received by close of tender:

Tenderer
Toyota Fleet Management
Street Fleet
SG Fleet
Porter Excavations
Orix Australia
LeasePlan Australia
Fleet Care
Custom Fleet

The evaluation panel consisted of Council's Manager – Field Services, Coordinator – Depot Services and Administration Officer - Field Services. The tender was evaluated as per Council's Procurement Policy Guidelines.

5 vehicles representative across the organisation were selected for evaluation purposes.

The tender was evaluated against the following criteria:

Evaluation Criteria	Description	%
Cost to Council – Direct & Indirect	The proposed pricing shall be inclusive of all labour, tools, fuel, equipment, expenses, insurances, duties, imposts and travel time, and any other costs, but exclusive of GST Tenderers should consider any value for money offers in their proposal, including but not limited to, offering: <ul style="list-style-type: none"> • Fixed pricing for full term of contract • Fixed annual price increases • Price breaks for discounts; or • Innovative pricing options, such as lease to buy options 	30
Response Specification to	The evaluation panel will consider the standard and range of vehicles and services being offered, as well as the range of extras, including fuel cards, insurances, tyre replacements etc.	30
Capacity	Tenderers should demonstrate suitable business capacity to fulfil its contractual requirements and timeframes	20
Features and OHS	The evaluation panel will consider the safety features of the range of vehicles being offered,	20

Evaluation Criteria	Description	%
	including but not limited to features such as noise emissions, 5 star ANCAP safety rating, reversing cameras, etc as well as the level of insurances to be provided.	

Panel members assigned a score (maximum 100) to each criteria (as shown below) and then weighted the average score to produce a final Weighted Attribution Method Score.

P	Evaluation Result	Criteria
100	Exceptional	Demonstrated capacity exceeds all required standards and innovations proposed.
90	Excellent	Demonstrated capacity exceeds all required standards.
70	Good	Complies with all required standards and capacity demonstrated.
50	Satisfactory	Complies with relevant standards without qualifications.
30	Marginal	Complies with relevant standards with qualifications.
0	Unsatisfactory	Fails to satisfy required standards.

A preliminary evaluation based upon the documentation was undertaken to assess the tender against the evaluation criteria. The purpose of the “preliminary evaluation” was to provide a short list of top 3 tenderers for further consideration.

The final adjusted evaluation scores are below:

Tenderer	Score
Toyota Fleet Management	61.9
Street Fleet	58.9
SG Fleet	73.1
Porter Excavations	47.1
Orix	75.2
LeasePlan	78.0
Fleetcare	63.5
Custom Fleet	60.3

The highest score is the preferred tenderer.

Implications

Policy Considerations

Policies have been reviewed, and there are no specific Council policies or strategies that relate to this report.

Financial/Economic Implications

Fleet costs have been compared and significant savings have been identified in moving the fleet to an Operating Lease arrangement.

Legal/Statutory

There are no legal/statutory implications identified for the subject of this report.

Social

There are no social impacts identified for the subject of this report.

Environmental/Sustainability Impacts

The supply of new vehicles with current conforming emission standards versus our current aging fleet will reduce our environmental impact.

The majority of passenger and medium SUVs will be supplied as Hybrid vehicles further reducing Council's emissions.

2017-2021 Council Plan (2019 revision)

This report supports the 2017-2021 Council Plan:

Goal

We are Sustainable

We will plan and make decisions for the future:

To make sure that everything we do – considers the financial needs of our community.

We will focus on our business:

By striving for innovative solutions to business needs.

The non-negotiables

Our team will make the best and most efficient use of Council's resources.

Strategic Links**a) Rural City of Wangaratta 2030 Community Vision**

N/A

b) Other strategic links

N/A

Risk Management

Risks	Likelihood	Consequence	Rating	Mitigation Action
Increase costs at end of first lease period	Possible	Major	9	Revenue from the sale of existing vehicles will be kept in reserve. Continue 60c per km charge to operational budgets.

Consultation/Communication

N/A

Options for Consideration

1. Continue with current Capital Purchasing strategy.
2. Move to a fully maintained operating lease.

Conclusion

Council has a large fleet of vehicles which are currently fully purchased through the annual plant replacement program and operational costs are budgeted and adjusted annually. A fully maintained operational lease offers significant savings and adds surety for costs over the life of the lease.

Attachments

- 1 T1819/068 - Vehicle Fleet Lease Services - Evaluation Report - Confidential

16. DEVELOPMENT SERVICES

16.1 DRAFT WANGARATTA CENTRAL ACTIVITIES AREA - URBAN DESIGN FRAMEWORK

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Strategy Planner
File Name: CAA - UDF
File No: IC19/116

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This report is presented to Council to:

- Report on submissions received during the consultation process for the draft Wangaratta Central Activities Area Urban Design Framework (UDF), endorsed by Council for consultation in October, 2018.
- Consider proposed changes to the draft UDF which respond to submissions.
- Adopt the UDF with changes identified and contained within Attachments 1 and 2 to this report (**refer attachments**).
- Resolve to prepare a Planning Scheme Amendment to implement the recommendations of the UDF.

RESOLUTION:

(Moved: Councillor M Currie/Councillor H Benton)

That Council:

- 1. Notes all submissions to the draft Wangaratta Central Activities Area Urban Design Framework (UDF).***
- 2. Notes the comments responding to the submissions and actions suggested to address matters raised within the submissions where applicable.***
- 3. Adopts the UDF, subject to changes identified within the table in Appendix 1 to address feedback from the community consultation process.***
- 4. Advises all submitters of Council's decision to adopt the UDF.***

- 5. Prepares documentation and seeks authorisation to exhibit a planning scheme amendment to the Wangaratta Planning Scheme to implement the relevant recommendations of the UDF.**
- 6. Delegates to the Chief Executive Officer responsibility to make any changes to the adopted documents and planning scheme amendments as required by the Department of Environment, Land Water and Planning or identified by Council officers in the preparation of the planning scheme amendment material.**

Carried

Background

Council's adopted Central Business District (CBD) Master Plan (Hello City and Tract Consultants 2016) and Central Activities Area (CAA) – Future Report (SMEC Urban 2013), both create a vision for the CBD and CAA respectively.

Both these documents have informed the need for the development of a new Urban Design Framework, to translate this vision into the Wangaratta Planning Scheme.

The draft UDF seeks to guide development across the CAA through the introduction of key objectives and guidelines shaped specifically around the four main themes:

- Activity and Growth.
- Movement and Access.
- Built Form.
- Public Realm and Street scaping.

Public Consultation on the Draft UDF

The draft UDF was publically released for a two month period (17 October – 14 December, 2018), the following actions were undertaken during this time:

- Direct notification to all landowners / occupiers within the CAA.
- Notification to all relevant referral and government agencies.
- A Community Drop-In Session (across business and after hours).
- Multiple notices in the Wangaratta Chronicle.
- Advertising on Council's website.
- Display boards at the Wangaratta Government Centre.

