

MINUTES

ORDINARY MEETING

WARRNAMBOOL CITY COUNCIL

5.45PM - MONDAY 5 FEBRUARY 2018

VENUE:

**Reception Room
25 Liebig Street
Warrnambool**

COUNCILLORS

Cr. Robert Anderson (Mayor)
Cr. Sue Cassidy
Cr. Kylie Gaston
Cr. Tony Herbert
Cr. Peter Hulin
Cr. Michael Neoh
Cr. David Owen

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**Bruce Anson
CHIEF EXECUTIVE**

AUDIO RECORDING OF COUNCIL MEETINGS

All Open and Special Council Meetings will be audio recorded, with the exception of matters identified as confidential items in the agenda. This includes public participation sections of the meeting. Audio recordings of meetings will be made available for download on the internet via the Council's website by noon the day following the meeting and will be retained and publicly available on the website for 12 months following the meeting date. The recordings will be retained for the term of the current Council, after which time the recordings will be archived and destroyed in accordance with applicable public record standards. By participating in Open and Special Council meetings, individuals consent to the use and disclosure of the information that they share at the meeting (including any personal/sensitive information), for the purposes of Council carrying out its functions.

ORDER OF BUSINESS**Page No.**

1. OPENING PRAYER & ORIGINAL CUSTODIANS STATEMENT	4
2. APOLOGIES.....	4
3. CONFIRMATION OF MINUTES.....	4
4. DECLARATION BY COUNCILLORS & OFFICERS OF ANY CONFLICT OF INTEREST IN ANY ITEM ON THE AGENDA.....	4
5. REPORTS	
5.1 MONTHLY FINANCIAL REPORT – DECEMBER 2017	5
5.2 COMMUNITY DEVELOPMENT DIRECTORATE OPERATIONS REPORT	16
5.3 PETITION – REMOVAL OF MURAL AT THE LIGHTHOUSE THEATRE.....	40
5.4 PETITION FOR CITY CENTRE OFF STREET FREE PARKING	42
5.5 PETITION - FOR COUNCIL INSPECTION OF A FERAL NATURE STRIP SHRUB CAUSING VISUAL POLLUTION.....	44
5.6 CONSIDERATION OF PANEL REPORT AND ADOPTION OF WARRNAMBOOL PLANNING SCHEME AMENDMENT C102 678-688 RAGLAN PARADE, W/BOOL	44
5.7 CITY CENTRE RENEWAL – BUSINESS SUPPORT UPDATE	60
5.8 GREAT OCEAN ROAD REGIONAL TOURISM (GORRT) – ANNUAL REPORT 2016/17 AND VISITATION STATISTICS FOR THE YEAR ENDED SEPTEMBER 2017	95
5.9 ASSEMBLY OF COUNCILLORS RECORDS.....	149
5.10 MAYORAL & CHIEF EXECUTIVE COUNCIL ACTIVITIES – SUMMARY REPORT	153
6. NOTICE OF MOTION NO. 2148	155
7. PUBLIC QUESTION TIME	155
8. CLOSE OF MEETING.	156

MINUTES OF THE ORDINARY MEETING OF THE WARRNAMBOOL CITY COUNCIL HELD IN THE RECEPTION ROOM, WARRNAMBOOL CIVIC CENTRE, 25 LIEBIG STREET, WARRNAMBOOL ON MONDAY 5 FEBRUARY 2018 COMMENCING AT 5.45PM

PRESENT: Cr. Robert Anderson, Mayor/Chairman
Cr. Sue Cassidy
Cr. Kylie Gaston
Cr. Tony Herbert
Cr. Peter Hulin
Cr. Michael Neoh
Cr. David Owen

IN ATTENDANCE: Mr Bruce Anson, Chief Executive
Mr David Harrington, Acting Director Corporate Strategies
Mr Glenn Reddick, Acting Director City Infrastructure
Ms. Vikki King, Director Community Development
Ms Jodie McNamara, Acting Director City Growth
Ms. Wendy Clark, Executive Assistant

1. OPENING PRAYER

Almighty God
Grant to this Council
Wisdom, understanding and Sincerity of purpose
For the Good Governance of this City
Amen.

ORIGINAL CUSTODIANS STATEMENT

I wish to acknowledge the traditional owners of the land on which we stand and pay my respects to their Elders past and present.

2. APOLOGIES

Nil.

3. CONFIRMATION OF MINUTES

MOVED: CR. NEOH
SECONDED: CR. CASSIDY

That the Minutes of the Ordinary Meeting of Council held on 4 December 2017 be received.

CARRIED – 7:0

4. DECLARATION BY COUNCILLORS & OFFICERS OF ANY CONFLICT OF INTEREST IN ANY ITEM ON THE AGENDA

Pursuant to Sections 77, 78 and 79 of the Local Government Act 1989 (as amended) direct and indirect conflict of interest must be declared prior to debate on specific items within the agenda; or in writing to the Chief Executive Officer before the meeting. Declaration of indirect interests must also include the classification of the interest (in circumstances where a Councillor has made a Declaration in writing, the classification of the interest must still be declared at the meeting), i.e.

- (a) direct financial interest
- (b) indirect interest by close association
- (c) indirect interest that is an indirect financial interest
- (d) indirect interest because of conflicting duties
- (e) indirect interest because of receipt of an applicable gift
- (f) indirect interest as a consequence of becoming an interested party
- (g) indirect interest as a result of impact on residential amenity
- (h) conflicting personal interest

A Councillor who has declared a conflict of interest, must leave the meeting and remain outside the room while the matter is being considered, or any vote is taken. Councillors are also encouraged to declare circumstances where there may be a perceived conflict of interest.

Cr. Neoh	Item 5.4 - Petition For City Centre Off Street Free Parking
Nature of Disclosure	Direct interest
Nature of Interest	CBD property owner, Stage 2 renewal

Cr. Neoh	Item 5.6 - City Centre Renewal – Business Support Update
Nature of Disclosure	Direct interest
Nature of Interest	CBD property owner, Stage 2 renewal

Cr. Neoh	Item 6 - Notice of Motion No. 2148
Nature of Disclosure	Direct interest
Nature of Interest	CBD property owner, Stage 2 renewal

5. REPORTS

5.1 MONTHLY FINANCIAL REPORT – DECEMBER 2017

PURPOSE

This report updates Council on the financial performance for the 6 months ended 31 December 2017.

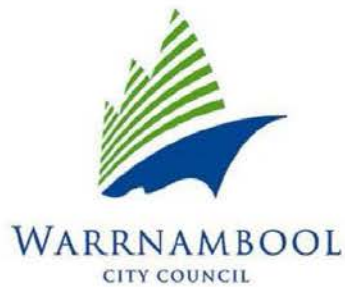
EXECUTIVE SUMMARY

- This Finance Report compares actual financial results budget for the 6 months from 1 July 2017 to 31 December 2017 – refer **Appendix A**.
- The report sets out financial results for Councils recurrent (day to day operations) Projects, Capital Works, Rates and Loan activities.
- Year to date budgets are profiled to reflect the timing of cash inflows and outflows.
- Overall the 6 month actual results indicate an unfavourable financial position of \$2,000 when compared to the YTD Budget.

MOVED: CR. OWEN
SECONDED: CR. CASSIDY

That the report be received.

CARRIED – 7:0

APPENDIX A

Monthly Financial Report

December 2017

Monthly Financial Report

December 2017

Table of Contents

1. Executive Summary.....	3
2. Statement of Comprehensive Income.....	4
3. Balance Sheet	5
4. Capital Expenditure and Funding	6
5. Treasury Report	7
6. Debtors Report	8
7. Budget Variations	9
8. FTE Report	10

Monthly Financial Report

December 2017

I. Executive Summary

The monthly report is designed to illustrate the financial performance and position of Warrnambool City Council compared to its adopted and revised seasonalised budget for the period ending 31 December 2017.

The below summary compares Net Results (Revenue less Expenditure) for both Recurrent and Capital Works Budgets.

The 6 months actual results indicate an unfavourable financial position to budget of \$2k.

Key Financial Results	Adopted Budget \$'000	Revised Budget \$'000	YTD Budget \$'000	YTD Committed \$'000	YTD Variance	
					\$'000	
Rates	35,460	35,460	35,410	35,793	383	▲
Recurrent	(22,462)	(24,280)	(13,118)	(13,281)	(163)	▼
Operational Project	(580)	(2,233)	(563)	(596)	(33)	▼
Capital Works	(11,952)	(13,480)	(9,930)	(10,110)	(180)	▼
Loans	(431)	(12)	(892)	(901)	(9)	▼
Surplus / (Deficit)	0	4,581	2,082	2,082	0	■
Total	36	36	12,990	12,988	(2)	▼

Monthly Financial Report

December 2017

2. Statement of Comprehensive Income

	Adopted Budget	Revised Budget	YTD Budget	YTD Committed	Variance		
	\$'000	\$'000	\$'000	\$'000	\$'000	%	
Revenue							
Rates and Charges	35,460	35,460	35,410	35,793	383	1.1%	▲
Statutory Fees and Fines	1,421	1,421	619	684	65	10.4%	▲
User Fees	16,022	16,201	7,844	7,459	(385)	(4.9%)	▼
Recurrent Grants	12,983	11,875	5,947	5,940	(8)	(0.1%)	▼
Non-Recurrent Grants	4,330	6,602	2,312	2,205	(107)	(4.6%)	▼
Contributions - Cash	924	3,891	710	755	46	6.4%	▲
Contributions - Non Cash	4,000	4,000	0	0	0	0.0%	▼
Other Income	350	311	170	185	16	9.2%	▲
Interest Income	375	375	181	160	(21)	(11.8%)	▼
Revenue Total	75,865	80,137	53,194	53,182	(12)	(0.0%)	▼
Expenses							
Employee Benefits	31,732	32,170	15,750	15,562	187	1.2%	▲
Materials and Services	21,897	24,604	12,974	12,926	48	0.4%	▲
Bad and Doubtful Debts	77	77	1	3	(2)	(218.1%)	▼
Finance Costs	461	388	209	207	1	0.6%	▲
Other Expenses	839	839	382	373	9	2.4%	▲
Depreciation	10,500	10,500	0	6	(6)	0.0%	▼
Net loss / (gain) on asset disposal	1,147	1,147	(54)	(49)	(5)	(4.7%)	▼
Expenses Total	66,652	69,725	29,261	29,027	233	0.8%	▲
Net Surplus / (Deficit)	9,213	10,413	23,933	24,155	222	0.9%	▲
Other Comprehensive Income							
Net asset revaluation	10,000	10,000	0	0	0	0.0%	■
Total Comprehensive Income	19,213	20,413	23,933	24,155	222	0.9%	▲
Net Underlying Surplus / (Deficit)	5,213	6,413	23,933	24,155	222	0.9%	▲

Monthly Financial Report

December 2017

3. Balance Sheet

	2017/18 Opening Balance \$'000	Movement \$'000	YTD Closing Balance \$'000
Current Assets			
Cash & Cash Equivalents	1,564	1,630	3,194
Investments	12,000	(2,000)	10,000
Trade and Other Receivables	4,259	16,467	20,726
Other Assets	918	(237)	681
Current Assets Total	18,741	15,861	34,601
Non-Current Assets			
Trade and Other Receivables	87	0	87
Investments in associates	552	0	552
Property Plant & Equipments	667,094	7,039	674,133
Non-Current Assets Total	667,733	7,039	674,772
Total Assets	686,473	22,900	709,373
Current Liabilities			
Trade and Other Payables	4,389	(165)	4,224
Trust Funds and Deposits	647	(0)	647
Provisions	6,126	0	6,126
Interest-bearing Loans and Borrowings	1,835	(901)	934
Current Liabilities Total	12,997	(1,066)	11,931
Non-Current Liabilities			
Provisions	1,371	0	1,371
Interest-bearing Loans and Borrowings	6,079	0	6,079
Non-Current Liabilities Total	7,450	0	7,450
Total Liabilities	20,447	(1,066)	19,380
Net Assets	666,027	23,966	689,993
Equity			
Accumulated Surplus	212,932	23,966	236,898
Reserves	453,095	0	453,095
Total Equity	666,027	23,966	689,993

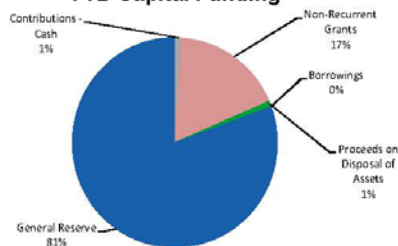
Monthly Financial Report

December 2017

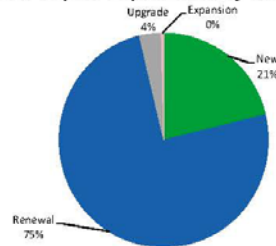
4. Capital Expenditure and Funding

	Adopted Budget \$'000	Revised Budget \$'000	YTD Budget \$'000	YTD Committed \$'000	Variance \$'000	
Expenditure						
New	1,713	4,365	2,548	2,668	(120)	▼
Renewal	14,924	18,211	9,402	9,451	(49)	▼
Upgrade	452	747	410	422	(12)	▼
Expansion	47	77	42	44	(1)	▼
Capital Expenditure	17,136	23,401	12,402	12,585	(183)	▼
Funding						
Contributions - Cash	328	2,772	24	132	108	▲
Non-Recurrent Grants	4,330	6,595	2,305	2,205	(100)	▼
Proceeds on Disposal of Assets	526	526	115	110	(5)	▼
Borrowings	2,700	1,500	0	0	0	■
General Reserve	9,252	12,007	9,958	10,137	(180)	▼
Capital Funding	17,136	23,401	12,402	12,585	(183)	▼

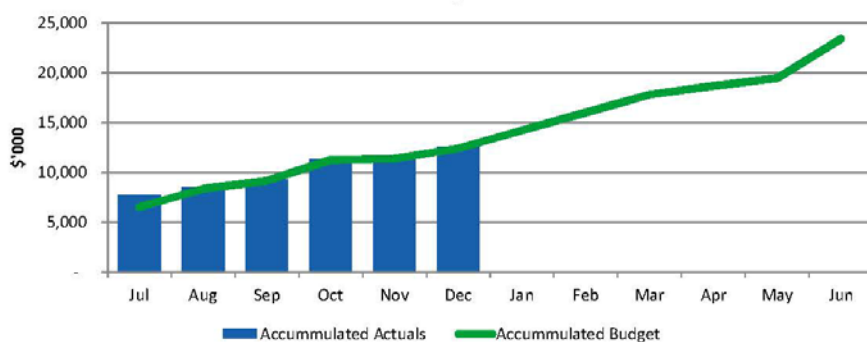
YTD Capital Funding



YTD Capital Expenditure by Category



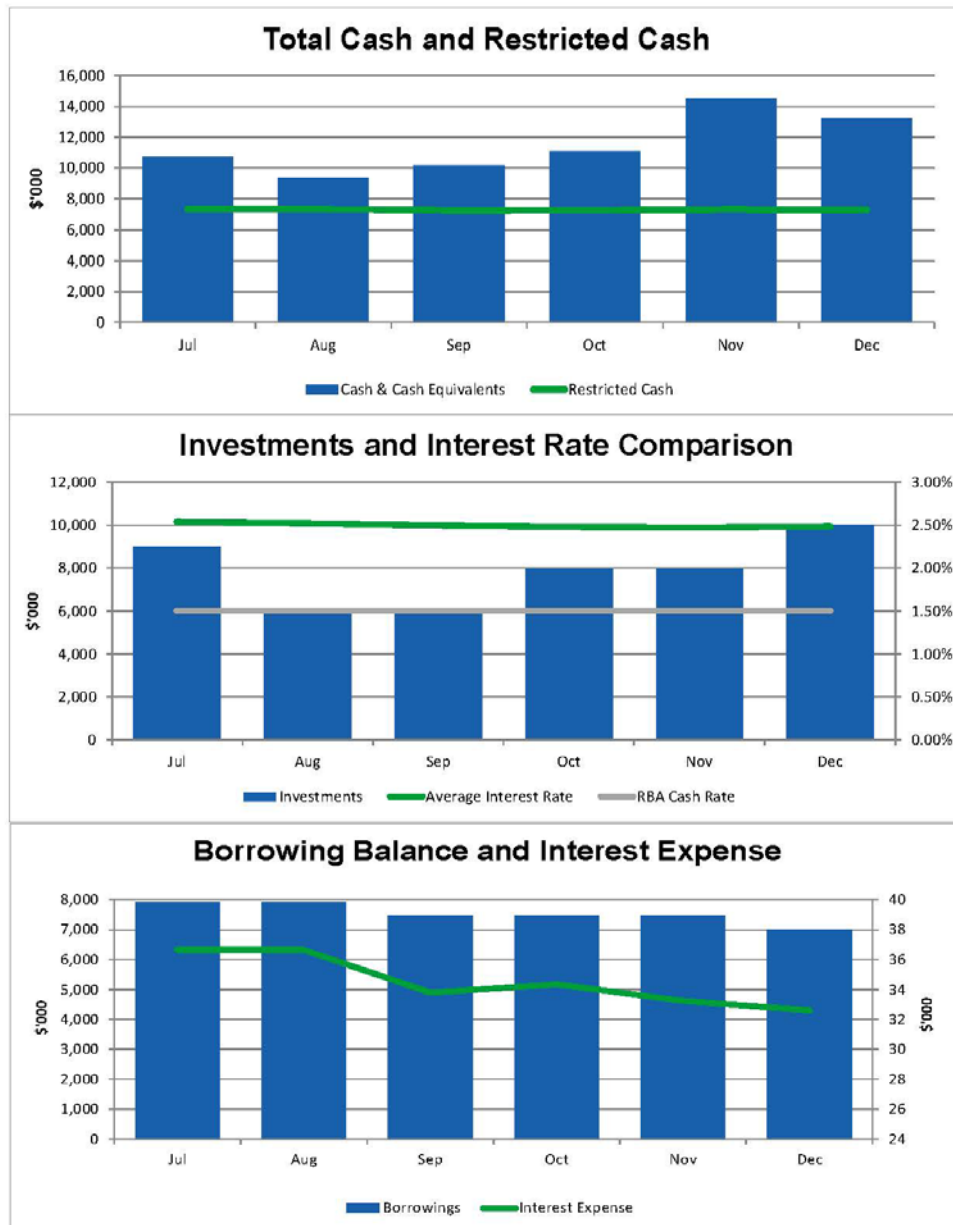
Capital Expenditure Actuals vs Revised Budget