A total of 25 submissions were received to the draft UDF, consisting of twenty (20) from individuals / local business and five (5) from government agencies / design review panels and referral authorities.

Attachment 1 to this report contains a full summary of the submissions, an analysis of the issues raised and relevant actions or changes if applicable to address any of the issues.

Overall it is considered that the majority of the submissions provide general support for the principles of the UDF. A number of submissions included suggested additions to the UDF, raised issues for further consideration and a small number of submissions raised concerns with the UDF, a summary of the key issues is outlined below:

Supportive:

A number of submissions provided support for the principles of the UDF in particular around the following areas:

- *Development of modern, vibrant and people centred town building on the strengths of its geography, climate and street layout.*
- *Supports healthy living, lifestyles and provides exciting economic opportunities for retailers.*
- *Making the CBD more pedestrian / cycle friendly and less car dominated, would not deter shoppers it would increase both local and out of town customers.*
- *Plan builds on strength of Wangaratta having pedestrian and cycling friendly terrain.*
- *Council has an obligation on it to adopt plans that promote healthy lifestyles to assist in combating preventable health issues (being active). This framework does that clearly.*
- *Support greening of the CAA and the provision of water drinking fountains and refill stations.*

Suggested Inclusions:

- *Suggests the need for Bicycle Strategy for the CBD.*
- *The inclusion of electric vehicle charging stations within the CAA will be important to attract people into the centre of town to spend time and money.*
- *Increased disabled car parking spaces.*
- *Cycle infrastructure should be given equal weighting compared to walking and road infrastructure when upgrading roads.*
- *Ovens Street – main cycling arterial road through CAA with reduced speed limit.*
- *Norton Street to Station to link into the One-Mile Creek (Oxley) bike path.*
- *Consider Copenhagen bike lanes.*

Issues requiring further consideration:

- *Difficulty in providing car parking in developments – further consideration of waiving provisions.*
- *Potential for land use conflict – residential living and commercial activity / late night venues.*
- *Shop top living – difficulty in meeting open space requirements*

- *Increased need to look at gateway treatments into the CAA.*
- *Council may need to consider incentives to assist / encourage landowners to undertake works to improve the aesthetic qualities of properties.*

Not Supportive of the UDF:

The following concerns were raised within a small number of submissions to the draft UDF:

- *Limits large scale buildings – current small shops are limiting to big retailers.*
- *Concern with the restriction on the large use of corporate colours.*
- *Too many restrictions may diminish Wangaratta attractiveness to future investment.*
- *Window restrictions on retail – reduces ability to have displays.*

Agency Comments:

Water Treatment

- *Wangaratta water treatment facility should not be nominated as a key re-development site. This site is of regional significance and its relocation is not supported. North East Water (NEW) are receptive to the rewording of the UDF to include reference around Councils objectives for the riverside precinct that may impact on the on the water treatment plant site. This may include visual and connectivity objectives within the precinct.*

Bushfire

- *Bushfire risk needs to be included in the consideration of issues and the broad range of future land use within the CBD.*
- *Capital works need to cater for and implement bushfire requirements.*

Transport for Victoria / Regional Roads Victoria

- *Implementation of pedestrian priority crossing may be difficult within the CBD, given the arterial road status and single river crossing.*
- *Inland Rail – Council should consider projects around the railway station and capitalise on the potential opportunities and minimise the disruption on the CAA.*
- *Opportunity to undertake a Movement and Place Workshop with Transport for Victoria for the CAA.*

River Health and Flooding

- *Ensure that development at or near the Ovens River, or the King River or Ovens River floodplains provides for the protection and enhancement of the environmental qualities of waterways and their instream uses.*
- *Provide a natural drainage corridor with a vegetated buffer zones at least 30 metres wide along the Ovens River to:*
 - *Maintain the natural drainage function, stream habitat and wildlife corridors and landscape values, Minimise erosion of stream banks and verges, and*
 - *Reduce polluted surface runoff from adjacent land uses*

Changes to the UDF

A full analysis of the submissions, discussion of the issues, relevant responses and detailed changes to the UDF where applicable is included at **Attachment 1**. The following is a summary of the major changes to the UDF following exhibition:

State Government Architect Office – Design Review Panel:

The draft UDF was formally considered by a Design Review Panel appointed by the Office of the State Government Architect in September 2019. This Panel consisted of three professionals from within the fields of Architecture and Urban Design. A full written report was provided to Council following the Review Panel and a summary of the comments are included below:

- *The draft UDF contains a lot of good work and relevant guidance.*
- *Strengthen the articulation why the UDF is needed and what it is trying to achieve.*
- *Reflecting the essence of the place underpinning the work and bringing out the 'big idea'. This could include bringing the special peninsular location surrounded by parklands and waterways into the CAA and Wangaratta as cycling destination with seamless connections between urban and regional cycling routes and experiences.*
- *Ensuring sufficient development opportunities and strategic understanding is embedded in the UDF so that it can be used as a tool for Council to influence and leverage outcomes e.g. for future funding from the Commonwealth.*

The recommendations of the Design Review Panel have been considered and changes have been made to the draft UDF, in particular around the issue of considering the special interface with the river environs that are unique to Wangaratta, the designation of key redevelopment sites with thumbnail briefs / principles to guide future development outcomes.

Changes to the UDF post community consultations:

The following is a short summary of the major changes following community consultation. The full list of changes is described in **Attachment 1** to this report:

Key Development Sites and Major Initiatives:

- North East Water (NEW) – Wangaratta Water Treatment Plant: The comments of NEW are acknowledged and the facility is a key regional asset. However, the site occupies a highly prominent parcel of land on the gateway to the city. In the long term there may be the possibility of its redevelopment, reference to this, should remain in the UDF, however noting that it is long term.

In the interim the site could form a way finding mark for Wangaratta, including improved pedestrian access along Faithful Street and the possibility of this site telling the story of the rivers through public art along Faithful Street.

- Wangaratta Bowling Club, Big W and associated Car Park, Wangaratta Mazda and surrounds are listed as key redevelopment sites.
- In addition to projects described within the CBD Masterplan, the inclusion of projects to better celebrate the river frontage that is unique to the CAA:
 - Continued investigation to connect the riverside precinct with the eastern side of the Ovens / King river foreshore and public open space (boat ramp area), then to Kaluna Park and Merriwa Park (see general alignment in UDF).

Private / Public Works:

- Support for the future incorporation of electric vehicle charging stations within the CAA in line with a future road map for the Municipality.
- Support for E-bike charging facilities.
- References to the need for shading in open spaces.
- Integrating Smart City principles into public infrastructure upgrades.
- The creation of Maloney's Arcade to be pedestrian / cycle only between Reid Street and the end of the current shops.

Planning Policy related:

- Increased recognition of the river interface and its environmental values.
- Nomination of the existing BMO schedules in the UDF and increased awareness of the impacts of bushfire on the CAA.
- Rezoning of selected parcels of land to correct zoning anomalies and facilitate some development opportunities.

Future work:

- Undertake a Commercial and Retail Space Audit prior to considering any major changes in zoning, this is consistent with the adopted Industrial Strategy.

Implementation of the UDF within the Wangaratta Planning Schemes

The next stage of the process should Council adopt the UDF, is to translate the key planning recommendations in the Wangaratta Planning Scheme, this will be undertaken in the form of:

- Relevant Zoning Changes.
- Revision and Extension of the existing Design and Development Overlay.
- Local Policy Changes.

The Wangaratta Planning Scheme is currently undergoing translation to the new Planning Policy Framework (PPF) by the Department of Environment, Land, Water and Planning (DELWP) Smart Planning Team following on from the State-wide Amendment VC148 (2018). This process will likely involve a policy neutral translation of the existing Municipal Strategic Statement (MSS – Clause 21) and Local Planning Policy (Clause 22) into a new format Municipal Planning Statement (Clause 02) and the redistribution of existing Local Policy under State and Regional (Clauses 11-19).

The final distribution of the existing policy is un-known and therefore recommendations within the UDF around local planning policy will be subject to change as the final PPF translation changes are made and considered by Council and then the Minister for Planning. It is important to note that this is not a Council driven initiative, this is a State-wide program driven by DELWP as part of the Smart Planning Program.

Implications

Policy Considerations

The Draft UDF is a key strategic document to implement the vision of the CBD Masterplan into the Wangaratta Planning Scheme.

Financial Implications

The development of the UDF has been funded within the 2017/18 and 2018/19 budget years.

A future planning scheme amendment will be required to integrate the recommendations into the Planning Scheme, there may be future costs associated with this in the form of officers time, panel costs and amendment fees as required.

Future costs will be associated with any upgrade of public infrastructure, however detailed costings can only be calculated at the time of design.

Environmental/Sustainability Impacts

The UDF supports the creation of attractive streetscapes with continuous tree canopies to improve amenity and mitigate the impacts of the urban heat island effect.

Economic Impacts

There are no economic impacts identified for the subject of this report.

The UDF supports the economic development of the CAA into the future, ensuring that the growth of this area occurs in an orderly fashion and promotes a vibrant and healthy environment.

2017 – 2021 Council Plan (2019 Revision)

Vision Statement:

'Our community is connected, sustainable and contemporary. We are the place where good things grow.'

Strategic Links

a) Rural City of Wangaratta 2030 Community Vision

The UDF supports the following elements of the 2030 Community Vision:

- *Facilitate an ongoing extension to pedestrian and cycling linkages across the Rural City of Wangaratta.*
- *Identify opportunities to improve community safety and accessibility through future planning controls.*

Consultation/Communication

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

Options for Consideration

Option 1 (Recommended):

Adopt the UDF, with recommended changes outlined in Attachment 1, to address feedback to the draft UDF.

Option 2 (Not Recommended):

Adopt the UDF without any change. This fails to acknowledge input from the consultation process.



Conclusion

This report provides a summary of all submissions received to the draft UDF as a result of community consultation. A series of changes to the draft UDF are recommended as an outcome of this process.

The revised UDF is now presented to Council for adoption and commencement of its implementation within the Wangaratta Planning Scheme. Taking these steps will finalise the project and provide a clearer and more certain future for land use and development within the Central Activities Area of Wangaratta.

Council is requested to adopt the revised UDF, and prepare a planning scheme amendment to implement the relevant recommendations within the scheme.

Attachments

- 1 Attachment 1 - Consolidated Feedback and Response Table - Wangaratta UDF 
- 2 Attachment 2 - Amended Wangaratta UDF 

Councillor Speeches

Please follow link [20 August 2019 Council Meeting Video](#) and refer to minutes 1:24.20 to 1:26:02 for councillor speeches and responses related to Item 16.1 Draft Wangaratta Central Activities Area Urban Design Framework (UDF).

16.2 TOURISM EVENTS GRANTS PROGRAM

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Economic Development and Tourism Officer
File No: IC19/259

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This report is presented to Council to provide a summary of the 2019/2020 Tourism Event Funding Program.

Council received sixteen (16) applications with a total funding request of \$58,500. The applications have an estimated economic value of \$6.3 million. The allocated funding available for the program in 2019/2020 is \$32,000.

An assessment process has been undertaken with a recommendation that eleven (11) events are funded with a total allocation of \$26,250.

RECOMMENDATION:

(Moved: Councillor H Bussell/Councillor K Clarke OAM)

That Council approves the allocation of a total of \$26,250 to fund the following events as part of the 2019/2020 Tourism Events Funding Program:

Applicant	Event	Recommended Funding Amount
Wangaratta Camera Club	Victorian Amateur Photographic Society	\$2,000
Kate Nottingham	Off Grid Living Festival	\$3,000
Goldrush Ballooning	King Valley Ballooning	\$2,500
Vigor Coaching	King Valley Challenge	\$2,000
Glenrowan Vignerons Association	Trails, Tastings & Tales	\$2,500
Glenrowan Vignerons Association	Glenrowan Grazing Weekend	\$ 750
3CMG	Transmoto 8 Hour	\$5,000
Brown Brothers	Grapes of Mirth	\$2,000
Wangaratta Fitness Fun Addicts	Ned Kelly Chase	\$2,000
FE FC Holden Car Club of Victoria Inc.	FE FC Holden Nationals 2020	\$2,000
Wangaratta Rod & Custom Club	Wangaratta Rod & Custom Club 2020 Rod Run	\$2,500

Carried

Background

Each year Council's Tourism Events Funding Program provides financial assistance to event organisers for the promotion and development of their festivals and events.

The objectives of the Tourism Events Funding Program is to:

- maximise the economic and community benefits
- provide significant branding and marketing opportunities for the region
- substantially build the profile of the events to attract visitors from outside the Rural City of Wangaratta
- promote the tourism product strengths of the Rural City of Wangaratta.

Grants are available up to \$5,000 for major and marquee events (events that attract over 500 visitors) and up to \$2,000 for minor events (events that attract less than 500 visitors) from an annual allocation of \$32,000. Of the \$32,000, \$5,000 is reserved for the 2019 La Dolce Vita Festival as per Council's commitment, leaving \$27,000 to support other events.

The 2019/2020 Tourism Events Funding Program received sixteen (16) applications. The total amount requested for 2019/2020 was \$58,500 with an estimated economic value of \$6.3 million.