Monthly Financial Report

December 2017

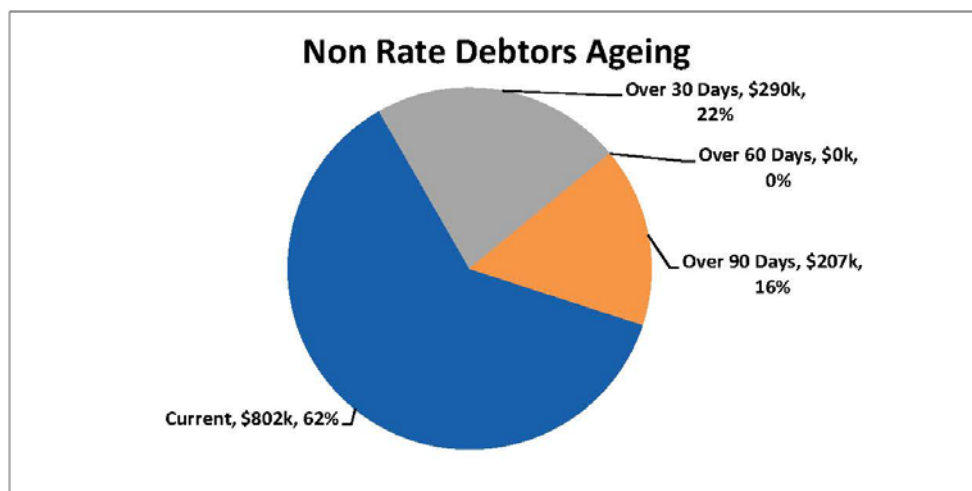
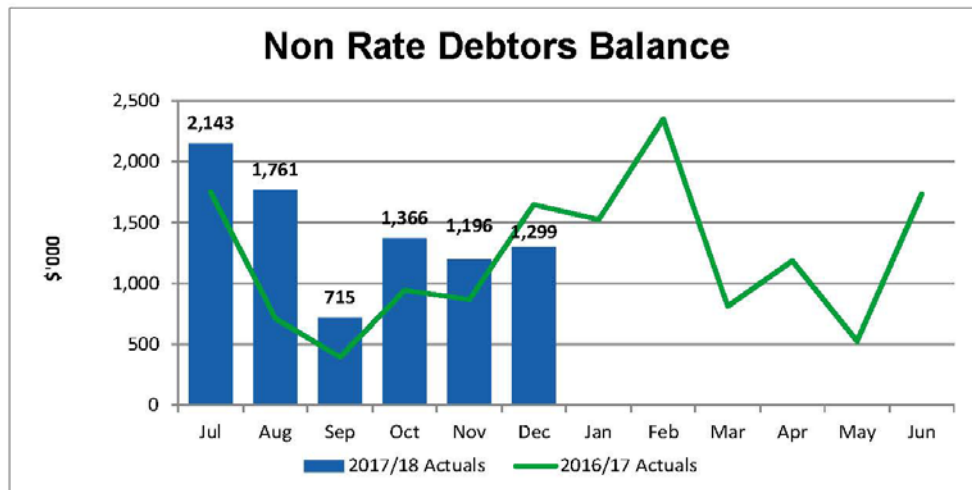
5. Treasury Report



Monthly Financial Report

December 2017

6. Debtors Report



Monthly Financial Report

December 2017

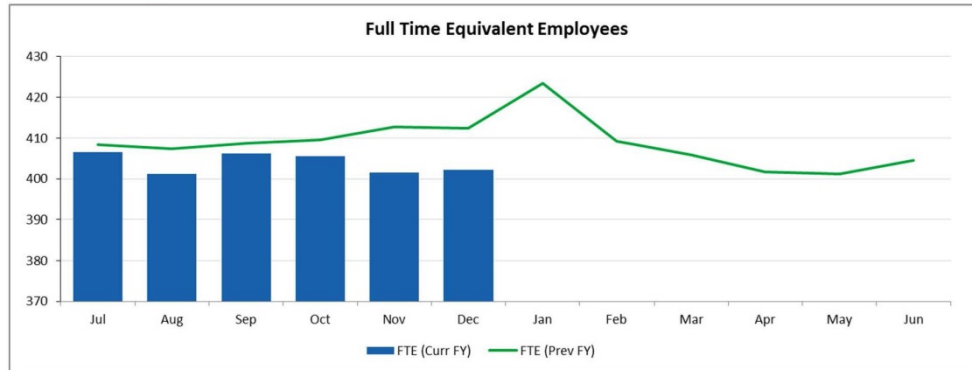
7. Budget Variations

Item	Ledger No.	Variation Status	Budget Variation \$	Cumulative Total \$
Adopted Budget Surplus				35,704
Rollovers - Net		MEG	(4,580,812)	(4,545,108)
Cash Surplus Bought Forward		MEG	4,580,812	35,704
September Quarter Variations		Council		35,704
Flagstaff Hill	403000		166,500	202,204
Aquazone (Non Closure)	325000-1850		(185,000)	17,204
Banking & Treasury	113000-1841		18,500	35,704
Aus Local Government Womens Association - Conference	329500-1202		(18,000)	17,704
Aus Local Government Womens Association - Conference	329500-1202		18,000	35,704
Indigenous Language Program Grant	533500-3133		(10,000)	25,704
Indigenous Language Program Expenditure	533500-3133		10,000	35,704
MAV Tobacco Agreement Grant	230000-1044		(7,000)	28,704
MAV Tobacco Agreement Expenses	230000-1012		7,000	35,704
Parks & Gardens Traineeship Grant	202000-1042		(4,000)	31,704
Parks & Gardens Traineeship Expenditure	202000-1042		4,000	35,704
Child and Family Services Alliance Contribution	536200-1807		(11,000)	24,704
Child and Family Services Alliance Expenditure	536200-1807		11,000	35,704
Regional Tourism Group Initiative Income	100000-1591		(6,000)	29,704
Regional Tourism Group Initiative Expenditure	100000-1010		6,000	35,704
RSL War Memorial Income	500000-1290		(25,000)	10,704
RSL War Memorial Expenditure	500000-1290		25,000	35,704
Regional Cities Income	510000-3080		(270,000)	(234,296)
Regional Cities Expenditure	510000-3080		270,000	35,704
Reid Oval Redevelopment Grant	537000-2189		(100,000)	(64,296)
Reid Oval Redevelopment Expenditure	537000-2189		100,000	35,704
Emergency Response Grant	625000-1189		(110,000)	(74,296)
Emergency Response Expenditure	625000-1189		110,000	35,704
Joint Library Business Case Contribution	536500-2154		(40,000)	(4,296)
Joint Library Business Case Expenditure	536500-2154		40,000	35,704
Revised Budget Surplus				35,704

Monthly Financial Report

December 2017

8. FTE Report



YTD Headcount by Directorate

Directorate	Employee Type				Grand Total 12 mths Ago
	Full Time	Part Time	Casual	Grand Total	
Community Development	56	172	100	328	327
City Infrastructure	88	49	13	150	156
City Growth	33	40	10	83	94
Corporate Strategies	30	28	2	60	60
Executive	4	1	0	5	5
TOTAL	211	290	125	626	642

5.2 COMMUNITY DEVELOPMENT DIRECTORATE OPERATIONS REPORT

Purpose

This report provides information related to activities undertaken by the Community Development Directorate from July 2017 – December 2017.

THE DIRECTORATE

The Community Development Directorate provides a broad range of learning and development, social, health, cultural, recreational, and sporting services and support for people at all ages and stages of life.

The directorate comprises Children's and Family Services, Community, Access and Inclusion, Recreation and Culture, and Community Policy and Planning.

We are fortunate to have a large, highly experienced group of staff across our services, ably supported by a small but essential band of volunteers delivering services to thousands of community members and visitors each year

MOVED: CR. GASTON
SECONDED: CR. HERBERT

That the Community Development Operations Report be received.

CARRIED – 7:0



Warrnambool City Council

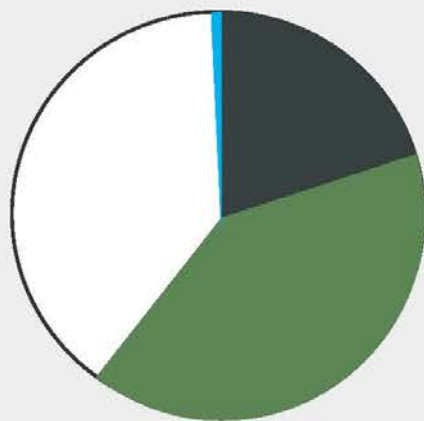
Community development directorate operations report

Purpose

The report provides an overview of work undertaken to progress the Community Development Directorate's Business Plans between July and December 2017.

The Community Development Directorate is comprised of the:

- Children's and Family Services Branch
- Community Access and Inclusion Branch
- Recreation and Culture Branch
- Community Policy and Planning



Community Development
Funding \$20,334,137

- Council Contribution
- Grant Funding
- User Fees
- Contributions and Sponsorship



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Connect to Council



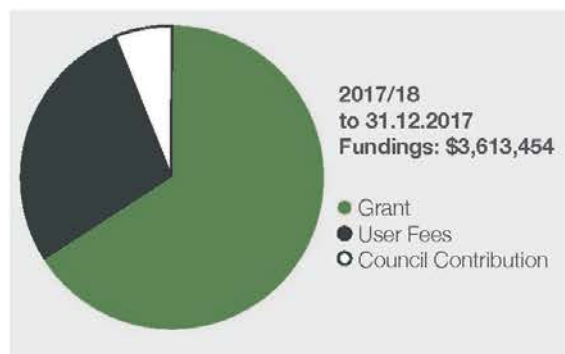
CHILDREN'S AND FAMILY SERVICES BRANCH

Structure

Children's and Family Services Branch comprises the Early Years Learning and Development Unit and the Early Years Intervention and Support Unit that when combined provide an integrated continuum of care, support and development across the peri natal period to a child's transition to primary school.

Strategic Business Management

- Strategic vision and plan completed for Children's and Family Services
- Business operational plans for all services developed to final draft (1-4 years)
- Service Integration: Early Years Learning and Development team completed the final stage of service integration with a full relocation of all services to the Children's Service Centre at Swan Reserve. This has allowed the Children's and Family Services team to enhance integrated practice for the best outcomes for children and families, create a one-stop precinct for families, and increase client enrolments and attendance at the service. Early indications are that the integrated service has been well received by families.
- Technology Improvement: A new software program is being sought for all Early Years services to centralise enrolments and provide all families with one portal in which to update details and communicate with relevant staff. The tender is due to be advertised shortly.
- Child Safe Standards have been embedded in policy and implemented, and all permanent staff completed training. Training assistance has been provided to Organisational Development to roll out and provide CSS to teams across Council
- OH&S: Focus is on prevention by identifying and reporting hazards. Staff have been vigilant and produced impressive results in improving health and safety for all across the Branch
- Annual Kinder client satisfaction surveys have been sent to all families at the end of 2017, results are currently being collated and will inform the service program for 2018/19.



Grants and Funding attracted during the reporting period

Grants

Aboriginal Maternal Child Health initiative	\$132,000
Supported playgroup (Enhanced MCH)	\$61,000 ongoing
Family Violence (PACS)	\$33,000
Intensive targets integrated family services	\$142,000
Reconciliation grant	\$5,000
Total	\$373,000

Significant Milestones

The Children's and Family Services Branch celebrated some significant milestones in 2017.

- Maternal and Child Health Service Vic celebrated 100 years of service, and Warrnambool's MCH service celebrates 97 years of service
- Central Kindergarten Service celebrated 70 years of service
- Allansford Kindergarten celebrated 45 years of service
- Florence Collins celebrated 40 years of service, and
- Matron Swinton celebrated 30 years of service

Early Years Learning and Development Unit

Services	Kindergarten	Centre Based Child Care	Family Day Care
Number of children	360	143	130
Percentage of children with an additional need	13.5 %	3	6
Number children accessing inclusion support	6	3	0
Percentage of families on highest rate of subsidy	43%	51%	23.75%



Quality Improvement

- Allansford Kindergarten and Sherwood Park recently underwent Quality Assessment and Rating for the second time, and achieved the highest rating of 'Exceeding', which is a significant result in the current operating environment.
- The recently introduced National Quality Framework includes a raft of changes and improvements to regulations and law that came into effect in October 2017. This will be followed by changes to the National Quality Standards to be implemented by February 2018. In order to prepare for and comply with those changes the following have been undertaken
 - 13 Individual Services Quality Improvement Plans were reviewed
 - 13 Individual Services Emergency Management Plans reviewed and completed
 - 13 Individual Site inspections and audits for MSD and OH&S reporting completed
- 93% of children attending Kinder in 2017 were school ready by the end of term 4.
- 337 Transition to School reports completed for children transitioning to primary school, 14 children assisted in completing second year applications for funding support for a second year of kindergarten.
- 11 Early Start Children transitioned into 4 year old kinder in 2018.
- The KIS Program focuses on enhancing a Kindergarten's service capacity to provide a program that is responsive to the individual abilities, interests and needs of children with a disability and ongoing high support needs in an inclusive kindergarten environment. 6 Kindergarten Inclusion Support (KIS) applications were completed, of which 5 were successful with one pending. The funding is critical to ensuring services are socially and culturally inclusive for all children
- A 'Kindergarten and School Readiness Information Night' was held in partnership with East Warrnambool Primary School which was well attended

once a month and spends 3 hours playing amongst the trees, climbing, building cubbies, rolling down hills, making mud pies, collecting natural treasures, finding insects and other creatures and enjoying the fresh air. We have seen a huge increase in the children's social connection and language development over the past few months. They are becoming more confident in following and developing their own ideas and sharing these with others.

- Cultural Inclusion: Indigenous language program - The Children's and Family services team has built strong links to the local Indigenous community through delivering the Indigenous Language project. This has allowed the team to develop a reference group to develop a reconciliation action plan (RAP) for services.
- The Indigenous language program has engaged over 1,500 children across Warrnambool City Council LGA and the Moyne Shire, including indigenous and non indigenous children over the last 3 years. Sixty two staff have been trained in the indigenous language across Warrnambool and Moyne services.
- Including language studies with education provides the cultural resources for Indigenous students to strengthen their identity, cultural knowledge and cultural pride, and for all children to build understanding and awareness of Indigenous culture and language. In addition, inclusion of non-indigenous students in language studies has delivered greater appreciation of Aboriginal culture and history, and promotes reconciliation which has led to positive interactions between Aboriginal and non-Aboriginal students/people. Creating culturally safe environments in the kinder space that is as much as possible free from racist or ignorant attitudes has been an important outcome of the project.
- Relationships in the Indigenous community continue to develop. The Children's Services Centre recently had a visit from the talented Ella Webb, Uncle Lochy and the creative Kalay Academy (representatives from Warrnambool College Indigenous Girls Academy) who spent time painting some wonderful art work that now adorns the Children's Services Centre Windows. The work represents and celebrates the local Indigenous language the children within our services have been learning with the assistance of Joel Wright and Uncle Lochy.

Special Projects/Highlights

- Introduction of Nature Kinder Mahogany 3 year old Kindergarten, and the City Kinder group visits Victoria Park



Early Years Health & Wellbeing

Stephanie Alexander Kitchen Gardens

- The Stephanie Alexander Kitchen Garden Program provides positive and memorable food experiences to children in Early Years services by teaching them how to grow, harvest, prepare and share fresh, seasonal food.
- Since the program's introduction 13 kitchen gardens have been established across services. Outcomes of the program have seen children learn to plant, grow and prepare meals from their own gardens; and to support families in need with the fresh produce grown.
- Partnerships with Brauer & Warrnambool Special Development School have been developed through the program with students making planter boxes for Kindergartens.
- Facebook Accounts.
Children & Family Services with assistance of Council's Communications team introduced a Facebook page this year that has grown from 350 followers in May to over 750 followers at the end of December. The page is used for marketing, parenting tips, activities for children and families in the community, information sharing and service updates. Communication with families and promotions of services in real time has improved significantly.



Early Years Intervention and Support Unit

• Parenting and Children's Intervention & Support Services (PACS)

The Parenting Assessment and Skill Development Service (PASDS) is a 12 week intensive in home / in venue parenting program that receives referrals from the Department of Health and Human Services (DHHS). The program involves identifying levels of parenting capacity of parents/ caregivers of vulnerable children 0-2 years who are currently involved with DHHS. This includes the provision of intensive skills development to assist the family to enhance their knowledge and capacity to care and nurture their children. At the conclusion of the program a parenting capacity report is provided to the DHHS and plays an essential role in informing decision makers under the Child Youth and Family Act 2005 and the Children's Court of Victoria about the care and safety of a child and to ensure appropriate supports are provided to these vulnerable children and their families.

• Parenting Advice and Education Service

The Parenting Advice and Education Service provides parenting support and education programs to families of children aged 2-10 years of age. These programs include Coaching, Supported Playgroup, Simply Singing, and the Young Parents Program. It also provides training and consultancy to professionals

• Integrated Family Services

Integrated Family Services (IFS) is an outreach service that provides case management to vulnerable families to support and strengthen the health, wellbeing and safety of children.