Applications were assessed against the funding criteria including the investment from the applicant organisation, capacity to attract tourism visitation, having acquitted previous grants appropriately or providing a complete application. Following this assessment, eleven (11) events are recommended to receive funding with five (5) events not meeting the funding criteria. These five (5) events that did not meet the assessment and eligibility criteria for the program are: the King Valley Wedding Festival, King Valley A Taste of Italy, Giant Pumpkin Festival, SRA410 Spring Car Racing and 140th Anniversary Kelly Siege.

Implications

Policy Considerations

The program applications have been assessed by a panel including a Councillor and Council officers with funding allocation recommendations made in line with the Council Plan objective for tourism, the key directions of the Economic Development and Tourism Strategy and the grant program assessment criteria.

Financial/Economic Implications

Council has an allocation of \$32,000 to fund the program in 2019/2020. Of the \$32,000, \$5,000 is reserved for the La Dolce Vita Festival 2019 as per Council's commitment. The recommendation is to allocate a total of \$26,250 to the successful applicants. The balance of the funds will be kept for consideration of future event opportunities that maybe presented within the 2019/2020 budget.

	2019/2020 Approved Budget for this proposal \$	This Proposal \$	Variance Approved Budget \$	to	Comments
Revenue/Income	0	0	0		
Expense	\$32,000	\$26,250	\$750		\$5,000 – Committed to La Dolce Vita

Legal/Statutory

There are no legal/statutory implications identified for the subject of this report.

Social

Events have the capacity to increase the level of local interest and participation within the community and strengthen regional values. Increased local pride and community spirit, as well as an increased awareness of non-local perceptions.

Environmental/Sustainability Impacts

Environmental and sustainability impacts were included as an assessment criteria for the grants. The aim is to increase events participation and awareness of waste, water reduction and reducing the impact on the environment.

2017 – 2021 Council Plan (2019 Revision)

This report supports the 2017-2021 Council Plan:

Goal

We are Growing

We will create and deliver:

Tourism products and experiences that build our attraction to visitors.

The non-negotiables

Our tourism industry is promoted, values and vibrant.

Strategic Links

a) Rural City of Wangaratta 2030 Community Vision

Tourism continues to thrive, with visitors attracted to the region's natural beauty, food and wine, cycling tracks, arts facilities, cultural heritage and festivals.

b) Other strategic links

Economic Development and Tourism Strategy 2018 - 2023

Risk Management

Risks	Likelihood	Consequence	Rating	Mitigation Action
Event organisers ability to contribute cash and in-kind	(3) possible	(2) minor	Medium	Ask for financial commitment and financials in application
Event organisers capacity to deliver the promised event	(3) possible	(2) minor	Medium	Constant communication with event organisers to ensure event success

Consultation/Communication

Level of public participation	Promises to the public/stakeholders	Tools/Techniques
Inform	Provide an event funding program	The Chronicle Industry eNewsletter
Consult		
Involve		
Collaborate		
Empower	Provide support to event organisers	Advice on completing and submitting applications

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

Options for Consideration

1. Endorse the officer's recommendations.
2. Endorse the officer's recommendations with amendments.
3. Do not endorse the officer's recommendations with no allocation of funds towards the Tourism Events Grant Program.

Conclusion

Following a detailed assessment, eleven (11) of the sixteen (16) applications are recommended for funding. These are listed in this report and it is requested that Council approves the allocation of a total of \$26,250 to fund these events.

Attachments

Nil.

Councillor Speeches

Please follow link [20 August 2019 Council Meeting Video](#) and refer to minutes 1:27.48 to 1:28:25 for councillor speeches and responses related to Item 16.2 Tourism Event Funding Program.

16.3 PLANNING PERMIT APPLICATION PLNAPP19/088 - TWO LOT SUBDIVISION - 268 CARBOOR WHOROULY ROAD, WHOROULY

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Senior Planner
File No: IC19/332

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

This application seeks approval for the subdivision of the land into two lots to excise off an existing dwelling at 268 Carboor-Whorouly Road in Whorouly. The site currently measures 83.96 hectares. The application proposes to create a lot measuring 6602 square metres containing the existing dwelling with a balance lot measuring 83.3 hectares containing farming infrastructure.

The subject site is located in the north west of the King Valley, recognised as a significant food and wine producing area and is identified in the Hume Regional Growth Plan 2014 as being of strategic agricultural significance at a state and regional level. Locally the site is within the Very High and Moderate agricultural versatility ranges denoting farming land that is of high productivity, suited to a range of agricultural practices.

The site has a previous history with the same proposal being refused by Council with no appeal at VCAT in 2016.

The application was not advertised as Council officers chose to utilise Section 52 Subsection 1 and 1A whereby Council does not have to give notice if recommending refusal. This was considered reasonable given that there are associated costs with advertising.

The proposal was referred as required by the Planning Scheme externally and internally, with no objections from any party.

The proposal has been assessed against the provisions of the Wangaratta Planning Scheme and it is considered the proposal does not support the purpose of the Farming Zone and does not accord with appropriate decision guidelines. When assessed against the state and local policy it is concluded that the argument weights in favour of refusal. The proposal is not supported by state or local strategic directions.

ORIGINAL RECOMMENDATION:*That Council:*

1. *issue a Notice of Decision to Refuse to Grant a Permit with respect to Planning Permit Application PInApp19/088 for a two lot subdivision at 268 Carboor Whorouly Road, Whorouly.*

1. *the applicant, referral authorities and VCAT are notified of Council's decision*

ALTERNATE MOTION:

(Moved: Councillor H Bussel/Councillor K Clarke OAM)

That Council resolve to advertise the application for 268 Carboor-Whorouly Road, Whorouly as required under Section 52 of the Planning and Environment Act 1987 and consider the application at a future Council meeting in 2019.

Carried

Property Details

Land/Address	268 Carboor-Whorouly Road, Whorouly. Lot 4 on Plan of Subdivision 410739
Zones and Overlays	Farming Zone Bushfire Management Overlay
Why is a permit required	Pursuant to Clause 35.07-3 of the Farming Zone a permit is required to subdivide land. Pursuant to Clause 44.06-2 of the Bushfire Management Overlay a permit is required to subdivide land.

Site Plan:



Proposal in Detail

This proposal is for a two lot subdivision that excises off an existing habitable dwelling on farming land measuring 83.96 hectares. Farming infrastructure and farm vehicle access for stock transfers are within 45 metres of the dwelling.

Proposed Lot 1 measures 6602 square metres and contains the existing habitable dwelling, shedding and a decommissioned dwelling. Access will be by an existing access point.