WCC is also responsible for the facilitation and governance arrangements for the South West Child and Family Services Alliance (SWC&FS), which is funded by DHHS, and manages the joint funds for this group. The Alliance comprises the lead agencies delivering services in the Children and Family Services sector



Family Services Intensive Program Outcomes to December 2017

Program	PASDS	ISF	Playgroups/ Simply Singing / Community strengthening activities	PAES
Funding targets	Target: 13 pa Referrals: 5 referrals (in 1st six months of operation) On track Achieved	Target 57 pa Referrals: 28 On track Achieved	36 pa On track: Achieved	4 groups were delivered 3 night groups and 1 day Average of 9.25 persons registered Average of 7 attending Average of 6.25 completing. – (session) On track Achieved
Direct face to face contact with client	280 hours Achieved	700 hours Achieved	60 hours - simply singing with 40 children 80 hours supported playgroup - 10-14 children 80 hours young parents playgroup 3-8 children On track Achieved	84 hours parenting courses offered. 35 families supported On track Achieved
Case work consult other (client not involved)	27 hours pa On track Achieved.	Occurs 109 times = 70 hours On track Achieved		
Case conference hours		25 hours pa On track Achieved		
Location of client	2 families in Portland 3 families in W'bool	Towns serviced: Port Fairy, W'Bool, Mortlake, Bushfield, Woodford, Hamilton Hawkesdale Koroit, Woolsthorpe, Wallace-dale, Casterton	Children's Service Centre	Various locations in W'Bool Portland and Hamilton
Total hours of travel not included in contact hours with clients	45 hours	110 hours		
Number of children		136 children received support via Family services On track Achieved		
Staff/Contracts FTE	.6	3	.3	.9



Quality Improvement

The service was recently accredited against the Health and Human Services Standards for the first time. This involved a successful completion of the Quality Improvement Plan, the services received a MET all Standards. A great result given the newly funded services being established and trialled in the parenting and intensive support programs, along with new management, and the disruption of collocating and fully integrating staff and the service system at the Children's Services Centre. It augurs well for the continued service quality and outcomes overall

Special Projects/Highlights

WCC family services team were successful in securing extra funding for the 2018/19 year to support children and families with a court order around family reunification and family preservation. The total funding received was an additional \$142,000.

The Family Services team provides vulnerable families with case managed support to strengthen the health, wellbeing and safety of their children. Recently the Geelong Mums a voluntary organisation which recycles nursery equipment such as cots, prams, car seats, as well as clothes and other baby essentials to families in need, presented to the team. The Geelong mums are now servicing the Southwest and the WCC Family Services Practitioners have been quick to

make use of the service to ensure families they work with are able to benefit from the service. The clothing packages are tailored to the age of the child and each pack has clothing to support a child for 12 months and across all seasons.

WCC Family Services Practitioner – Matt Leske getting ready to deliver packages for families in the Warrnambool and surrounding area.



Maternal & Child Health (MCH) Service

Celebrating 100 years of Maternal and Child Health in 2017 Warrnambool City Council has played an important role in delivering Maternal Child Health Services in our community helping to ensure babies and young children have the best start in life.

To recognise Warrnambool's contribution in supporting the Maternal Child Health Service all previous dedicated associates, Maternal Child Health Nurses and families joined in commemorating this service achievement in July 2017 at the Light House Theatre.

The MCH Service is a universal service available for all families with children from birth to school age through to a

schedule of consultations at key ages and stages, and other activities including parent groups. Through this schedule of contacts and activities, there is an emphasis on prevention, health promotion, early detection and intervention.

The MCH Service is part of the broader service system that builds on the identification of individual, family and community needs at a local level. Maternal Child Health has a universal 10 age key stages, and enhanced maternal health program for vulnerable clients, and parents. It has and continues to be an essential pillar of the integrated Early Years Learning and Development program.

Maternal and Child Health Statistics

Program	Universal MCH	1st Parent groups	Additional consult
Birth notification	168		
MCH clinic visits and hours	1569 key age stage visits = 1018 nurse hours	9 groups over 10 weeks, 400 hours with 146 families attending the group	440 hour (415 last year)
First time mums	77 (up by 13)		
Referrals from MCH nurse for emotional support	84		
Referrals from MCH nurse for child related content i.e. visual, auditory etc.	92		
Staff/Contracts FTE	2.8		



Enhanced Maternal Child Health

Note: Enhanced Maternal Child Health is a more intensive in-home visit to families in need of additional support outside of the Universal Service. The data indicates the number of families referred into the service and the amount of support needed over the 6 month period.

Number of families receiving the service	60
Enhanced home visits to client	360
Total Service Hours	440

The Maternal Child Health Coordinator was invited to speak to the Parliamentary Inquiry Panel into Perinatal services in our region making significant recommendations. Informing the panel on the current situation relating to the health, care and wellbeing of mothers and babies in Victoria during the perinatal period, and the inquiry was particularly interested in perinatal services in rural and regional areas and the role of Maternal and Child Health Nurses.

Parenting and Education

Parent and Early Childhood facilitators have provided pop up sessions for under 5 year old children at the Gateway Church. This is an opportunity for families to meet with children and participate in language based music programs in accessible place for families living in east area of town. Sessions have been well attended with over 20 family groups participating.

Extra funding has been received to provide supported playgroups.

WCC together with Gunditjmara were successful in a joint application for a pilot program for Aboriginal Maternal and Child Health Initiative (AMCHI). The funding from DET will allow WCC MCHS and Gunditjmara to recruit an Aboriginal Health Worker to support Aboriginal mothers to engage with MCH key age stage visits. The project will include a strong emphasis on MCH nurses providing culturally safe services for Aboriginal families. This concept will strengthen our current model of MCH outreach clinics to allow visits to occur at any location the family requests including our existing clinics, in home visits or ACCHO.

Quality Improvement

Quarterly reporting to DET and Service improvement plan completed for DET.

The service has received an additional \$61,000 in from the Victorian Governments Early Childhood Reform Plan to deliver supported playgroups to provide more support for parents, particularly those experiencing vulnerability and/or disadvantage.

Community Services Customer Services and Administration

Tasks	Annual 2016-2017
MCH - No shows	196
MCH - New Key Ages and Stages Appointments	886
MCH - Rescheduled Appointments	877
MCH - SMS reminders (2 days before apt)	4750
First Parent Group Invitations	146
Parenting Program Invitations	146
Incident Reports – Kinders	361
Enquiries	4095

- All tasks within the MCH sector have increased from the previous year, with the most notable being New Clients (+75%) & Rescheduled (+29%) appointments and SMS reminders (+52%).
- Continual Update to MCH at monthly meetings on CDIS improvements, during the first 6 months of the period. Implementation of automated SMS reminders complete





Capacity, Access And Inclusion Branch

The Capacity Access and Inclusion Branch comprises two Units, the Community Support Unit and the Home Support Unit. These Units manage a total of 18 programs and services providing support and services to individuals, and a range of organisations. A key target group being people who experience some form of disadvantage.

The Capacity, Access and Inclusion Branch aims to improve the health and wellbeing of the community and its people. This is achieved through the diversity of roles that the branch performs.

These roles include the delivery of direct services and programs, assessment functions, advocacy, the provision of facilities, and the active role the branch takes in supporting local communities and organisations to be inclusive of a broad range of community members. The branch has representation on a total of 21 networks, committees and alliances.

Staffing:

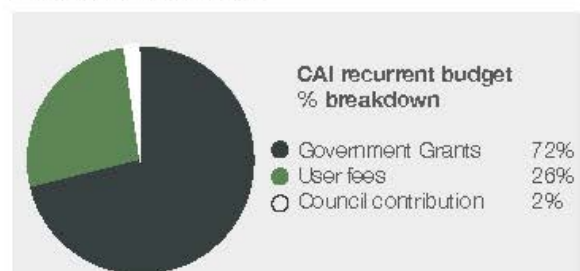
- > Total staff within the branch: 82
- > Total volunteers within the branch: 76

During the July 1 – December 31 reporting period

- > 3,935 individuals directly accessed CAI Branch services and programs
- > 64,701 hours of services and programs were delivered
- > 10,010 meals were provided

Total Branch budget: \$ 4,412,405

The majority of revenue (98%) comes from Commonwealth and State grants and user fees with a Council contribution meeting the remaining 2%.



Grants and Funding attracted during reporting period

Department of Veteran affairs	\$ 300,000*	December 2017 – November 2019 (3 year extension option)
Department of Social Services Volunteer funding:	\$ 297,500	January 2018- June 2021
Regional Development Coordinator grant: (DHHS)	\$ 304,500	July 2017-June 2019
Sector Alliance funding: (DHHS)	\$ 60,300	July 2017- June 2019
Health and Wellbeing reablement project: (DHHS)	\$ 18,000	July 2017- June 2018
Women with Disabilities partnership funding: (NDIA)	\$ 60,045	January 2018 –December 2018
Total funds	\$1,040,345	

* Estimate based on previous levels of service



Community Support Unit

Rural Access Program

Rural Access is an initiative which supports rural and regional communities to plan and develop strategies to enable and increase participation opportunities for people with a disability.

Examples of projects and initiatives that support the inclusion of people with a disability

- The South Hurricanes, a team of footballers with a disability, had another successful season being runners-up in the Western District Competition. In a positive example of inclusion, the team is now part of the South Warrnambool Football Netball Club.
- Passport 2 Employment (P2E) is a seven-week program undertaken by young people with disability or other learning barriers who are at risk of disengaging from the education system, to further their knowledge, skills and opportunities for employment, further education and/or training. The program involved 21 students with positive feedback received from the participants, their families and local schools.
- The Dangerous Deeds art exhibition at the Warrnambool Art Gallery provided a snapshot of the Victorian disability movement and was attended by over 5,000 people. One of the associated events, 'Rights, Lights Sounds' featured the projection of art works by people with disability on the old Town Hall wall in Liebig Street along with live music in the Art Gallery.
- All Abilities Advocacy (AAA) is a self-advocacy group for people with disability that meets bi-monthly to discuss a range of topics including member rights, decision making and lobbying. The group has 60 members and aims to develop members' confidence and public advocacy skills.



All Abilities Advocacy (AAA) Chair Neil with facilitator Kylie Thurlborn at the Lake Pertobe meeting.

Regional Assessment Service:

The Regional Assessment Service receives referrals and completes assessments for people living in our community, so they can receive support services to continue to live independently in their own home.

For the period 1 July 2017 – 31 December 2017, the service has received over 300 referral requests for assessment for support services.

Currently the Victorian Department of Health and Human Services is managing the transition of the Regional Assessment service from State to Commonwealth funding for clients in the My Aged Care system. The Commonwealth Government has announced an extension of the transition period to June 2020.

Strong advocacy by the sector in conjunction with the Municipal Association of Victoria has resulted in the Victorian Assessment Framework leading the new National Framework for assessments in My Aged Care.

As part of a network forum two Warrnambool City Council officers were invited to present the Victorian model to over 60 providers in the Brisbane North Primary Health Network region. Warrnambool City Council is viewed as a Victorian leader in the delivery of assessment services in a complex changing environment.

Archie Graham Community Centre

The Archie Graham Community Centre provides a range of services, programs and community information. Activities are conducted within the Archie Graham Community Centre and the broader community, often in partnership with other community organisations.

Currently the Archie Graham Community Centre is working towards ensuring that it is a welcoming and culturally safe centre for all community members.

Community Programs:

Current activities include a range of exercise, education and social programs, and information sessions.

The reporting period saw a total of:

- > **8,503 attendances in the centres programs and events.**
- > **3,225 hours of room hire.**

Strong partnerships have been developed with South West TAFE, the Wave school and Kings College with VCAL students completing projects in the Centre including a herb garden for the Tasty Plate Café and new furniture and garden beds for the courtyards.



EVENTS

NAIDOC Week

On July 4 2017 over 70 people attended a NAIDOC week event held at the Archie Graham Community Centre. The event included a "Welcome to Country" and dance performances from the Clontarf and Kalay Academies as well as presentations from local elders Uncle Locky Eccles and Uncle Rob Lowe.

"Celebrate" Seniors festival

The 2017 "Celebrate" festival saw 13 events over a 10 day period with over 650 attendees and participants. As part of the festival the Warrnambool Senior Club celebrated its 60th Birthday. The festival was supported by local businesses, Council and the Victorian State Government.



Warrnambool Seniors Club 60th Birthday

Youth Services

Council provides a diverse range of youth participation and capacity building initiatives to young people aged between 12 and 25 years. Key programs include Warrnambool Youth Council, FReeZA events and a range of school and community partnership based projects.

- A group of female students from Brauer College chose to dedicate their time, as part of the Youth Services project 'Our Community – Our Voice' to raising awareness about family violence. The group organised activities for the 16 Days of Activism against gender based violence. This included developing their own slogan stickers for the school's canteen lunch bags and putting the awareness raising orange coffee cups in the school's canteen. They also created a video, highlighting common myths and misconceptions about family violence, which was played at the end of year assembly. The project was delivered in partnership with Victoria Police and Women's Health and Wellbeing Barwon South West.
- The Warrnambool East Primary School Community crew, which focusses on building positive engagement with students from the East Warrnambool area, organised a community event that brought together parents and children from the school. The group also organised a Christmas BBQ at the Warrnambool Neighbourhood and Community House, which was attended by local residents who had the opportunity to positively engage with school staff, Victoria police and Council staff.

Volunteer Connect

Volunteer Connect provides volunteer services across South West Victoria and internally to Council.

Volunteer services include brokerage work to connect prospective volunteers to volunteer involving organisations and providing tools, resources and training to the staff of organisations that involve volunteers.

Service	Number of Individuals
New Volunteers referred to WCC	58
Individual Volunteers Supported (Warrnambool and region)	334
Volunteers referred to external agencies	142
New external volunteer positions registered	36
Training to volunteers and managers (Implementing the National Standards for Volunteer Management)	86
Service	YTD
Registered WCC Volunteers in ongoing roles	480
Registered WCC Volunteers in casual / event based volunteers	17
Totals	497

In addition to supporting individuals and volunteer organisations, Volunteer Connect actively works to promote volunteerism to all sectors of the community. This included facilitating the Leadership Great South Coast annual volunteerism program day and running 5 training workshops for volunteers and volunteer managers in grant seeking and volunteer management.

Advocacy

As an executive member of the statewide Volunteer Service Providers network, Volunteer Connect was very active in advocating for continued Federal Government volunteer service funding. The campaign was successful in securing sector funding till June 2021. The campaign was focused on retaining current funding and the sectors role in enabling a strong volunteer sector and its contribution to local communities



Home Support Unit

Supporting some of the most vulnerable people in our community, the Home Support Unit provides six areas of support all aimed at retaining or improving wellness by working with older people (aged 65+), veterans and younger people experiencing health issues. A key focus is to work with individuals to retain their strengths and abilities so they can remain living independently in their own homes for as long as they choose.

Service Delivery

The Services delivered by Council are:

- Home Care - Housework and cleaning
- Personal Care - Helping with health and hygiene
- Home Maintenance - Lawn mowing and handyman jobs
- Home modification - Installation of ramps and rails
- Carer Respite - Supporting the role of voluntary carers
- Meals on Wheels - Nutritious meals delivered by volunteers
- Social Support - Social Group activities and programs

During the six months concluding 31 December, 2017 the Home Support unit delivered:

- > 48,367 hours of home care to 1637 individuals in Warrnambool.
- > 10,010 Meals (385 per week) to 256 consumers. Protein enriched meals are delivered every weekday including Christmas Day & Boxing Day.

Council has exceeded all service targets in all areas except for the Meals on Wheels program. Meals on Wheels providers across Australia struggle to meet targets where they compete against cheaper, less nutritious frozen offerings. The point of difference is that the Meals on Wheels meals have increased nutritional requirements with enhanced protein and reduced salt. The service also provides a monitoring service for some of the most isolated persons in our community. In the coming year the Branch is undertaking a marketing campaign to further raise the importance of the Meals on Wheels service.

The Local Government Performance Reporting Framework

The Local Government performance reporting comparisons show that Warrnambool City Council is leading the State in the time taken for a new client to commence a service from the point of referral. On average it takes the Home Support Unit 3 days to commence a service for a client.

Warrnambool City Council also has 35% of its target population receiving a service. This is one of the highest percentages in the State

Home Support Service booklet

In conjunction with Councils Communication Branch the Home Support unit has developed a new Home Support Service booklet outlining all available Home Support services and the new arrangements regarding My Aged Care. The booklet has been delivered to all new and existing clients.





Recreation and Culture Branch

WAG

Service information

The WAG (Warrnambool Art Gallery) is a free public art gallery and Warrnambool's premier exhibition gallery, presenting a professional program of local, Australian and international creative works and cultural stories.

WAG's public education and outreach programs deliver unique experiences of visual art, new media, design, popular culture, technology and art fusions within its five gallery spaces, and in public art projects and programs beyond the gallery walls.

WAG has a duty of care in relation to the Collection. As its custodians, on behalf of Council and the community, the WAG is responsible for the care and conservation of the Collection, the acquisition, management and placement of works, and for providing educational and research access. The collection is a significant cultural resource - besides its considerable intrinsic educational, historical and cultural merit, it represents a major asset of Council, comprising over 2000 objects with an overall value estimated at \$9 million.

Service data

- WAG produced and presented 18 exhibitions of local, national and international significance of which 12

were curated in-house and 41 exhibition-related public programs, activities and workshops (not including school programs) were conducted, attended by 1,853 people.