Proposed Lot 2 measures 83.3 ha and contains agricultural infrastructure. Access will be via a proposed new access from Carboor-Whorouly Road adjacent to the northern shared boundary with Lot 1. The shedding, stock yards and farm vehicle access are all within 45 metres of the habitable dwelling proposed on Lot 1.

The subject site is a farming site, located in farming land (to the south east of the municipality) where there are still many larger lots than the minimum of 40ha. The area has been identified as being of very high and moderate agricultural versatility. This subject land is productive farming land currently being used to crop and graze.

The land is affected by the Bushfire Management Overlay.

The history of the site includes an application for a planning permit in 2016, PlnApp16/088 for a two lot subdivision (house excision) which was refused. There was no appeal to VCAT.

Summary of Key Issues

- Conflict between farming activities and rural lifestyle living.
- Incremental loss of productive agricultural land.

Public Notification and Referral

Public notice

The proposal was not advertised as Council officers chose to utilise Section 52 Subsection 1 and 1A whereby Council does not have to give notice if recommending refusal.

This was considered to be a fair and reasonable decision given that there are associated costs with advertising and in this instance as it is known at initial assessment stage that a refusal is to be recommended. To advertise would be misleading to potential objectors.

Referrals

Referrals/Notice	Advice/Response/Conditions
Section 55 Referrals	GMW under Clause 66.02-5 as a determining authority – no objection and conditions given. CFA under Clause 66.03 as a recommending authority – no objection and no conditions given.
Section 52 notices	Nil

Internal Council Referrals	Advice/Response/Conditions
Infrastructure Services	No objection and conditions given.
Environmental Health	No response received.

Assessment under the Planning and Environment Act

Section	Clause	Provision
Planning Policy Framework	11 13.02-1S 13.07-1S 14 14.01-1S 17	Settlement Bushfire Planning Land Use Compatibility Natural Resource Management Protection of Agricultural Land Economic Development
Local Planning Policy Framework	21.01 21.02 21.05 22.01	Introduction Settlement Natural Resource Management Rural Land Use and Agriculture
Zoning	35.07	Farming Zone
Overlays	44.06	Bushfire Management Overlay
Decision Guidelines	65.01 65.02	Approval of an Application or a Plan Approval of an Application to Subdivide Land

Planning Policy Framework

Clause 11 Settlement

Planning is to prevent environmental and amenity problems created by siting incompatible land uses close together.

With regards to state policy at Clause 11.01-1S the objective is to promote sustainable growth and development of Victoria through a network of settlements. The growth and development is to be focused in major regional cities and associated settlements, in accordance with the Regional Growth Plan and local strategic frameworks.

With regards to state policy at Clause 11.02-1S planning is directed to restrict rural residential development that would compromise future development at higher densities.

It is considered that the proposal will not align with policy as the land is not suitable for subdivision as it is farming land. Any dwelling excised off will result in a dwelling not in association with agriculture but rather a lifestyle lot, potentially leading to conflict between uses and incremental loss of productive land.

Clause 13.02-1S Bushfire Planning

The objective is to strengthen the resilience of settlements and communities to bushfire through risk based planning that prioritises the protection of human life over other policy considerations. This is to be achieved by directing population growth and development to low risk locations ensuring access to areas where human life can be protected from the effects of bushfire.

A planning permit is required under the Bushfire Management Overlay in line with this policy. This application was referred to the CFA.

Clause 13.07-1S Land Use Compatibility

The objective is to safeguard community amenity while facilitating appropriate commercial, industrial or other uses with potential off site effects. This is to be achieved by ensuring the compatibility of a use and development as appropriate to the land use function and character of the area.

The excision of the dwelling onto a smaller lot will allow for a rural lifestyle lot which is not compatible with adjoining and surrounding farming land uses. This proposal potentially sets up a situation whereby there is conflict between the uses due to residential amenity expectations on the one hand and farming activities on the other, with farming having their 'right to farm' challenged. The existing habitable dwelling is within 40 metres of the proposed access for farm vehicles, with farming activity such as stock holding pens, loading and unloading, storage of agricultural machinery and products, within 45 metres of the dwelling further compounding a potential conflict.

Clause 14 Natural Resource Management

Planning should ensure agricultural land is managed sustainably, whilst acknowledging the economic importance of agricultural production.

The subject land is currently farmed. It is considered that the proposal presented may reduce its capacity due to conflicts of interests.

Clause 14.01-1S Protection of Agricultural Land

With regards to Clause 14.01-1S the objective is to protect the state's agricultural base by preserving productive farmland. This is to be achieved by identifying and avoiding removal of productive farming land without consideration of the economic importance of the land. This policy also directs planning to prevent inappropriately dispersed urban activities in rural areas, protecting farming activities from incompatible uses. This policy also directs planning to limit new housing development in rural areas, directing growth to existing settlements and discouraging development of isolated small lots in rural areas.

This application proposes a situation that results potentially in a conflict between farming activities and rural lifestyle living; incremental loss of productive agricultural land through the potential need for further dwellings to continue to farm on the balance lot; and potential increase in price of surrounding farming land that reflects rural lifestyle lot values rather than farming land values with potential to stymie growth of surrounding agricultural businesses.

Clause 17 Economic Development

Planning is to provide for a strong and innovative economy where all sectors are critical to economic prosperity.

Agriculture, forestry and fishing is recognised in the Wangaratta Council Plan as one of the top five income generators. Therefore protection of agricultural land is an important economic generator in the municipality.

Local Planning Policy Framework

Clause 21.01 Introduction

This current local policy identifies the fertile river valleys and the agricultural industry as being highly successful in production. Key issues include managing residential growth in existing areas and growth areas.

The subject site is identified in 'An Assessment of the Versatility of Agricultural Land in the Rural City of Wangaratta April 2000' (referenced in the planning scheme) as partially 'Very High' and partially 'Moderate'. Very High denotes farming land that is of high productivity mostly on alluvial floodplain and suited to a wide variety of horticulture and cropping, dairy farming and viticulture. Moderate denotes a moderate to low productivity on gentle slopes commonly suited to grazing and viticulture as well as forestry. Planning is directed to preserve this productive farmland as it is of economic importance locally and regionally.

Clause 21.02 Settlement

This policy identifies where population growth will be managed into, stating 'Rural settlements are not suitable locations for residential development that is not associated with an agricultural use'.

Whorouly is identified as a rural township with residential and commercial uses, although limited development infrastructure, allowing incremental growth.

This local policy directs planning to support residential development in appropriate locations in the municipality, avoiding residential development in areas of environmental significance, landscape significance and of agricultural value.