- WAG delivered 24 mentoring sessions plus 15 TAFE tutorial sessions led by Curator of Exhibitions and Outreach.
- WAG produced 1 exhibition publication with essay for local artist Marion Manifold, and presented 2 external awards (Linden and Warrnambool Artist's Society).
- WAG held 3 exhibition openings attended by 410 people, 1 Sunday music session and supported 5 local artist suppliers through the Designer of the Month program.
- 218 artists and makers were supported by WAG (individual artists and makers included in the exhibition program as well as through the SW TAFE mentoring and tutorial program), of which 83 were local artists and 74 were emerging artists.
- 66 artists and makers from the WAG Permanent Collection were represented in exhibitions.
- 42 artist development sessions by Curator of Exhibitions and Outreach (one-on-one sessions and exhibitors with artist to develop exhibitions and events).
- 1,802 participated at events and activities presented in support of the exhibition program with 1,555 attending tailored sessions for pre-school – tertiary. Students from Warrnambool, Cobden, Dartmoor, Apsley and Koroit took part.
- Total attendance for the period was 20,292.
- WAG acquired 9 new artworks valued at \$79,750.



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Service highlights

- WAG worked with sculptor Freya Jobbins and experimental artists Jesse Stevens and Dean Petersen on installation arrangements and setup of their workshop zones in the Art Space for this year's Fun4Kids Festival. The artists' presentations provided a hands-on visual-art experience for Festival patrons.
- A grand re-opening event was held at WAG on 4th August to open four new exhibitions including the Warrnibald portrait prize presented in collaboration with Western District Employment Access. Winners of the \$1,500 and \$500 judged categories were announced at the event. The exhibition provide very popular, visited by over 4,000 people. From 34 entries and a portion of the proceeds from art-sales, it raised over \$2000 for WDEA's Artlink program.
- 'A Ritual of Handstands' - paste-up handstand artworks – were installed in the WAG arch window façade on Liebig Street. The artwork was part of Larissa MacFarlane's ongoing investigation into her daily ritual of performing handstands. Over the past 13 years, MacFarlane has done at least 1 handstand every day as a key part of managing her brain injury.
- HAVEN @ WAG was a pop-up salon offering a safe meeting place, gallery, performance space and support hub for Warrnambool's LGBTIQA+ community. Events focused on education, community and celebration from artist and community led activities including visual arts programs, classes, community support groups, workshops, celebrations and performances.
- WAG has commissioned a portrait by Vincent Namatjira that celebrates the friendship between his grandfather, Albert Namatjira and Warrnambool local, Rex Battarbee. Battarbee was influential teaching Namatjira his techniques for luminosity with watercolours as well as composition and photography. The painting will be unveiled with a special film screening of The Namatjira Project – a firsthand cinematic account of the international battle to reclaim the artwork and heritage of one of Australia's most important Indigenous figures.
- Opening Friday 8 December included a celebration of five exhibitions:
 - 'Warakurna: All the stories got into our minds and eyes' - an exhibition of contemporary paintings and sculptures that documents a new art movement emerging from the Western Desert community of Warakurna.
 - 'An Ever Present Universe' - South West artist Fiona Clarke presents the star dreaming story of the Seven Sisters: a significant creation song-line amongst a number of Indigenous Australian language groups.
 - 'The Eve of My Status' - presenting new weavings by Elder Aunty Bronwyn Razem, Gunditjmara woman of the Kirrae Wurrong clan of western Warrnambool, master basket weaver and painter.
 - 'Ancestral Memories' - a major exhibition of prints by South West Victorian-artist Dr Marion Manifold exploring genetic memory including inherited family memories of wars, displacement, migration and settlement.
 - 'Hospitable Structures, Makeshift Spaces' - an exhibition of assemblages by Kate Price investigating the human condition and individuality.
- WAG's application for a Robert Salzer grant of \$14,300 was successful enabling commissioning of a painting about the Budj Bim landscape by artist Sam Leach (2010 Archibald Prize winner).
- Artwork by Julie Squires - Where's the Water, 2017 bronze - was installed in Liebig Street. The work resulted from a national tender for two major public artworks on Liebig Street led by WAG. The second artwork will be installed as part of the second phase of the city centre renewal project.
- Planter boxes by Marion Manifold and local Elder Bronwyn Razem were installed in Liebig Street as facilitated by WAG.
- The WAG Foundation will acquire Fiona Clarke, Talking Tucker (2010). This tapestry was completed at the Australian Tapestry Workshop while Fiona was working as an artist-in-residence. Fiona Clarke is the first Aboriginal tapestry weaver to weave on an upright loom at the Victorian Tapestry Workshop. The design was drawn from her experiences as a child looking for tucker and also from traditional Aboriginal designs of her ancestors.





LIGHTHOUSE THEATRE

Service information

The Lighthouse Theatre and its programs provide opportunities to experience, create, celebrate and participate through the performing arts.

The facility is a performing arts complex that provides two performance venues, foyers, box office and backstage facilities, with the two venues being:

- The Main Auditorium is a 584 seat proscenium arch theatre with flytower, fully equipped to host a wide range of performances from opera and ballet through to drama, comedy and popular music.
- The Studio is a multifunction space which serves as a black box theatre, function space or meeting room capable of hosting intimate performances, dinners conferences, meetings and training sessions.

Lighthouse Theatre's programs provide the community with access to performing arts in three main ways:

- As a venue for hire to community productions.
- As a venue for hire to commercial touring productions (mostly live music).
- As an active entrepreneurial presenter of professional artistic programs. The Theatre Season is the primary

program stream of the Lighthouse Theatre, providing local audiences with high quality works across a broad range of performance genres and art forms.

Service data

- Lighthouse Theatre and the Studio together were home to 55 performances across a diverse mix of shows and genres presented by community and commercial hirers (33 shows), and Lighthouse Theatre's own programming (22 shows).
- Hirer presentations ranged from community dance recitals and school bands to the Victorian State Ballet. Lighthouse Theatre's artistic programming included Bell Shakespeare, the Melbourne Symphony Orchestra, and three sold out Cabaret performances that successfully reached new audiences. Lighthouse Theatre also facilitated the 2017 Primary Performers' production of "Oliver!" coordinating more than 92 Children, 140 volunteer helpers and 14 weeks of rehearsals resulting in 4 sold out performances.
- Community demand for space and services to facilitate meetings, conferences, seminars, functions and other non-performance activities was high across the period with a total of 278 non-ticketed events, including 146 uses by community and 35 uses for Council activities. Demand in this area continues to grow, up 22% from the previous year.

Attendance snapshot for the period

	2016/17 YTD	2017/18 YTD	Movement
Performance attendances	19,304	14,933	- 4371
Non-ticketed Attendances	14,405	18,089	+ 3684
Total Attendance YTD	33,709	33,022	- 687



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Service highlights

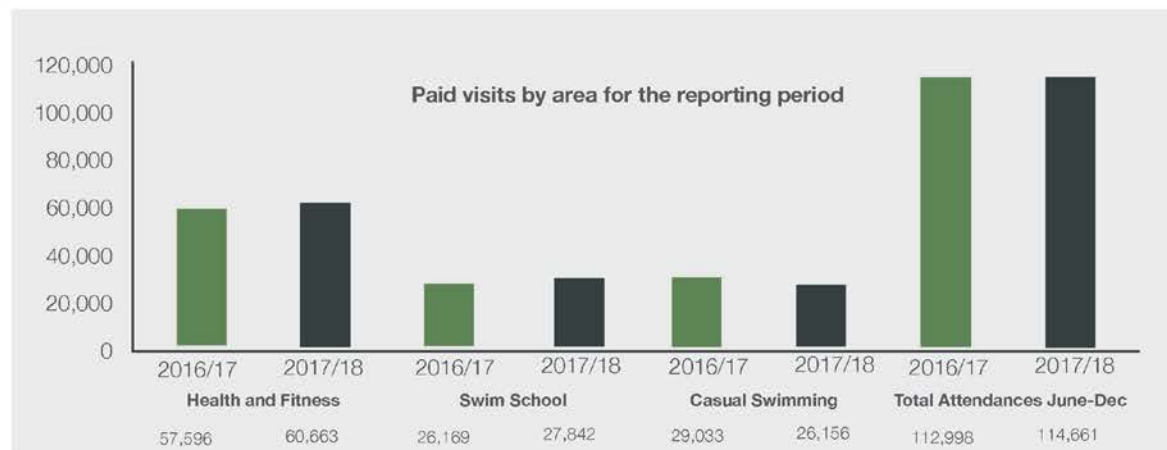
- Major events across the 6 month period included the Country Women's Association Creative Arts Exhibition held in August, and The State Lions Club Conference held in November. These two multiple day conferences brought a combined 948 attendees to the venue and our city.
- Artistic program highlights included "The Exotic Lives of Lola Montez" and "Exposing Edith", two intimate cabaret performances which rated highly among their sell-out audiences, as well as the much anticipated return of Bell Shakespeare with "The Merchant of Venice". Workshop programs conducted by the Melbourne Symphony Orchestra with school students provided an excellent investment in the next generation of Warrnambool performers. Earlier grades flocked to programs based on classic Australian Children's books, "Diary of a Wombat" and "Grug and the Rainbow".
- A particular highlight was the partnership between Warrnambool Art Gallery, Lighthouse Theatre and Brophy Family Services to deliver Haven, a pop up exhibition and community space for the LGBTQIA+ community. Lighthouse Theatre's contributions included programming, performances, workshops and advocacy to the wider community.

**AQUAZONE****Service information**

AquaZone is a regional aquatic leisure centre that provides facilities including four pools - indoor 25 metre, indoor program and indoor leisure and an outdoor 50m - a gymnasium, group fitness room, spin studio, boxing studio and crèche. It also provides a range of programs including learn to swim, health and fitness and recreational swimming, and also hosts a range of carnivals and events each year.

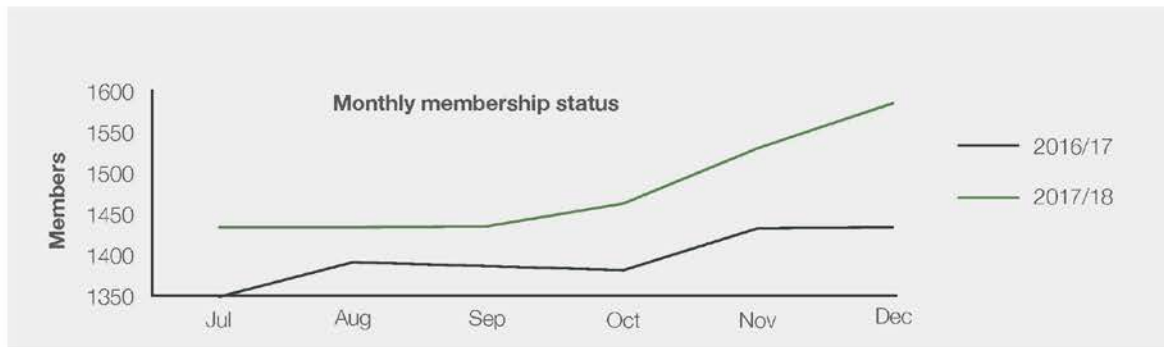
AquaZone is used extensively by its members and casual users. The centre's user groups, include two swim clubs, local schools, local clubs, and local organisations and agencies. In 2016/17, the centre attracted approximately 230,000 paid attendances and over 300,000 total visitations.

On 2 September 2017, AquaZone celebrated 15 years of operation, achieving a total of 3,209,788 paid visits since opening.

**Note:**

- Health and fitness data includes Membership visits, Casual/gym and group fitness visits, and Crèche visits.
- Swim School data Includes Learn to swim visits and School swimming visits.
- Casual swimming data includes Casual swimming visits, Aquatic multipass visits and Casual aquatic hire visits.





The average monthly membership status for the period is 85 more members than the same time the previous year. This increase has contributed to a five-year membership growth of 40%.

Service highlights

- AquaZone finalised the upgrade of the health and fitness areas during the period with the addition of a functional training rig and a digital platform for fitness assessments and exercise programming. The digital platform also supported the implementation of a new mobile app for patrons, allowing them access to the group fitness timetable and the ability to monitor their exercise program from their smartphone.
- A key focus of the Aquatics area during the period was improving the amenity of the outdoor pool space in preparation for the summer pool season. The improvements included repainting of the 50m outdoor pool, increased shade area, and activation of the outdoor space with an inflatable soccer pitch and basketball ring.
- AquaZone introduced a biometric body scanner that allows patrons to obtain more accurate information on their current health status including muscle mass and distribution, body fat levels and metabolic age.
- Small group training sessions were introduced for gold members in the boxing studio. Instructed by gym floor staff, these sessions allow for a greater number of members to be engaged by fitness staff during gym floor shifts.
- Renewal/upgrade work for the indoor leisure pool was also completed and included, new pumps and pipework, new water play cannon, and a new colour scheme for the water features.



WARRNAMBOOL STADIUM

Service information

The Warrnambool Stadium continued to deliver its offering of programs and facilities across the 6 month period from July to December. The overall service includes three programs:

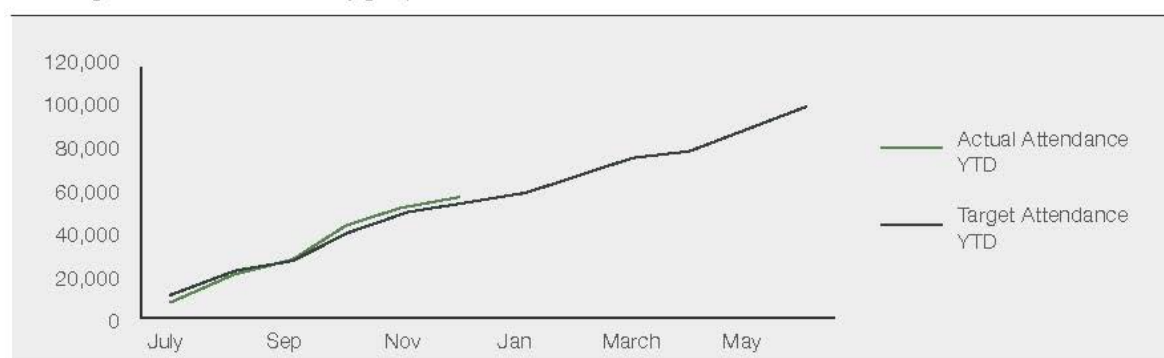
1. The Warrnambool Stadium, including the Val Bertrand Netball Stadium, hosted domestic sports competitions for Badminton, Basketball, Indoor Bowls, Netball and Volleyball. School sports activities - from single classes to major interschool competitions - and casual public recreational and training visits utilised the Stadium's courts during the day prior to the peak sports competition usage from 4pm to 10pm.
2. The Warrnambool Gymnastics Centre continued to offer competitive and recreational gymnast training programs alongside school and community group sessions.

Preschool parent and child sessions and the birthday party program continue to bring increasing numbers to the centre across the 7 days of operation.

3. Council's Outside School Hours Care (OSHC) program increased participation from the same 6 month period last year by 3%. The After School Care and Vacation Care activities continue to provide childcare for primary school age children that enables parents to work and a respite option for local families that is well regarded in the community.

Service data

The overall Stadium Service's attendance and usage - incorporating the above three programs - is measured against target each financial year. Overall attendance is 7% above target year to date with increased school use, sports training and spectator visits.



The table below shows overall attendance measured against recurrent net financial performance in the table below:

Recurrent net surplus per user/visitor	
2017/18 EOY Target	\$0.44
July to December Year to Date Target	\$0.42
July to December Year to Date Actual	\$0.92

season followed by the Mermaids Championship win, the annual Seaside Junior Basketball Tournament, the inaugural Wheelchair Basketball corporate cup, and the return of the "War in the Bool" boxing event.





- On 13 December, Council's Emergency Management team joined with other agencies to rehearse the activation of the Warrnambool Stadium as an Emergency Relief Centre to test personnel and facility readiness to respond to a local emergency incident.

Service highlights

- Major events across the 6 month period include the Craft Alive Expo, Seahawks & Mermaids home and away



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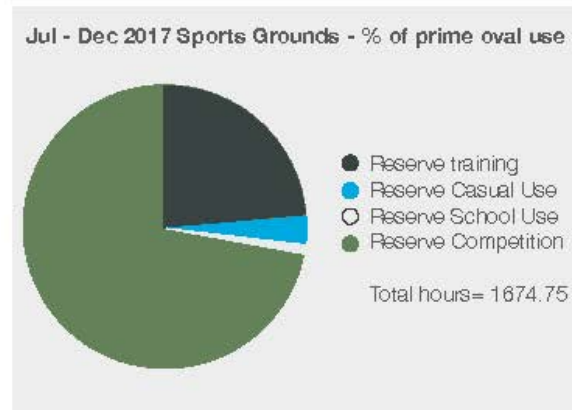
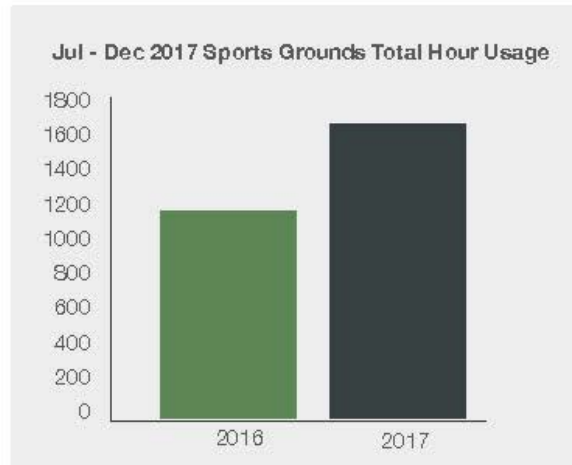
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RECREATION SERVICE

Service information

Council provides a range of sport and recreation facilities and services to local clubs, organisations and participants. This service coordinates management of sportsgrounds, municipal funding programs, recreation planning, and project planning and development for renewal and new community infrastructure projects.

Service data



Note - 2017 data has increased as it now captures competition and training statistics as well as previously captured casual data.

- Ten applicants received a total of \$4,300 through the Assistance to Individuals or Groups Participating in National or International Events or Activities.
- Council allocated \$70,919 to thirty six local community clubs and organisations as part of the 2017/18 Community Development Fund. Valued at \$190,242 the projects supported a range of outcomes for sport, recreation, culture and environmental sustainability in the City.



Service highlights

- Reid Oval Development Plan – Premier Daniel Andrews announced \$100,000 funding towards the functional design of the Plan's priority projects in July. The State Government funding, matched by Council funding, was finalised in late November. The project will commence in early 2018.
- Sports Ground Management Review – a review of the work was finalised and will be presented to Council in 2018.
- Great South Coast AFL, Cricket and Netball Strategy - The aim of the project is to investigate the infrastructure and sports development needs for AFL, cricket and netball from a local and regional perspective. The project is a partnership between the Great South Coast LGAs, AFL Victoria, AFL Western District, Cricket Victoria and Netball Victoria. Facility audits and initial stakeholder engagement were completed in 2017. The key findings report will be finalised in February.
- Active Warrnambool Strategy – The project will inform Council's planning and provision of sport, recreation and physical activity in Warrnambool to 2027. Achievements during the period include completion of the second stage of community engagement and development of a draft issues and opportunities report. Eighty people participated in three focus groups held as part of the second stage of consultation.
- Allansford Recreation Reserve Netball Facilities Development – The project was officially opened in December by Mayor Cr. Robert Anderson. The project provides new compliant female friendly netball amenities



along with two outdoor netball courts with synthetic overlay and LED lighting. Project funders included Sport and Recreation Victoria, Council, Allansford Recreation Reserve Committee of Management, Allansford Football Netball Club, Ray and Joyce Uebergang Foundation, Gwen and Edna Jones Foundation and the Warrnambool and District Football Netball League. The project costed \$480,000 cash, and also incorporated over \$76,000 worth of in kind labour.

- Brierly Recreation Reserve and Walter Oval Sports Ground Irrigation – A new bore (at Brierly) and sub surface irrigation projects at the two grounds were completed in December. The provision of improved water supply and automated irrigation facilities will significantly reduce the costs associated with water and electricity to tenant clubs and enhance the playing surface whilst reducing the volunteer time associated with manual watering. The projects were funded by Council, the State Government and user groups and costed \$272,000 and \$146,000 respectively.
- East Warrnambool Neighbourhood Parks - Completion of the outdoor all weather basketball court, shared pathways and installation of skate elements were finalised in late December. The improvement works to Wavelinks Park, including recent installation of solar lighting, has provided a safe, attractive and well-designed park that will encourage physical activity by local residents. Solar lighting has also been completed in five additional parks in East Warrnambool funded through the Department of Justice Public Safety
- Infrastructure Fund. The project was funded by Council, State and Federal Governments, and costed \$540,000.
- Friendly Societies Park Sports Ground Lighting Upgrade – Works commenced in November. Six 25m LED lighting towers will meet Australian Standards and provide an average of 100 lux, suitable conditions for training, match practise, and club competition. The works are due for completion in March 2018.
- Dennington Recreation Reserve Pavilion Redevelopment – Design and procurement for the construction of the pavilion was completed in December with works due to commence in February 2018.
- Jubilee Park Reserve at Woodford has a new dual name which recognises the indigenous history of the area. The reserve is now known as Jubilee Park – Wurrumbit Birng Yaar. The name is from the Dhauwurd Wurrung and Peek Wurrung languages and translates to "long waterhole". The Friends of Jubilee Park, with the assistance of Elder Rob Lowe, Joel Wright from the Victorian Aboriginal Language Corporation, and the Gunditj Mirring, Kuuyang Maar and Eastern Maar groups, had previously submitted a joint naming request to Council that was approved. The joint name was officially unveiled on December 8 by Mayor Cr. Robert Anderson. A bluestone and timber seat has also been constructed and installed in the playground at the reserve to acknowledge and pay respect to the traditional custodians of the land – past and present - within the Maar nation.

Service	Project/Program	Funding Agency	Amount \$
Recreation	Reid Oval Development Plan	Sport and Recreation Victoria	100,000
WAG	Education Program 'Explore, Learn, Create' 2018-20	Department of Education and Training, Strategic Partners Program	86,000
WAG	Education Program 'Explore, Learn, Create' 2018	Catholic Education Office, Diocese of Ballarat	21,000
WAG	Education Week	Department of Education and Training	2,800
WAG	Children's Week	Department of Education and Training	1,300
WAG	Acquisitions	Isobel & David Jones Foundation	50,000
WAG	HAVEN pop-up exhibition and public program	Brophy Family & Youth Services	9,000
WAG	Warmibald Portrait Prize Exhibition	WDEA	4,000
WAG	South West Tafe Graduating Exhibition	SWTAFE	700
WAG	Acquisitions	Robert Salzer Foundation	21,118
WAG	Acquisition of an Edo period Japanese Sword	Alan Lane Foundation	6,500
Total grant funds obtained over the period			302,418



Community Planning and Policy

Strategic Community Planning

Warrnambool's New Community Plan:

- Phase 1 Community Engagement Activities, Analysis and Reporting Completed.
- Phase 2 Partners Forum and W2040 Panel Planning Day convened – see <https://youtu.be/b70jJSD8loo>
- Draft goals and priorities published.

For more information go to www.w2040.com.au

New Health and Wellbeing Plan

- Health & Wellbeing Data and Policy Review completed.
- Extensive community engagement completed as part of Phase 1 W2040.
- Partners in Health Forum convened.
- 2017-2021 priorities confirmed.
- Draft Plan released for feedback.
- 9 Submissions received.
- Final plan endorsed by Council.

For more details go to: www.warrnambool.vic.gov.au/healthandwellbeing

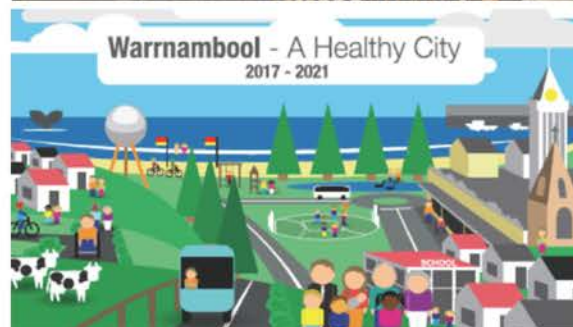
Lake Pertobe Masterplan

- Working group hosted an Issues Workshop with Councillors to finalise priorities – August 2017
- Projects, Priorities and Costings developed for final draft Master Plan – November/December 2017
- Funding proposal scoped and submitted for Stage 1 high priority pathway and wayfinding projects developed and submitted to Building Better Regions Fund – December 2017.

The Neighbourhood Project Regional Pilot

- The Neighbourhood Project is a practical program to make community-led place-making easier and improve social cohesion, by empowering communities to improve their local places while reducing systemic barriers to action.
- Manager Community Planning & Policy submitted a successful Expression of Interest and WCC was accepted as a partner Council for the regional trial in 2018.
- The program helps achieve change with: training for council and community, support for community-led project delivery, and consulting to embed innovations. Delivered in this way, a single project can spark many others and drive long-term change via process improvements behind the scenes.
- This approach was successfully trialled in suburban and metropolitan areas, and is ready to be refined for regional and rural settings. The goal is to develop a replicable model that can be used by neighbourhoods across Australia.

For more info go to <http://theneighbourhoodproject.org/about-tnp/>



www.warrnambool.vic.gov.au

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Health and Wellbeing projects

GOAL - ACTIVE LIVING:

Active Hub:

The Active Hub has been used by teams across Council to activate various public spaces and events from July to December. These include:

- The Liebig Street Block Party
- Lunchtime events at the Special Development School
- Student hosted events at Emmanuel College and Brauer College hosted by the Youth Council.
- Community engagement events by Archie Graham Centre's community programs team.

In partnership with WAG the Active Hub will be located on the Civic Green for the summer months. The Active Hub beanbags and games create a sense of activity and encourage people to use the Civic Green to linger and socialise at this important city space.



Social Media Campaigns Overview:

- Health benefits of walking – research, data and evidence to show why walking is good for everybody. Post to encourage participation – change the social/cultural norm.
- Walking Promotion – September, Walktober, 'Change to walking' behaviours (#someofthewayisOK, #3tripsaweek #parkandwalk), Victoria Walks Walking Maps, encourage local walks to new features (public art, murals, playgrounds, etc).
- Pedestrian/driver safety – encourage safer walking and driving behaviour; raise awareness of risks; reduce parking and traffic congestion around schools.
- Community engagement & information – W2040 Community Plan and Active Warrnambool engagement, awareness, promotion and messaging; and sharing active event opportunities.

Warrnambool Walks: Page Performance

Facebook Page Likes: audience increased by 32% from 876 to 1,157 from July to Dec 2017.

Facebook Page Audience/Reach: Average 9,700 people per month

The use of internally developed video on the page has increased the audience and reach substantially. The communications team have created professional, local content which has promoted messages and created a strong following for walking messages. Over the period the videos have been viewed more than 40,000 times. To watch these videos go to <http://bit.ly/2DjC0kr>

GOAL - INCLUSION, SAFETY & SOCIAL CONNECTION:

HAVEN was a safe, inclusive space for LGBTIQ+ community and allies at Warrnambool Art Gallery, to use, enjoy, relax, dance, party, read, look, do yoga, sing, eat, picnic, create, art, laugh and LOVE!! It opened on Friday 13 October and closed on the day the marriage equality survey result was announced on Wed 15 November. Health and wellbeing funds supported the delivery and programming of HAVEN which was created in partnership by the teams at WAG and Lighthouse Theatre and Brophy Family and Youth Services. More info <http://www.standard.net.au/story/4987580/high-praise-for-citys-support/>

- In 2017, Warrnambool's local campaign to promote gender equality transitioned to the World Health Organisation's "16 Days of Activism" Campaign.
- AquaZone, WAG, Lighthouse Theatre and Archie Graham facades all wore the orange signage to promote and support the campaign's messages.
- With Health and Wellbeing funding support, WAG engaged local artist Sinead Murphy to design custom posters promoting the message "Free to be every me". These posters were distributed widely for community partners across the city to display in their workplaces, and received a positive response from the community.
- A social media campaign to share key messages on Connect Warrnambool reached 19,173 people from mid-November to mid-December.
- The campaign's 22 posts received 3,311 engagements (likes, shares or comments).
- The Youth Team supported secondary schools to share the campaign messages on stickers distributed to students and applied to canteen packaging.



Shared Futures Mural Project

A successful funding application to the Department of Justice enabled an amazing transformation of a laneway near Ozone carpark. The grant allowed three groups to learn about the role of murals and art in combatting graffiti, and to design and paint their own giant artworks in "Little Liebig St". The successful collaboration, facilitated by local artist Ella Webb, was a shared initiative delivered by Youth Development Katie McKean & Jakeh Wearne, Archie Graham Community Program Coordinator Ken Radley, CBD Placemaking Officer Helen Sheedy, led by Manager Community Planning, Lisa McLeod.

Commitment and enthusiasm from Warrnambool College staff and students, and the older residents who were recruited from the Archie Graham Community Centre, was fantastic!

Social Media Campaigns:

- Community engagement & information – W2040 Community Plan and Active Warrnambool engagement, awareness, promotion and messaging; and sharing funding opportunities.
- Health & Wellbeing – New Smokefree outdoor eating areas; LGBTIQ support including HAVEN; RU OK Day; Walktober and Walk To School; Ride To Work; Ambu-

lance Vic's Restart a Heart Day; #16DaysOfActivism – gender equality campaign;

- Emergency management preparedness and awareness – bushfire and flood/storm- be prepared/have a plan messages; education and awareness raising building; and storm/flood/heat warnings. Promoted CFA Fire Action Week. Road safety – pedestrian safety and don't text and drive messages. Heat and Heatwaves – "Don't leave your valuables in cars".
- Community events – shared and promoted hundreds of local events which support Warrnambool's Health and Wellbeing goals (Active Lifestyles; Social Connection and Inclusion; Economy & Education). Including - Shared Futures Laneway Party, CBD Block Party, BeachFest, Markets, HAVEN, #16 DAYS etc.

Connect Warrnambool Page Performance:

Page Likes – audience increased by 12% from 4,408 to 4,952 from July to Dec 2017

Page Audience/Reach – Average 25,000 people per month from July to December



5.3 PETITION – REMOVAL OF MURAL AT THE LIGHTHOUSE THEATRE

PURPOSE

To receive two petitions which requests that Council permanently erase the mural painted by Rolf Harris that is located in the Lighthouse Theatre.

EXECUTIVE SUMMARY

- Two petitions have been received with 245 signatures in total (154 - 3280 postcode and 91 other postcodes) requesting that Council permanently erase the mural painted by Rolf Harris that is located in the Lighthouse Theatre.
- In accordance with Local Law L.1 Governance, the petition should be received and referred to the Chief Executive for a report to a future Council meeting.

MOVED: CR. NEOH
SECONDED: CR. OWEN

That in accordance with Local Law L1 Governance, the petition be referred to the Chief Executive for a report to a future Council meeting.

CARRIED – 7:0

APPENDIX A**Petition to permanently erase the mural by convicted child sex offender Rolf Harris at the Lighthouse Theatre, Warrnambool**

We, the undersigned, call upon the Warrnambool City Council Mayor and Councillors to permanently erase the mural by convicted child sex offender Rolf Harris that is currently hidden by black Perspex at the Lighthouse Theatre, and replace it with a mural by a local artist. We consider the decision to only cover up this mural an inadequate response to survivors of sexual abuse, particularly in light of the recent cases against Harvey Weinstein and Don Burke that have demonstrated victims will no longer be silenced by the fame or creative talent of the perpetrator.

We believe for the WCC to continue to cover up this mural is also at odds with its commendable support for the 16 Days of Activism Against Gender Violence, the White Ribbon campaign and the recent adoption of its Child Safe policy. To erase this mural by a convicted sex offender, whose youngest victim was just 8 years of age, sends a strong message that our community will not tolerate sexual abuse – by anybody.

Contact: Carol Altmann 0424 104 568 Date: December 2017

5.4 PETITION FOR CITY CENTRE OFF STREET FREE PARKING

Cr. Neoh declared an interest and left the meeting at 6.05pm.

PURPOSE

To provide follow up information in regard to the petition which requests that Council provide free 90 minute car parking in Parkers and Ozone off street car parking areas for the next two years up to midday.

EXECUTIVE SUMMARY

- A petition has been received with 37 signatures requesting that Council provide free 90 minute car parking in Parkers and Ozone off-street car parks for the next 2 years up to midday to entice shoppers back to the CBD.
- In accordance with Local Law L.1 Governance the petition was received at Council's 4 December 2017 Ordinary Meeting, and referred to the Chief Executive for a report to a future Council Meeting.
- On 2 May 2016 Council adopted its City Centre – Free Parking Strategy which provided shoppers with access to free parking during the Liebig and Koroit Streets City Centre Renewal Project. The strategy included providing free car parks in Parkers Off-Street Car Park from 1 November 2016 to the 31 December 2017, and free car parking in the Ozone Off-Street Car Park from 1 November 2017 to 31 December 2018.
- The estimated cost of the free parking strategy was estimated at \$490,000.

MOVED: CR. HERBERT
SECONDED: CR. OWEN

That Council

1. **Acknowledge the request to provide free 90 minute car parking in Parkers and Ozone Off-Street Car Parking Areas for the next two years up to midday.**
2. **Note that the Ozone Off-Street Car Park is providing free 90 minute car parking under current arrangements during 2018.**
3. **That Council retain the metered 4P spaces in the Ozone Off-Street Car Park and instead create approximately 42 free 90 minute spaces in the Cramond & Dickson Off-Street Car Park.**
4. **Request that officers bring a further report regarding free parking in the Ozone Off-Street Car Park for the 2019 year, later in 2018 as part of the Koroit Street redevelopment proposal.**
5. **Note that the Parkers Off-Street Car Park has returned to its pre development parking conditions on 1 January 2018.**
6. **Write to the first petition signatory advising of this resolution.**

CARRIED – 5:1

Crs. Herbert, Owen, Gaston, Cassidy & Anderson voting for the motion

Cr. Hulin voting against the motion
--

BACKGROUND

Council has received a petition with signatories from 37 Council provide free 90 minute car parking in Parkers and Ozone car parks for the next 2 years up to midday to entice shoppers back to the CBD.

On 4 December 2017 the petition was presented to Council where the following motion was passed:

"That in accordance with Local Law L1 Governance, the joint letter is received and referred to the Chief Executive for a report to a future Council Meeting."

In May 2016, Council at its ordinary meeting adopted its City Centre – Free Parking Strategy which provided shoppers with access to free parking during the Liebig and Koroit Streets City Centre Renewal Project. The strategy included providing free car parks in Parkers Off-Street Car Park from 1 November 2016 to the 31 December 2017, and free car parking in Ozone Off-Street Car Park from 1 November 2017 to 31 December 2018.

CURRENT

The Ozone Off-Street Car Park currently has its shorter term car parking spaces designated as free 90 minute car parking spaces between the hours of 9:00am and 5:30pm. This arrangement commenced on 1 November 2017 and is currently scheduled to conclude on 31 December 2018.

The Parkers Off-Street Car Park had car parking spaces designated as free 90 minute spaces from 1 November 2016 until 31 December 2017.

ISSUES

The petition asked Council to provide free 90 minute car parking in Parkers and Ozone car parks for the next 2 years up to midday to entice shoppers back to the CBD. Perhaps inadvertently, the petition is requesting that the current free parking daily time span in the Ozone Off-Street Car Parking area be reduced.