The proposal, in this instance, does not remove land from productive agricultural activity as the land around the dwelling is currently used for effluent field and house garden. However, due to the balance lot being over 80ha, there is potential to lose two more house lots (one on each of a 40ha lot) given that a dwelling on a lot of 40ha is a Section 1 use and has an as of use right. It is likely that a proposed subdivision of the land might well be supported and thereby this current proposal could ultimately lead to the incremental loss of productive agricultural land given that two more dwelling sites could be developed, whereas at this time the farm is being run from the one dwelling.

Clause 21.05 Natural Resource Management

Agriculture is a major economic industry and employment generator in the municipality. The agricultural sector is essential to the economic and social performance of the region and it is imperative that the productivity and versatility is maintained particularly for higher agricultural versatility areas.

This policy informs that subdivision may impact on the productive performance of rural land with the construction and use of housing generating conflict between rural and lifestyle uses. The subdivision and use of the land for housing must be directly linked to agriculture. Any proposed house lot excision needs to protect and be closely linked with the continuing productive agricultural use of the land particularly in higher productivity and versatility areas.

Clause 22.01 Rural Land Use and Agriculture

With regards to Clause 22.01-2 '*Subdivision in Rural Areas*' this policy identifies once again that the agricultural sector is a significant economic industry and social resource and rural subdivision that is not associated with dedicated rural activity can potentially undermine the rural sector. This could be in the form of amenity impacts, loss of productive land, infrastructure and water that could otherwise be used for agricultural production as well as increasing rural land values above the farming value.

The objectives of this policy are to ensure that land subdivision does not diminish the productivity in high and very high locations; that subdivision is not for rural lifestyle lots or development; and ensuring an adequate standard of infrastructure for rural land subdivision.

It is policy to:

- *Ensure that any subdivision proposal has a relationship with and is required to directly support the continuing operation of an existing rural use conducted on the land. Maintain agricultural production and rural uses on the land.*
- *Ensure that any subdivision proposal is compatible with and will not have an adverse impact on farming and other rural land uses on the land, adjoining land and the general area.*

- *Ensure that any subdivision proposal meets the principle of ‘right to farm’ in rural areas, where existing agricultural and rural uses in the area have a right to legally continue.*
- *Minimise any potential amenity impact on adjacent or nearby land and not reduce the potential for agricultural production or other rural activity.*
- *Provide for the ongoing sustainable use of the land, including consideration of environmental constraints and protection and enhancement of the natural environment.*
- *Avoid any adverse effect on existing rural and irrigation infrastructure and not affect the continuing use of this infrastructure for agricultural production.*
- *Not recognise any lots which are ‘closed roads’ in any re-subdivision lot entitlement calculations.*
- *Discourage house lot excisions in ‘high’ or ‘very high’ agricultural versatility areas and ensure that any excision of land in all other rural areas be linked to and required for the ongoing rural and agricultural use of the land.*
- *Discourage house lot excisions if the proposal can be otherwise met by the realignment of existing land titles.*
- *Discourage house lot excisions if the existing dwelling on the lot to be excised is required to maintain the ongoing agricultural production and rural use of the land.*

It is policy that in assessing any proposal council will consider:

- *How the land to be subdivided is used for rural activities and agricultural production, and how the proposal meets the ongoing needs for these uses.*
- *How the subdivision minimises any potential amenity impacts on adjacent or nearby land, and how agricultural production on the subject land or adjoining/nearby land is maintained.*
- *Maintenance and when possible, enhancement of existing environmental features and quality of the land.*
- *How re-subdivision proposals consider the shape, size and location of the original titles and clearly demonstrate why a new configuration is required to achieve the objectives of the scheme and this policy.*
- *Any proposal for a new lot that will have an area below the minimum subdivision size of the zone must clearly demonstrate why this size is required to accommodate the natural features and maintain agricultural production on the land.*

- *How any proposal for subdivision in ‘high’ or ‘very high’ agricultural versatility areas, other than the minor realignment of existing boundaries, can be substantiated by a ‘whole farm plan’.*
- *How the proposal can be adequately serviced with water (potable, stock and domestic and firefighting supply), power, telecommunications, drainage and all weather two-wheel-drive road access.*
- *The need to consolidate lots in the same ownership as part of a subdivision proposal in ‘high’ or ‘very high’ agricultural versatility areas if it is considered by Council that consolidation would protect the existing and future productive use of rural and agricultural land.*

Zoning and Overlay Provisions

Clause 35.07 - Farming Zone

The purpose is:

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To provide for the use of land for agriculture.*
- *To encourage the retention of productive agricultural land.*
- *To ensure that non-agricultural uses, including dwellings, do not adversely affect the use of land for agriculture.*
- *To encourage the retention of employment and population to support rural communities.*
- *To encourage use and development of land based on comprehensive and sustainable land management practices and infrastructure provision.*
- *To provide for the use and development of land for the specific purposes identified in a schedule to this zone.*

Pursuant to Clause 35.07-3 a permit is required to subdivide land. Smaller lots may be created if the subdivision is to create a lot for an existing dwelling. The subdivision must be a two lot subdivision.

Appropriate decision guidelines are considered to be:

- *The Municipal Planning Strategy and the Planning Policy Framework.*
- *How the use or development relates to sustainable land management.*

- *Whether the site is suitable for the use or development and whether the proposal is compatible with adjoining and nearby land uses.*
- *Whether the use or development will support and enhance agricultural production.*
- *Whether the use or development will adversely affect soil quality or permanently remove land from agricultural production.*
- *The potential for the use or development to limit the operation and expansion of adjoining and nearby agricultural uses.*
- *The capacity of the site to sustain the agricultural use.*
- *The agricultural qualities of the land, such as soil quality, access to water and access to rural infrastructure.*

The proposal is for the excision of a house lot, that will contain a current dwelling and a decommissioned dwelling, measuring 0.6602ha, leaving a balance lot of 83.3ha. The total lot size currently is 83.96ha and comprises farm buildings and dwelling. The excision leaves farm buildings and farm vehicle access as well as stock loading infrastructure within 40m of the habitable dwelling.

Given that the application proposes to create a lifestyle lot it is considered that there is great potential for land values to increase to reflect rural lifestyle living in the area. Rural lifestyle living is extremely popular in many municipalities including Wangaratta and is promoted as such by real estate agents hoping to meet market demands and maximise prices. The outcome of this change in use is known to affect surrounding farming land values, leading to increased costs to further grow productive farming enterprises or in worse case scenarios actually stymieing the growth of surrounding agricultural businesses.

Clause 44.06 - Bushfire Management Overlay

The purpose is:

- *To implement the Municipal Planning Strategy and the Planning Policy Framework.*
- *To ensure that the development of land prioritises the protection of human life and strengthens community resilience to bushfire.*
- *To identify areas where the bushfire hazard warrants bushfire protection measures to be implemented.*
- *To ensure development is only permitted where the risk to life and property from bushfire can be reduced to an acceptable level.*

Pursuant to Clause 44.06-2 a permit is required to subdivide land.