The free parking proposal adopted as part of the May 2016 strategy formed part of the Business Support Package for the business community that might be affected by the City Centre construction works. The aim of the support package was to provide support for city centre businesses and visitors before, during and after the City Centre Renewal construction periods with free parking in the Parkers and Ozone Off-Street Car Parks at an estimated cost of over \$490,000.

The May 2016 resolution and strategy is unclear on the application of free parking in the 4P zones contained in the Ozone Off-Street Car Park with the report indicating that all spaces should be free but was less specific on whether these should remain as free 4P spaces or free 90 minute spaces.

Council has received requests from traders as part of the Zone 2 works for consideration of some short term parking in the Cramond and Dickson Off-Street Car Park. Given that there is a demonstrated need for long term (4P) car parking spaces in the Ozone Off-Street Car Park a suitable compromise could be to provide approximately 42 additional short term car parking spaces in the Cramond and Dickson Off-Street Car Park.

There is concern that if the 4P parking spaces in the Ozone Off-Street Car Park became free these spaces could become attractive to commuter parks and not provide turnover to support retail trade.

Given that works as part of the City Centre renewal are now scheduled to extend into 2019 it is appropriate that the free parking proposal be reconsidered when the Koroit Street works program is established.

The request to alter the parking condition in the Parkers Off-Street Car Park could be accommodated but does introduce some inconsistency with parking provisions in the CBD and may create some confusion. It may be more appropriate to allow parking habits to settle in the CBD and complete a more thorough review of the parking strategy in late 2018.

CONSULTATION / COMMUNICATION

A response letter will be provided to the first petition signatory to inform them of the Council's decision.

FINANCE

The cost associated with any extension of a free parking trial would need to be established as part of the consideration.

Cr. Neoh returned to the meeting at 6.16pm.

5.5 PETITION - FOR COUNCIL INSPECTION OF A FERAL NATURE STRIP SHRUB CAUSING VISUAL POLLUTION**PURPOSE**

To receive the petition which requests that Council inspect a 'feral nature strip shrub that is causing visual pollution.'

EXECUTIVE SUMMARY

- A petition has been received with 15 signatures asking that Council inspect a 'feral nature strip shrub that is causing visual pollution' in Reginald Grove.
- In accordance with Local Law L.1 Governance, the petition should be received and referred to the Chief Executive for consideration and response.

MOVED: CR. GASTON
SECONDED: CR. OWEN

That Council in accordance with Local Law L1 Governance, refer the petition to the Chief Executive for consideration and response.

CARRIED – 7:0

BACKGROUND

Council has received a petition signed by 15 signatories asking that Council inspect a feral nature strip shrub causing visual pollution in Reginald Grove.

ISSUES

Street trees are managed by Council's Parks and Gardens, and Botany Teams in accordance with our Street Tree Planting and Management Policy 2017. As this request relates to an operational matter the petition should be referred to the Chief Executive for consideration and a response.

The Street Tree Planting and Management Policy contains detail on the principles that are used to guide staff and the community on the conditions under which street tree removal is considered.

CONSULTATION / COMMUNICATION

Council's Parks and Gardens team have made contact with the petition organiser to respond to this request.

5.6 CONSIDERATION OF PANEL REPORT AND ADOPTION OF WARRNAMBOOL PLANNING SCHEME AMENDMENT C102 678-688 RAGLAN PARADE, WARRNAMBOOL**PURPOSE**

This report considers the Panel report received for Warrnambool Planning Scheme Amendment C102 – Rezoning of 678-688 Raglan Parade and recommends that Council adopts Amendment C102 in accordance with the Panel's recommendations, and forward the adopted amendment to the Minister for Planning for approval.

EXECUTIVE SUMMARY

- A Panel hearing for Amendment C102 was held on 1 December 2017.
- The Panel has recommended that Amendment C102 be adopted as exhibited.
- The amendment relates to a rezoning request for land at 678-688 Raglan Parade (the land) to Mixed Use Zone (MUZ) and to apply an Environmental Audit Overlay (EAO).

- The land is the former Fire Station located on the corner of Raglan Parade and King Street and is currently zoned Public Use 1 – Service and Utility.
- It is recommended that Council accept the Panel recommendation and adopt Amendment C102 as exhibited.

MOVED: CR. HULIN
SECONDED: CR. CASSIDY

That Council:

1. Pursuant to Section 29(1) of the *Planning and Environment Act 1987*, adopt Warrnambool Planning Scheme Amendment C102 without changes.
2. Pursuant to Section 31(1) of the *Planning and Environment Act 1987*, submit Warrnambool Planning Scheme Amendment C102 to the Minister for Planning for approval.

CARRIED – 7:0

BACKGROUND

In February 2017, Network Planning Consultants (on behalf of the CFA) lodged a request to rezone the property at 678-688 Raglan Parade, Warrnambool from Public Use Zone 1 – Service and Utility to the Mixed Use Zone, and apply the Environmental Audit Overlay.

(See locality plan below)



The land is the former CFA Fire Station located on the corner of Raglan Parade and King Street. A new fire station has been developed in Mortlake Road and is now operational.

The amendment was publically exhibited for four (4) weeks between 8 June 2017 and 10 July 2017. One submission was received to the amendment. The submission, from Warrnambool Primary School, opposed the rezoning.

On 2 October 2017, Council resolved to refer the submission to an independent Planning Panel appointed by the Minister for Planning.

On 1 December 2017, the Planning Panel held a public hearing in Warrnambool to consider the submission received to Amendment C102. The Panel provided Council a copy of its report on 5 December 2017. The report was publically released on 12 December 2017.

Refer to Figure 1 below for a flow chart of the amendment process.

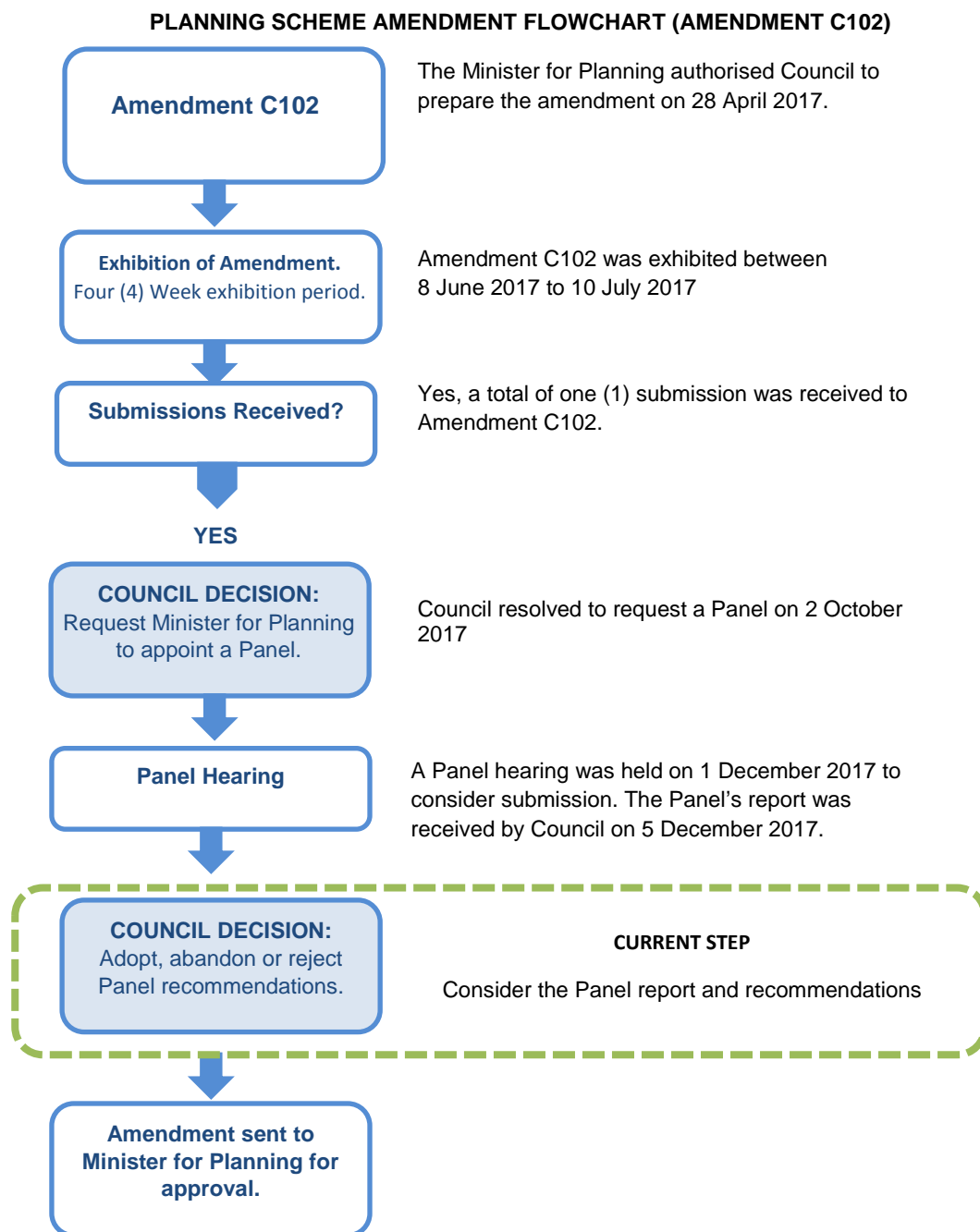


Figure 1: Planning Scheme Amendment Process

ISSUES

One (1) submission was received to the amendment from Warrnambool Primary School, opposing the rezoning for the following reasons:

- a) The land should be retained for public use under the control of the volunteer fire fighting services or for use as a community facility.
- b) The external grounds of the former CFA fire station building could be utilised by the Warrnambool Primary School as a student drop off and pick up exchange.

In response to the objection regarding the rezoning of the land, the Panel (in its report) concluded that:

The CFA has determined that the site is surplus to its requirements and intends to dispose of it in accordance with Government policy relating to the disposal of publicly owned land. As part of this process, Government agencies, including the Department of Education and Training, were offered the site but declined the opportunity to purchase it.

The CFA is now investigating the private sale of the site, necessitating its rezoning through Amendment C102.

The School objected to the Amendment in support of its view that the site should be retained in public ownership and used to augment student drop off and pick up facilities, possibly as part of a multi-use community facility. While the Panel acknowledges these matters, they are primarily related to the ownership of the site not the planning merits of the Amendment. The ownership issue is not something that the Panel can usefully comment on, other than to note Mr d'Oliveyra's advice that the CFA is proceeding in accordance with the requirements of the Victorian Government Land Monitor.

In terms of the Amendment, the Panel is satisfied that the proposed MUZ1 is an appropriate zone given the location of the site and that the EAO is warranted because of the past use of the site.

The Panel has made the following recommendations:

The Panel recommends:

Based on the reasons set out in this Report, the Panel recommends that Warrnambool Planning Scheme Amendment C102 be adopted as exhibited.

Please refer to **Appendix A** for a copy of the Panel Report.

CONSULTATION/COMMUNICATION

Pursuant to Section 19 of the Planning and Environment Act 1987 (the Act), Amendment C102 was publically exhibited for a four (4) week period. Notice was published in the Warrnambool Standard Newspaper, and the Victorian Government Gazette. Direct notification was undertaken to neighbouring property owners and occupiers.

Notice of the Amendment was provided to Prescribed Government Ministers, as well as the Environment Protection Authority. The amendment documentation was also available on Council's website.

Submitters were given the opportunity to attend the public Planning Panel hearing and have their concerns considered by the Panel.

FINANCIAL IMPACT

Costs associated with the preparation, exhibition of the amendment and Planning Panel hearing has been included within the 2017/2018 City Strategy and Development Budget. Statutory fees have been paid by the proponent. Council was represented at Panel by Council Strategic Planning Staff.

ENVIRONMENTAL/RISK IMPACT

The proposal has been assessed against all relevant requirements of the Planning Scheme and the Planning and Environment Act 1987, including all relevant Ministerial Directions and Practice Notes.

Planning and Environment Act 1987

Panel Report

Warrnambool Planning Scheme Amendment C102

678 – 688 Raglan Parade, Warrnambool

5 December 2017

Planning and Environment Act 1987

Panel Report pursuant to section 25 of the Act

Warrnambool Planning Scheme Amendment C102

678 – 688 Raglan Parade, Warrnambool

5 December 2017

A handwritten signature in grey ink, appearing to read 'Michael Kirsch', with a long, sweeping horizontal stroke extending to the right.

Michael Kirsch, Chair

Contents

	Page
1 Introduction.....	1
1.1 The Amendment.....	1
1.2 Background to the proposal.....	2
2 Planning context.....	3
2.1 Policy framework.....	3
2.2 Planning scheme provisions.....	3
2.3 Ministerial Directions.....	4
2.4 Discussion and conclusions.....	4
3 Discussion of issues.....	5
3.1 Issues.....	5
3.2 Submissions.....	5
3.3 Discussion and conclusions.....	6
3.4 Recommendation.....	7

List of Figures

	Page
Figure 1 The subject site.....	1

List of Abbreviations

CFA	Country Fire Authority
EAO	Environment Audit Overlay
MUZ1	Mixed Use Zone Schedule 1
PUZ1	Public Use Zone Schedule 1

Overview

Amendment summary

The Amendment	Warrnambool Planning Scheme Amendment C102
Brief description	Rezone land from Public Use Zone Schedule 1 to Mixed Use Zone Schedule 1 and apply the Environmental Audit Overlay
Subject land	678-688 Raglan Parade, Warrnambool
The Proponent	Country Fire Authority
Planning Authority	Warrnambool City Council
Authorisation	Authorised by letter dated 28 April 2017
Exhibition	8 June to 10 July 2017
Submissions	Paul Auchettl, Principal, Warrnambool Primary School

Panel process

The Panel	Michael Kirsch
Directions Hearing	Not required
Panel Hearing	Warrnambool, Friday 1 December 2017
Site inspections	Unaccompanied, Thursday 30 November 2017
Appearances	Warrnambool City Council represented by Andrew Nield and Julie Glass Country Fire Authority represented by Ian d'Oliveyra (Network Planning Consultants Pty Ltd) Warrnambool Primary School represented by Peter Auchettl (Principal)
Date of this Report	5 December 2017

Executive summary

(i) Summary

Warrnambool Planning Scheme Amendment C102 (the Amendment) applies to the Country Fire Authority (CFA) fire station site on Raglan Parade, Warrnambool. The site is surplus to the CFA's requirements and the Amendment seeks to rezone it to the Mixed Use Zone Schedule 1 (MUZ1) and apply the Environmental Audit Overlay (EAO).

In accordance with the requirements of the Victorian Government Land Monitor, the site was offered for purchase to various public agencies, but without success. The CFA is now considering the private sale of the site, necessitating its rezoning from the current Public Use Zone Schedule 1 (PUZ1).

The Warrnambool Primary School objected to the Amendment and sought the retention of the site in public ownership. It submitted that the site should be used to improve the school's student drop off and pick up arrangements, and potentially for a multi-use community facility.

The ownership of the site is not a relevant factor in the Panel's consideration of the planning merits of the Amendment, while the sale of the site is principally a matter for the CFA and the Victorian Government Land Monitor. The Panel also notes that the public agencies that might have an interest in the site and in some form of public use declined the opportunity to purchase it.

In terms of the Amendment, the Panel is satisfied that the proposed MUZ1 is appropriate given the location of the site and that the EAO is warranted because of the past use of the site.

(ii) Recommendation

Based on the reasons set out in this Report, the Panel recommends that Warrnambool Planning Scheme Amendment C102 be adopted as exhibited.

1 Introduction

1.1 The Amendment

(i) Amendment description

The Amendment proposes to rezone 678-688 Raglan Parade, Warrnambool land from PUZ1 to MUZ1 and apply the EAO.

The site is owned by the CFA which was represented by Mr d'Oliveyra (Network Planning Consultants Pty Ltd) at the Hearing.

(ii) The subject land

The Amendment applies to the site shown in Figure 1.

Figure 1 The subject site



The site is located on the north-western edge of the Warrnambool City Centre, on the corner of Raglan Parade and King Street. It is within a 'mixed-use' area that includes commercial and residential uses, and abuts the Warrnambool Primary School to the south-east.

The site is a freehold lot with an area of approximately 3,300 sqm. It was formerly used as a CFA fire station that was constructed circa 1970. The site was vacated in November 2016 when the CFA relocated to a new facility at 61-65 Mortlake Road, Warrnambool. The fire station buildings have been retained on site.

1.2 Background to the proposal

Mr d'Oliveyra advised that the site is surplus to the CFA's requirements and has been identified for possible sale in accordance with the requirements of the Victorian Government Land Monitor. He also advised that in order to dispose of the land, the 'public use' zone needs to be replaced with a zone suitable for private ownership. This has necessitated the proposed Amendment.

Mr d'Oliveyra advised that the MUZ was identified as the preferred zone following discussions with Council officers. He submitted that the MUZ is appropriate given the 'mixed use' character of the general area, and is consistent with the strategic directions in the Warrnambool Planning Scheme and the Warrnambool City Centre Revitalisation Structure Plan (2012). The Structure Plan includes the site within a broader 'mixed use precinct'.

The Amendment also proposes to apply the EAO because of possible site contamination resulting from the CFA's use of the site.

2 Planning context

Council provided a comprehensive response to the Strategic Assessment Guidelines as part of the Explanatory Report and in its submission at the Hearing.

The Panel has reviewed Council's response and the policy context of the Amendment, and has also had regard to the relevant zone and overlay controls.

2.1 Policy framework

(i) State Planning Policy Framework

Council submitted that the Amendment is supported by the following clauses in the State Planning Policy Framework:

- Clause 11 Settlement
- Clause 13 Environmental Risks
- Clause 17 Economic Development.

(ii) Local Planning Policy Framework

Council submitted that the Amendment supports the following clauses in the Local Planning Policy Framework:

- Clause 21.10 Municipal Profile
- Clause 21.02-1 Activity centres
- Clause 21.04-3 Soil degradation
- Clause 21.08-1 Commercial
- Clause 21.11-1 City Centre.

Council also submitted that the Amendment is consistent with the Warrnambool City Centre Revitalisation Structure Plan that is included as a reference document in the Municipal Strategic Statement.

2.2 Planning scheme provisions

The purposes of the proposed MUZ are:

To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.

To provide for a range of residential, commercial, industrial and other uses which complement the mixed-use function of the locality.

To provide for housing at higher densities.

To encourage development that responds to the existing or preferred neighbourhood character of the area.

To facilitate the use, development and redevelopment of land in accordance with the objectives specified in a schedule to this zone.

The purposes of the proposed EAO are:

To implement the State Planning Policy Framework and the Local Planning Policy Framework, including the Municipal Strategic Statement and local planning policies.

To ensure that potentially contaminated land is suitable for a use which could be significantly adversely affected by any contamination.

The EAO requires that before a 'sensitive use' commences, either:

- *A certificate of environmental audit must be issued for the land in accordance with Part IXD of the Environment Protection Act 1970, or*
- *An environmental auditor appointed under the Environment Protection Act 1970 must make a statement in accordance with Part IXD of that Act that the environmental conditions of the land are suitable for the sensitive use.*

2.3 Ministerial Directions

Ministerial Directions

Council submitted that the Amendment meets the relevant requirements of:

- the Ministerial Direction on the Form and Content of Planning Schemes under section 7(5) of the Act
- Ministerial Direction 1 (Potentially Contaminated Land)
- Ministerial Direction 11 (Strategic Assessment of Amendments).

2.4 Discussion and conclusions

The Panel is satisfied that the Amendment is supported by, and implements, the relevant sections of the State and Local Planning Policy Frameworks, and is consistent with the relevant Ministerial Directions. In particular, the use of the MUZ is consistent with the strategic directions in the Warrnambool Planning Scheme and the Warrnambool City Centre Revitalisation Structure Plan (2012). The use of the EAO is appropriate in light of the former CFA use of site and the possibility that the site may have been contaminated.

The Amendment is well founded and strategically justified, and the Panel is satisfied that it should proceed.

3 Discussion of issues

3.1 Issues

The issues are:

- whether the site should be used as a 'drop off and pick up area' associated with the adjoining Warrnambool Primary School
- whether the site should be available for a 'multi-use' community facility.

3.2 Submissions

Peter Auchettl (Principal, Warrnambool Primary School) advised that he represented the Warrnambool Primary School Council which objected to the Amendment. He submitted that the site should remain in public ownership, potentially for "*volunteer fire fighting services*" and also be used to augment the School's existing student drop off and pick up arrangements that are focussed on Jamieson Street. He indicated that this would help address safety issues associated with the current arrangements and noted that private owners would be unlikely to provide the school with access to the Amendment site.

Mr Auchettl also advised that there had been discussions between various agencies and organisations, including Deakin University, about using the site for a multi-purpose community facility.

Mr Auchettl concluded that retaining the site in public ownership would facilitate these proposals.

Mr d'Oliveyra (on behalf of the CFA) advised that the site had been offered to various Government agencies, including the Department of Education and Training, in accordance with the requirements of the Victorian Government Land Monitor. Although the Department had initially been interested in purchasing the site, it subsequently withdrew that interest.

In response to Mr Auchettl's submission, Mr d'Oliveyra submitted that:

- *The land is not suitable for use as a student pick-up and drop-off site, given its remoteness from the school buildings (on the opposite side of the playing field) and the lack of safe and effective off-street parking facilities on it. In this regard:*
 - *The front driveway apron is designed to operate only as an exit route for emergency vehicles onto the adjacent Highway, under carefully controlled conditions.*
 - *The rear service yard is a locked-off high security compound that is not and never has been available for public use.*
 - *If the land were to continue to be used by the CFA (as the submitter wishes) it would almost inevitably require the rear service yard to remain under its current management regime - and particularly so if it were to be re-used as a fire station.*

- *If the land were to be encumbered so as to give the school a right to use it for these purposes, this would seriously limit the adaptive use potential of the land, and thus unreasonably diminish its value.*
- *The CFA has developed a replacement fire station nearby in Mortlake Road which, in operational terms, is infinitely superior to the disused fire station on the subject land. There are no plans to establish a separate (second) fire fighting service in Warrnambool, and it would not be proper for the Panel to make any findings in this regard.*

Council noted that the site was surplus to the CFA's requirements and that it had been offered to Government agencies, including the Department of Education and Training. The Department did not make a submission on the Amendment and has not sought to acquire the property.

In terms of the rezoning, Council noted that the Ministerial Direction on the Form and Content of Planning Schemes includes:

A planning scheme may only include land in a Public Use Zone, ... if the land is Crown land, or is owned by, vested in or controlled by a Minister, government department, public authority or municipal council.

In this context Council submitted that it was appropriate to replace the site's PUZ1.

Council supported the application of the MUZ1, submitting that it is consistent with the strategic planning directions for this area in the Warrnambool Planning Scheme and the Warrnambool City Centre Revitalisation Structure Plan.

In response to Mr Auchettl's submission, Council noted that *"rights of access are a private issue between neighbours, which cannot be achieved through the amendment process. Removing the land from the PUZ1 will not prevent the school negotiating private access arrangements with any future land owner"*.

3.3 Discussion and conclusions

The CFA has determined that the site is surplus to its requirements and intends to dispose of it in accordance with Government policy relating to the disposal of publicly owned land. As part of this process, Government agencies, including the Department of Education and Training, were offered the site but declined the opportunity to purchase it.

The CFA is now investigating the private sale of the site, necessitating its rezoning through Amendment C102.

The School objected to the Amendment in support of its view that the site should be retained in public ownership and used to augment student drop off and pick up facilities, possibly as part of a multi-use community facility. While the Panel acknowledges these matters, they are primarily related to the ownership of the site not the planning merits of the Amendment. The ownership issue is not something that the Panel can usefully comment on, other than to note Mr d'Oliveyra's advice that the CFA is proceeding in accordance with the requirements of the Victorian Government Land Monitor.

In terms of the Amendment, the Panel is satisfied that the proposed MUZ1 is an appropriate zone given the location of the site and that the EAO is warranted because of the past use

of the site. The Panel also notes that the MUZ1 will not preclude the type of uses and activities discussed by Mr Auchettl.

3.4 Recommendation

The Panel recommends that Warrnambool Planning Scheme Amendment C102 be adopted as exhibited.

5.7 CITY CENTRE RENEWAL – BUSINESS SUPPORT UPDATE

Cr. Neoh declared an interest and left the meeting at 6.20pm.

PURPOSE

This report provides an evaluation of Business Support initiatives provided as part of the Stage 1 City Centre Renewal works in 2017, and also includes details of the proposed Business Support package to commence shortly as part of the Stage 2 works in 2018.

EXECUTIVE SUMMARY

- The Warrnambool City Centre Business Support Plan 2017-2018 set out the framework below to support traders during the period of the City Centre Renewal works.

WHY	WHAT	HOW
City Attraction	Increase the amount of people visiting and engaging in the Warrnambool City Centre	Promotions Marketing Activation Communication
Business Health	Empowering Business Growth	Business Support Business Appeal Business Attraction
Measure Success	Tracking Community Engagement and Economic Health of the City	Active Spaces Business Diversity Employment Growth Investment

- The attached paper shown at **Appendix A** details:
 - the range and effectiveness of initiatives and actions delivered during the Stage 1 works in 2017; and
 - the proposed Business Support program as part of the Stage 2 works to commence shortly through 2018.
- The 2018 Business Support program is the result of extensive consultation with Businesses impacted by the Stage 2 works with many of the agreed initiatives the result of traders input and consensus. The Liebig Street Leadership Group were also provided the opportunity to provide feedback in to the Business Support program.
- Key initiatives to note in the 2018 City Centre Business Support program (and detailed in full in the attached paper) are:
 - CBDme promotion (website, marketing support and street activation such as live radio crosses) to raise the profile of buying local and that behind every Warrnambool business is a family;
 - A central promotion featuring major prizes at regular intervals through the course of the year;
 - Promotions at key dates through the year – Easter, May Races, AFL Finals, Fun4Kids and Xmas.
 - Free parking initiative and promotion
 - Advertising through radio, digital, social media, point of sale and shopfront
 - Laneway activations
 - Mentoring with industry experts
 - Fascade improvement and All Ability Access Program
 - Market research and measurement to assist evaluation of the effectiveness of the initiatives.

MOVED: CR. HULIN

SECONDED: CR. HERBERT

That Council:

- Note the Business Support activities undertaken as part of the Stage 1 City Centre Renewal Program in 2017; and**
- Endorse the Business Support initiatives proposed as part of the Stage 2 City Centre Renewal Program in 2018.**

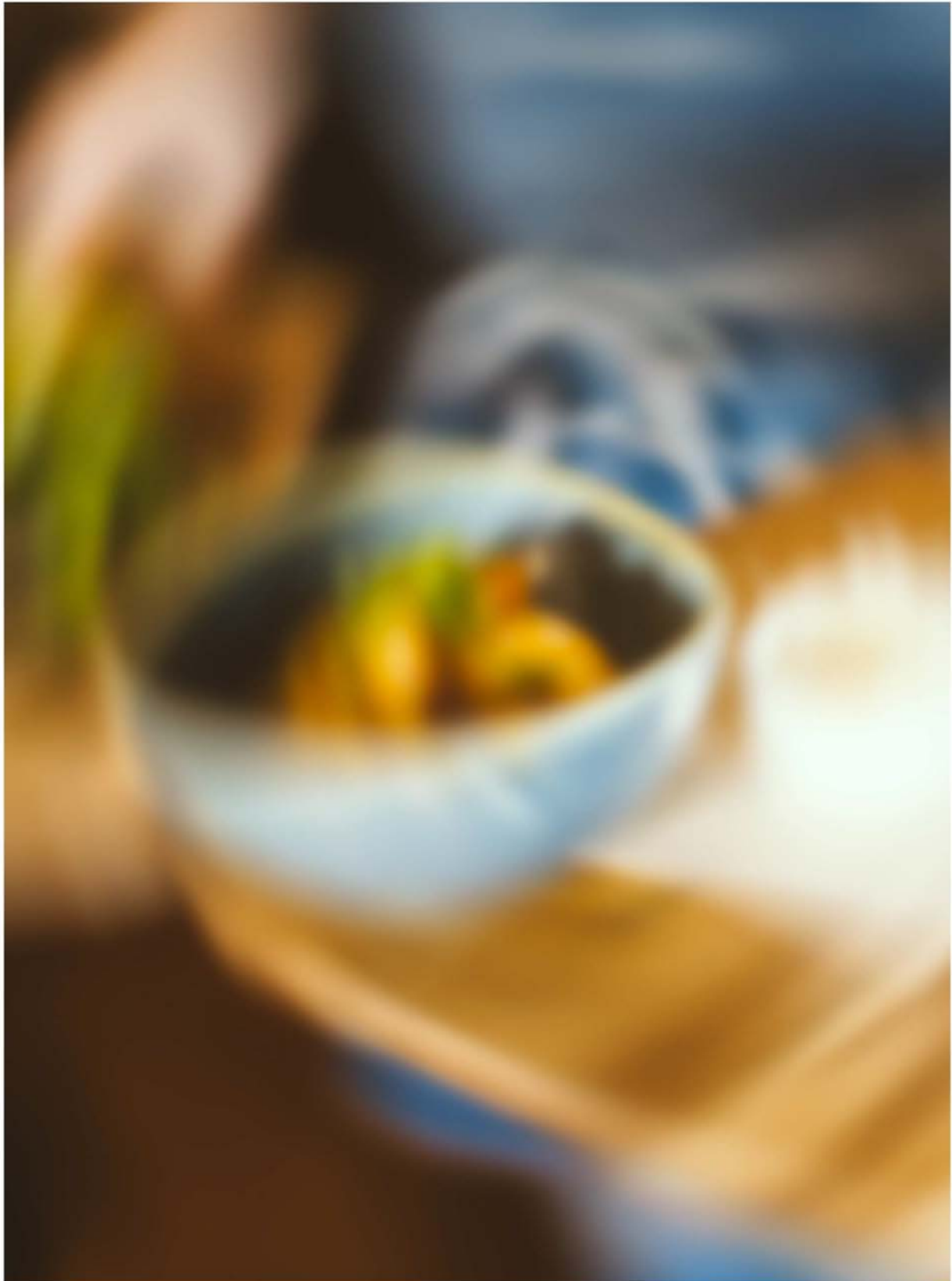
CARRIED – 6:0

Behind every Warrnambool
business is a family.

CBDme

Our plan is to renew our city heart to foster business growth and commercial viability, provide access for all, strengthen our identity and create a friendly, welcoming environment that is both beautiful and functional. The City Centre Renewal Program is not just about physical and economic renewal but social renewal too.

www.CBDme.com.au



Immerse Yourself Strategic Plan 2017-2018

Why	What	How
City Attraction	Increase the amount of people visiting and engaging with the Warrnambool CBD	Promotions: Encourage increased visitation to the Warrnambool CBD precinct.
		Marketing: Raise the profile of Warrnambool as the premier shopping destination in South West Victoria.
		Activation: Supporting community events, installations and activities to enrich the visitor experience in the precinct.
		Communication: Disseminating messages relating initiative and activity within the Warrnambool CBD.
Business Health	Empowering Business Growth.	Business Support: Engagement, education, empowerment.
		Business Appeal: Encouraging activation initiative & street appeal.
		Business Attraction: Assist in the attraction of new business offerings to the Warrnambool city centre.
Measure Success	Tracking Community Engagement & Economic Health of the City.	Active Spaces: Measuring human interaction with the Warrnambool CBD.
		Business Diversity: Measuring the diverse tenancy mix in the Warrnambool City Centre.
		Employment Growth: Measuring business health & Economic strength in the precinct.
		Investment: A measure of confidence in the future strength and sustainability of the city.





1. CITY ATTRACTION

Increase the amount of people visiting and engaging with the Warrnambool CBD.

1.1 Promotions.

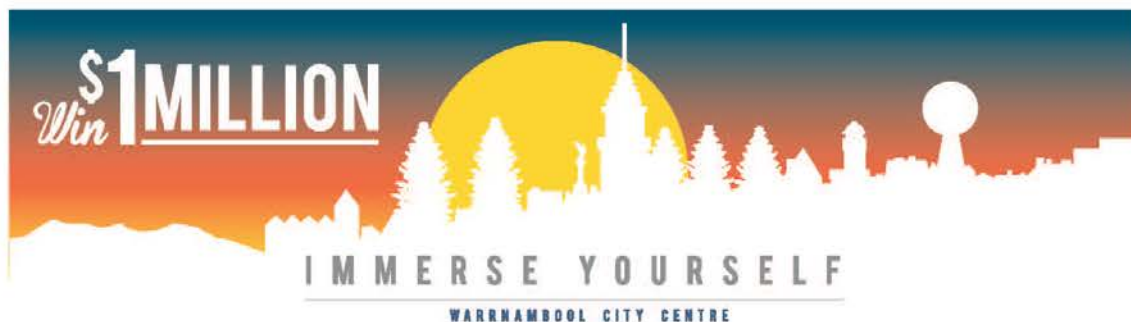
1.1.1 \$1 Million Promotion.

The central promotion in 2017, incentivised shoppers to support the stores located in the construction zone(s) of the renewal project. By registering purchases over \$30 in participating stores, shoppers went into the draw for a chance to win \$1 Million. The winning entrant was selected at random for the opportunity to play a game with a 1 in 250 chance to win the \$1 Million. The remaining chances included various prizes from promotion partners including a \$400,000 house and land

package from Ludeman Real Estate, \$100,000 car package from local car dealers (Clinton Baulch Motor Group, Callaghan Motors, Norton Motor Group and Warrnambool Toyota), \$25,000 travel voucher from National Travel, \$15,000 shopping spree from Provincial, and the minimum prize on offer being valued at \$10,000. This promotion attracted 16,050 entries with an average of 60 entries per day which increased to 600 entries on the last day of the competition.

55% of shoppers who entered the competition said that the promotion did influence their decision to shop in the CBD and the largest demographic of entries came from females in the 45-54 age group. It was hoped the promotion would draw people from across South West Victoria and South Australia and 37% of entries had a postcode other than 3280. Zoe Pennings was the lucky shopper who won the chance to win \$1 Million. The final draw took place at the Block Party on November 5th where Zoe won \$10,000.

The statistics gathered from the entry process showed entrants had an average spend of \$145.40 netting nearly \$2.3 million in transactions in the CBD.



16,050 ENTRIES FOR THE COMPETITION

\$2,333,836.40
Total Spend:

\$25,326
Biggest Purchase:

\$145.40
Average spend

37%
Entrants from outside
Warrnambool:

600
Most entries in
one day:

HAS THIS PROMOTION INFLUENCED YOUR DECISION TO SHOP IN THE WARRNAMBOOL CBD?