Pursuant to Clause 44.06-3 if in the opinion of the Responsible Authority any part of the requirements to provide a Bushfire Hazard Site Assessment, a Bushfire Hazard landscape Assessment and a Bushfire Management Statement is not relevant to the assessment of the application then the Responsible Authority may waive, vary or reduce the requirement. In this instance, due to the knowledge that the proposal is to be refused, the requirements are waived. This has been supported at this time by the CFA.

Decision Guidelines

Clauses - 65.01 and 65.02

<i>Matters set out in Section 60 of the Act</i>	Considered
<i>The MPS and PPF</i>	Considered
<i>The purpose of the zone, overlay or other provisions.</i>	Considered
<i>Any matter required to be considered in the zone, overlay or other provision.</i>	Considered
<i>The suitability of the land for subdivision.</i>	The land is identified as not being suitable for subdivision as it is creating a 'lifestyle rural lot'.
<i>The existing use and possible future development of the land and nearby land.</i>	The use has been for the dwelling in association with agriculture activity. The proposed excision is considered to create a lifestyle lot that has the potential to allow for an as of right use for a dwelling on the balance lot and potential two if the land is further subdivided into two 40ha lots.
<i>The availability of subdivided land in the locality and the need for the creation of further lots.</i>	There is no need to excise the dwelling off. If a lifestyle lot is required then there are available lots in nearby settlements that are appropriately zoned and located.
<i>The availability and provision of utility services including water, sewerage, drainage, electricity and gas.</i>	There are limited services in this rural community.

Other relevant adopted State policies/strategies

Hume Regional Growth Plan 2014

11.2 Agriculture

The Hume Regional Growth Plan recognises that the Hume Region will continue to be one of Australia's major food producing areas. Agriculture production will be supported through the protection and enhancement of key agricultural assets including land and water resources.

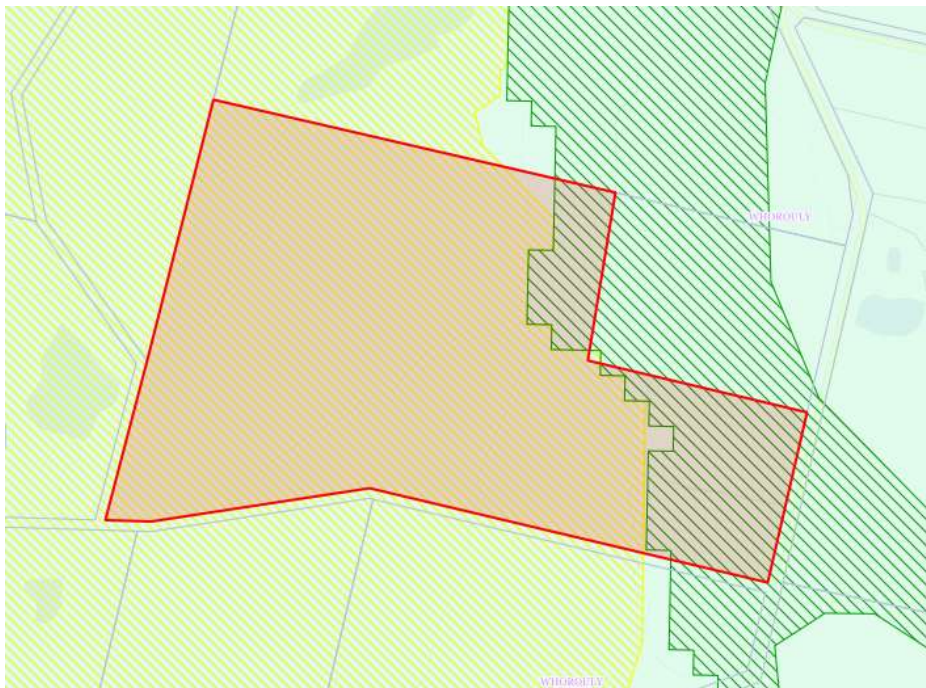
High quality agricultural land is a finite resource and is an essential basis for many forms of agriculture. The reference in the Victorian Planning Provisions at Clause 14.01 protecting 'productive farmland that is of strategic significance in the local or regional context' is an important precept in rural land use planning. Strategic agricultural areas are defined as having versatility in production. Measures to

protect areas identified as such should include directing settlement to existing centres and avoiding encroachment from rural residential settlement that are non-complementary to agriculture.

Relevant incorporated or reference documents

An Assessment of the Versatility of Agricultural Land in the Rural City of Wangaratta April 2000

This document identifies the subject site as being partially included in the Very High Versatility and partially included in the Moderate Versatility (see map below). This document identifies landforms and soil types that are highly advantageous for agricultural production and directs that they be protected from competing land use.



Council Plan 2017 - 2021

The revised Council Plan 2017-2021 identifies agriculture, forestry and fishing as one of the top five income generators for Wangaratta. The Council Plan also informs in 'Our Vision' that 'Our economy is stronger than ever. From agriculture to tourism, health to education, we have focused on building resilience and diversity and achieving a prosperity that has benefitted all our residents.' In 'Our Non Negotiables' the Plan identifies 'Our rural communities are supported and recognised as significant contributors to the economic and social character of the municipality' and that 'Our residential, rural, commercial and industrial land is thoughtfully and appropriately protected, planned and developed.'

Conclusion

It is concluded that the proposal does not support the purpose of the Farming Zone, does not accord with what are considered to be appropriate decision guidelines and when assessed against relevant policy the proposal is found to be weighted in favour of refusal.

Consultation

Consultation has taken place as per the requirements stipulated by the *Planning and Environment Act 1987*. Further referral and notification will need to take place should the recommendation be overturned.

Implications

Policy Considerations

There are no specific Council policies or strategies that relate to this report.

Financial Implications

The proposal does not have any impact on Council's financial resources as such. Should the matter be referred to the Victorian Civil and Administrative Tribunal then Council will likely incur costs in defending a position on the application.

Legal/Statutory

All procedures associated with the lodgement and assessment of this application have been done in accordance with the *Planning and Environment Act 1987*.

Cultural Heritage

There is an Area of Cultural Heritage Sensitivity that applies to the site, however the applicant has provided information from using the Heritage Tool that informs that no Cultural Heritage Management Plan is required. After assessment against the Aboriginal Heritage Regulations 2018, it is considered that the response from the applicant has assumed that there has been previous Significant Ground Disturbance. At the time of assessment, knowing that the proposal would be recommended for refusal, it was considered that no further investigation into whether or not a Cultural Heritage Management Plan was required would be carried out. This was due to potential costs of preparing either a Due Diligence or full report.

Social

The potential social impacts are of detrimental consequences to the rural communities that rely on the preservation of their farming businesses remaining viable, providing employment and social cohesion within these communities along with connectivity to the municipality.

Environmental/Sustainability Impacts

There are no environmental or sustainability impacts identified for this subject of this report. However, many farms retain native vegetation and this is susceptible to loss without ongoing protection and sustainable management of the land.

Economic Impacts

There is potential for economic impacts on a state, regional and local level should productive agricultural land be removed incrementally.

Risk Management

Risks	Likelihood	Consequence	Rating	Mitigation Action
Refuse application as recommended – Applicant appeals decision at VCAT	Moderate	High	Moderate	Representation of Council at VCAT
Grant permit in favour of application	Moderate	High	Moderate	Refuse permit

Consultation/Communication

Level of public participation	Promises to the public/stakeholders	Tools/Techniques
Inform	Advertise application if officer recommendation overturned	Letters to property owners
Consult	Submissions will be considered	Submissions, if any, will be reviewed and may result in the application coming back to council for consideration
Involve	Opportunity to make submission if recommendation overturned	Notice of Application sent to the owners and occupiers of nearby properties
Collaborate	Not applicable	Not applicable
Empower	Not applicable	Not applicable

The proposal was not advertised as initial assessment indicated a refusal of the application and therefore it was not appropriate for the applicant to incur additional costs for advertising.

Options for Consideration

1. Issue Notice of Decision to Refuse to Grant a Permit with respect to Planning Permit Application PInApp19/088 for a two lot subdivision at 268 Carboor-Whorouly Road, Whorouly.
2. Resolve to advertise the application as required under Section 52 of the *Planning and Environment Act 1987* and consider the application at a future Council meeting.

Attachments

- 1 Proposed subdivision plan 

Councillor Speeches

Please follow link [20 August 2019 Council Meeting Video](#) and refer to minutes 1:30:12 to 1:32:16 for councillor speeches and responses related to Item 16.3 Planning Permit Application PlnApp19/088 for a two lot subdivision at 268 Carboor Whorouly Road, Whorouly.

17. SPECIAL COMMITTEE REPORTS

Nil

18. ADVISORY COMMITTEE REPORTS

18.1 WANGARATTA ECONOMIC DEVELOPMENT AND TOURISM ADVISORY COMMITTEE AND AGRICULTURE AND AGRIBUSINESS ADVISORY COMMITTEE - CHARTER REVIEW

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Economic Development Officer
File No: IC19/173

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

Executive Summary

The Wangaratta Economic Development and Tourism Advisory Committee (WEDTAC) held its monthly meeting on June 4 and the Agriculture and Agribusiness Advisory Committee (AAAC) held a special meeting on June 25. Both committees have reviewed their Charters and now make a recommendation to Council to adopt the revised Charters.

Changes to the WEDTAC Charter include, a name change from Wangaratta Unlimited and minor word changes within the document.

Changes to the AAAC Charter include additions to the function of the committee, advocacy for farmer's wellbeing, Chair election and minor changes within the document.

The changes proposed have arisen due to the changing nature of the local economy, tourism and agriculture sectors. The committees believe that the changes better reflect the current function and objectives of the committees at this time.



RECOMMENDATION:

(Moved: Councillor H Benton/Councillor D Fuller)

That Council endorses amended charters for the Wangaratta Economic Development and Tourism Advisory Committee and the Agriculture and Agribusiness Advisory Committee.

Carried

Attachments

- 1 Draft Agriculture and Agribusiness Advisory Committee Charter - Review 2019 
- 2 Draft Wangaratta Economic Development and Tourism Advisory Committee Charter - Review 2019 

19. RECORDS OF ASSEMBLIES OF COUNCILLORS & MINUTES OF ADVISORY COMMITTEE MEETINGS

19.1 RECORD OF ASSEMBLY OF COUNCILLORS & ADVISORY COMMITTEE REPORTS

Meeting Type: Ordinary Council Meeting
Date of Meeting: 20 August 2019
Author: Executive Assistant - Corporate Services & Councillors
File Name: Assemblies of Councillors
File No: IC19/95

Executive Summary

Assembly of Councillors:

An “Assembly of Councillors” is a meeting at which matters are considered that are intended or likely to be the subject of a Council decision and 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.

At an assembly of Councillors, a written record is kept of:

- a) the names of all Councillors and members of the Council staff attending;
- b) the matters considered;
- c) any conflict of interest disclosures made by a Councillor attending; and
- d) whether a Councillor who has disclosed a conflict of interest leaves the assembly.

The written record of an assembly of Councillors is, as soon as practicable:

- a) reported at an Ordinary Meeting of the Council; and
- b) incorporated in the Minutes of that Council meeting.

Date	Meeting details	Refer
2 July 2019	Wangaratta Economic Development & Tourism Advisory Committee	Attachment
8 July 2019	Councillor Briefing Forum	Attachment
15 July 2019	Councillor Briefing Forum	Attachment
22 July 2019	Councillor Briefing Forum	Attachment
16 July 2019	Pre-Council Meeting Discussion	Attachment
29 July 2019	Councillor Briefing Forum	Attachment
5 August 2019	Councillor Briefing Forum	Attachment

Advisory Committee Meetings:

Minutes of the following Advisory Committee Meetings are reported to Councillors for information (refer attachments).

1. Wangaratta Economic Development & Tourism Advisory Committee Minutes – 2 July 2019

RECOMMENDATION:

(Moved: Councillor A Fitzpatrick/Councillor K Clarke OAM)

That Council:

1. *receives the reports of Assemblies of Councillors*
2. *notes the minutes of these Advisory Committees*

Carried

Attachments

- 1 Assembly of Councillors - Wangaratta Economic Development & Tourism Advisory Committee - 2 July 2019.pdf 
- 2 Assembly of Councillors - Councillors Briefing Forum - 8 July 2019 
- 3 Assembly of Councillors - Councillors Briefing Forum - 15 July 2019 
- 4 Assembly of Councillors - Pre Council Meeting Discussion - 16 July 2019 
- 5 Assembly of Councillors - Councillors Briefing Forum - 22 July 2019 
- 6 Assembly of Councillors - Councillors Briefing Forum - 29 July 2019 
- 7 Assembly of Councillors - Councillors Briefing Forum - 5 August 2019 
- 8 Wangaratta Economic Development Tourism Advisory Committee Minutes - 2 July 2019 

20. NOTICES OF MOTION

Nil.

21. URGENT BUSINESS

Nil.

22. PUBLIC QUESTION TIME

Please follow link [20 August 2019 Council Meeting Video](#) and refer to minutes 1:35:12 to 2:10:45 for public questions and responses related to Item 22 Public Question Time.

23. CONFIDENTIAL BUSINESS

Nil

24. CLOSURE OF MEETING

The Meeting closed at 8pm.