55% yes

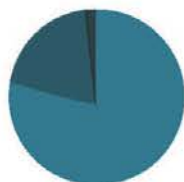
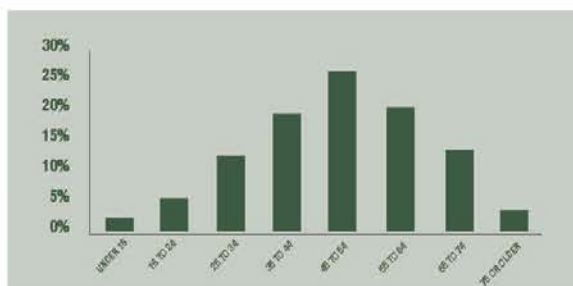
45% no

MONTHLY ENTRIES

Trend in entries showed a positive trend with no drop off across the promotion. (May/June is when we did the auto dealers launch which showed really positive results)



AGE BREAKDOWN



GENDER

■ FEMALE ENTRANTS
■ MALE ENTRANTS
■ SKIPPED

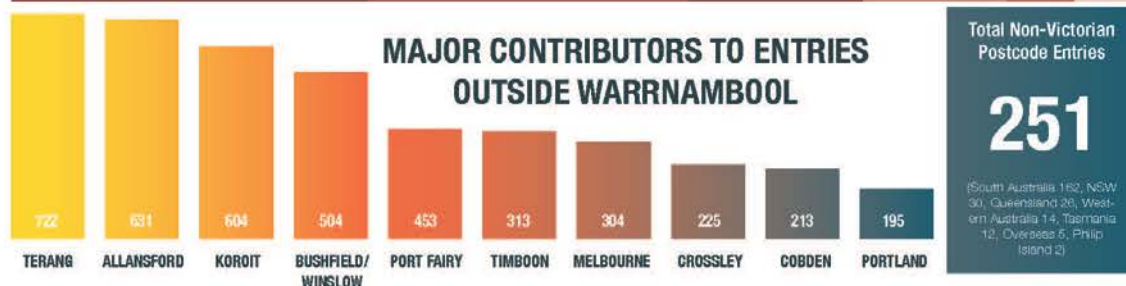
LENGTH OF VISIT TO THE CITY CENTRE



PERCENTAGE OF ENTRIES



MAJOR CONTRIBUTORS TO ENTRIES OUTSIDE WARRNAMBOOL



Total Non-Victorian
Postcode Entries

251

(South Australia 162, NSW 30, Queensland 25, Western Australia 14, Tasmania 12, Overseas 5, Philip Island 2)

www.CBDme.com.au

1.1.2 Red Carpet Trader Promotion.

The Red Carpet Trader Promotion was designed to remind shoppers stores are open throughout the redevelopment and to encourage shoppers to visit the precinct. The carpet was on display in participating store entrances in Liebig and Korait Street. The Red Carpet Trader Promotion, provided all participating traders a visible reminder to the public that they're still open and promoted on various mediums throughout the region. 25 traders were featured in the promotion throughout the campaign.

1.1.3 Free Parking promotion.

A three year parking strategy was adopted by council to encourage visitors to the CBD during the works, this included:
Provision of 144 free car parks in Parkers Car Park from November 1, 2016, to the 31 December 31, 2017.
Provision of 249 free car parks in Ozone Square Car Park from November 1, 2017 to the December 31, 2018. -
Provision of 10 free 15-minute car parks in Coles Younger Car Park. This free parking strategy represents an investment by Warrnambool ratepayers of \$490,000 over three years. Free parking was also provided over the 2015-2016 holiday season within most city centre off-street carparks at a cost of of \$88,000.

1.1.3 Immerse Yourself in Easter.

The Easter promotion included a competition to win an Easter Hamper valued at over \$250 from Damiwell Farm and a children's colour in competition. Measured through barrel entries the competition and activity were promoted through radio and via social media. The colour in competition had 130 entries and these were displayed in the front of the City Centre store encouraging secondary visits from children wanting to show off their art work to their grandparents and other family members.

Campaign results:**Entries \ Transactions: 2242****Local entries: 66%****1.1.4 Immerse Yourself in the May Races.**

A double pass to the Fillies and Colts Marquee for Warrnambool Cup Day during the May races sponsored by the Warrnambool Racing

Club and measured through entries in a barrel draw, the incentive for shoppers to enter the Immerse Yourself in the May Races competition and advertised through a targeted radio campaign that received strong support and entries from outside the local postcode particularly in the Health and Beauty sector.

Campaign results:**Targeted 30 Second Radio Advertisements through campaign: 208****Entries \ Transactions: 1742****Local Entries: 74%****1.1.5 Immerse Yourself in Footy Finals.**

With strong representation and support across local football and Netball competitions this promotion proved to be extremely popular. The incentive to support traders in the CBD was a Grand Final Event Package that included two tickets to the AFL Grand Final, the Crown Grand Final Breakfast and two nights accommodation at the Crown Plaza Melbourne. This package was drawn at a football themed family day which drew a crowd of 1500 people enjoying giant AFL themed inflatables, football giveaways, face painting, handball targets and a live broadcast from the 3YB – Dropkicks footy panel.

Campaign result:**Targeted 30 Second Radio Advertisements through campaign: 408****Entries \ Transactions: 15,000****1.1.5 Immerse Yourself in Spring Racing.**

There are a number of significant race meetings throughout the spring carnival in the surrounding region that locals attend as well as the city racing meets. The purpose of this promotion was to encourage social media activity tied in with spring-summer fashion and the lead up to the Block Party on November 5th 2017. For this promotion shoppers were enticed to upload a selfie shopping in Liebig St which entered them into a draw for a marquee package at either Warrnambool Oaks Day or the Port Fairy Cup. The promotion ran with a 'Fascinate Us with your Shopping Selfie' tag line.

Campaign result:**Targeted 30 Second Radio Advertisements through campaign: 104****Social Media Views: 3400**





1.2 Marketing

Raise the profile of Warrnambool as the premier shopping destination in South West Victoria.

1.2.1 Advertising

Radio advertising through ACE Radio as a major part of the advertising activity. A combination of 30 second commercials and daily live reads were broadcast in relation to the individual promotional activity. The \$1Million promotion and Red Carpet trader promotions featured daily for the duration of the campaigns with adjunct broadcasts for the smaller targeted Immerse Yourself promotions for Easter, May Races, Footy Finals spring Carnival and street launch event. A live broadcast took place at the AFL promotion on the Civic Green and several live crosses at the street launch.

Regional TV advertising was implemented to expand the reach of the campaign across western Victoria and Eastern South Australia to an estimated 24,000 viewers per screening. Starting in April, a 30 second and 15 second television commercial aired 968 times on the Prime7 network across Western Victoria and Win network Mt Gambier. The TV campaign finished after the last Friday night AFL finals match with viewing estimated to be in excess of 45,000 people per screening. The reach into South Australia netted 162 entries into the chance to win \$1 Million.

Digital advertising campaign was implemented to maximise the Reach & Frequency of the TV Commercial and radio advertising by extending the campaign using the highly targeted channels of YouTube, Facebook and Instagram. By using geographic targeting on the digital campaigns to reach the audience, and setting the area at Warrnambool +100km radius, the campaign was estimated to get 150 ad views on YouTube and the Google Video Network every day on average.

Social media strategy was implemented through a dedicated facebook page which has 3,975 people following it and 14,000 people who have visited. This page has been utilised to create a social media presence for all promotions including individual store messaging, event

information, renewal related news stories, information regarding the works, celebrating milestones, and new store openings. 8 videos were posted. Highest viewed were 'Win \$100,000 for a new set of wheels' (6.3K views), 'Fascinate us with your shopping selfie' (3.4K views) and 'We are live as Zoe takes her chance at the million' (1.9K view) The total views for the page were 15,057. There were 134 posts on the page from January 31st until 20th December 2017. Most popular post was 'Walk the Red carpet at Unisex Cuts' with 1.2K post clicks.

Point of Sale advertisements have been in place at all participating stores and business cards were made available to guide shoppers to the entry page for the \$1Million promotion. Labelled promotional buckets have also been used for other promotional activity.

Shop front windows of participating stores in Liebig and Koroit streets have displayed promotional posters.

Newspaper advertising was not engaged in 2017 however The Standard ran 17 news stories on the CBD works.

1.2.2 Marketing Research

Promotional data from the chance to win \$1 million Promotion was managed through Survey Monkey which required participants to answer a series of questions to enter the competition, this provided valuable demographic data. This data gave insights into the age and sex of people shopping in the main street along with data on the length of time they stayed, where they were from, the average spend and peak times in competition entry. Higher level data assessment of the smaller promotions was collected to support the data gathered through the major promotion.

Pedestrian intercept surveys commenced in 2017 to obtain data for a research study as well as gaining information on peak times and trends in the CBD that is specific to a location. The information was collected in January and June and captured data on shopping behaviour, visitor demographic and community engagement showing the South Liebig to be the most popular static site where people will sit or linger. Interestingly the data shows the CBD to be slightly busier in June than January. The busiest crossing point is at the Koroit Street lights and the busiest pedestrian time in the CBD is 12.30pm. Once the 2018 data is captured more comparative data will be available.



Fascinate us
— with your shopping selfie! —

Send us a selfie while you're shopping in Liebig Street and you could win double passes to one of two fabulous Warrnambool Racing Club meetings along with a beverage package and canapes.

So whether you're getting set for the Spring Racing Carnival or simply enjoying a latte in the sunshine, scan in the below QR code to send in your picture.

The prize

Two passes to either (winners choice) the 2017 Warrnambool Toyota Oaks Day on Thursday November 9 in the Oaks Lawn Marquee or the 2017 Port Fairy Community Race Day twilight meeting on Thursday November 30 in the Seagull Marquee.

Both packages include:

- Marquee with assorted cocktail furniture – no allocated seating
- Grazing hot and cold canapes
- Five hour beverage package including beer, wine and soft drink
- Outdoor courtyard
- Race book per guest
- Course admission

Total prize value is up to \$270.
*Terms and conditions apply.



  WWW.CBD.WARRNAMBOOL.VIC.GOV.AU

www.CBDme.com.au

1.3 Activation

1.3.1 Events

The completion of the stage one works of Liebig Street has opened a number of activity nodes from which a range of events can be held. The Block Party held on November 5th incorporating the final draw of the chance to win \$1 million was the first community event to be held in the space. This successful event saw a number of activations of various sizes and complexities taking place simultaneously in the northern two blocks of the street. The event was well attended and supported by traders.

A similar opening will be scheduled to mark the opening of the stage 2 city centre renewal street scape in 2018.

Four Christmas trading activation events were also held on the four Saturdays in December. These events saw Santa and Mrs Claus visiting Liebig Street along with Acrobatic Juggling Elves, roller skating Christmas baubles, free face painting, carolling and busking taking place in the southern two blocks of Liebig Street.

1.3.2 Street Performance Art & Vending

A review of current busking and street vending applications and permits is currently taking place by the Warrnambool City Council's Local Laws department. A significant factor for consideration as part of this review was the new activation nodes that are situated in the stage one works area. An Expression of Interest from potential performers has been completed and a regular schedule of entertainment is to be established.

1.3.3 Community Led Place making

In 2017 the city centre leadership wanted to empower the community input for street activation. A community driven event named 'Beers and Ideas' was launched as a micro grants program offering matched funding support to the entrepreneurial and creative community of Warrnambool. Beers and Ideas events were run in October and December 2017 with the format proving to be popular with high attendance numbers. Four ideas were pitched at each session with two winning ideas scheduled for implementation in early 2018. A late night shopping event was initiated by a group of traders in December with Council's support. The evening saw shops across the CBD open late incentivising trade by running sales promotions with a number of activations taking place including carolling, gift wrapping and busking.

1.3.4 Community Workshops

Andrew Hammonds is a reknown placemaker who established Placefocus which is responsible for Australia's most diverse range of training, resources and tools on Placemaking and urban design. A two day placemaking course was conducted by Andrew Hammonds in October where the focus was to support a people centred approach to the planning, design and management of public spaces including streets, squares, footpaths, parks and parts of buildings. The workshop was attended by a strong mix of community, traders and council officers and councillors and tied in with the launch of the community led place making event 'Beers and Ideas'.





**WIN TICKETS
TO THE**

**AFL TOYOTA
GRAND FINAL
2017**

Shop at participating stores in the
Warrnambool CBD for a chance to win an
amazing Grand Final experience including:

- 2 x Category 1 tickets to the 2017 Toyota AFL Grand Final
- 2 x tickets to the Crowne Grand Final Breakfast
- 2 x nights accommodation at the Crown Plaza Melbourne

AFL Authorised GF Promotion: GFAFL17/81

www.CBD.warrnambool.vic.gov.au

WARRNAMBOOL
IMMERSE YOURSELF
PROFESSIONAL CITY HOTEL

AFL TOYOTA
882 EYB
COAST FM
PRIME 7

WARRNAMBOOL
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WARRNAMBOOL
WWW.CBD.WARRNAMBOOL.VIC.GOV.AU

www.CBDme.com.au

2. BUSINESS HEALTH

Empowering Business Growth.

2.1 Business Support.

2.1.1 Dedicated Business Support Officer.

In 2017 a dedicated CBD Placemaking Officer was appointed to support businesses and field enquiries throughout the construction phase of the city centre renewal project. This officer has also worked closely with the trader representative leadership group and traders themselves assuming responsibility for the 2017-2018 marketing and promotional activity.

2.1.2 Centrally Located CBD Office.

Feedback from initial consultation on the City Centre renewal identified a desire from CBD Based businesses to receive support from a centrally located project office. This Feedback was acknowledged and the City Centre renewal office was opened at 142 Liebig Street, November 2016, in the stage 1 construction area. It remained open at this location during the completion of stage 1 works and closed in

November 2017. The office received over 500 visitors in this time with staff assisting in a range of enquiries.

2.1.3 Personalised Marketing Support.

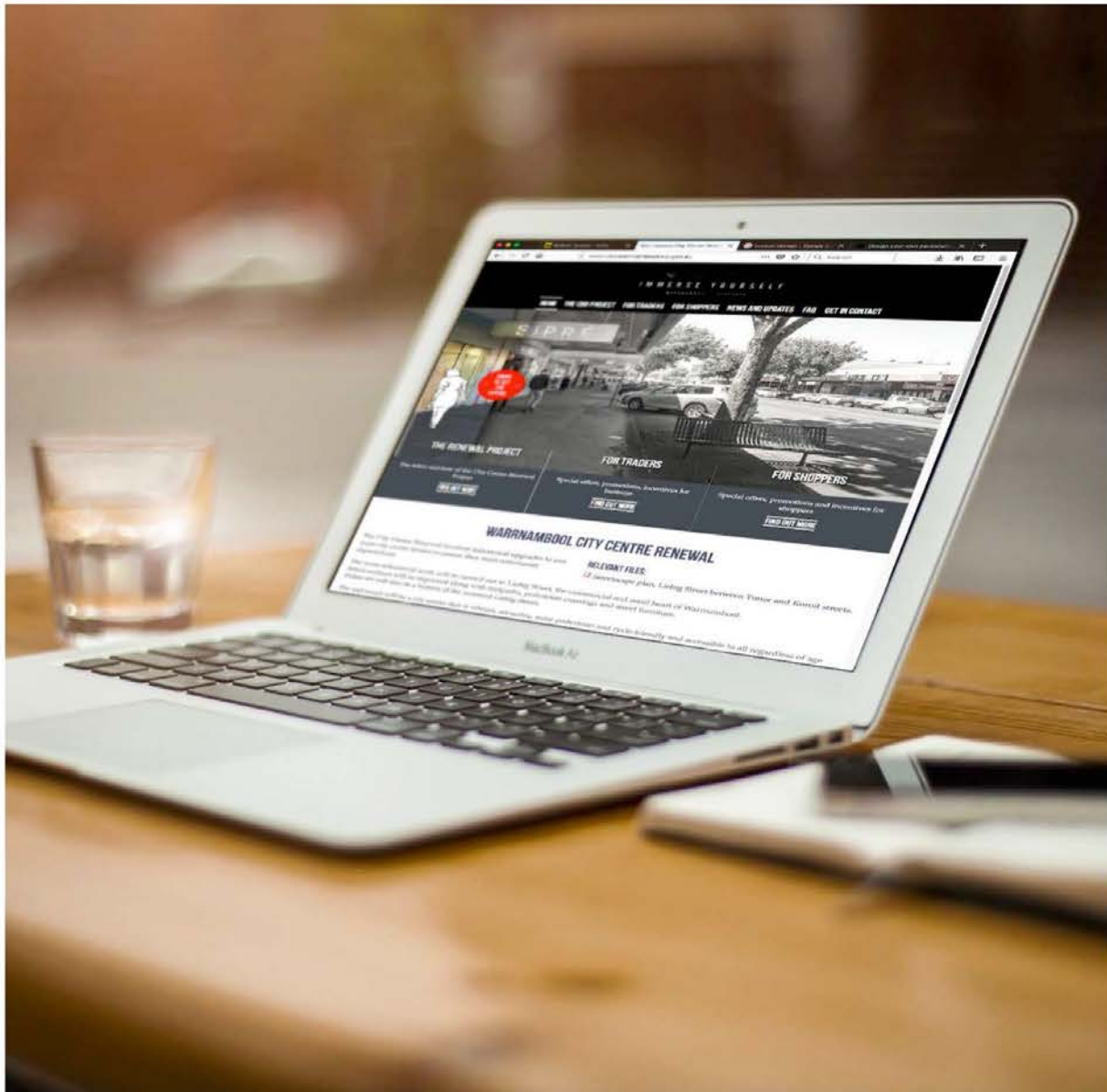
The Red Carpet Promotion provided the ability to personalise marketing messages through live radio reads and the Immerse yourself Warrnambool Facebook page on selected days. This opportunity empowered businesses to entice customers to their store through individual promotion.

2.1.4 Mentoring with industry Experts.

Retail expert, Martin Ginnane provided three opportunities for businesses to receive 1:1 industry specific mentoring during 2017. These opportunities were provided by collaboration with commerce Warrnambool and SW Tafe.

The Great South Coast Small Business Festival ran from the 17th July to the 14th August 2017. The festival aims to inspire and motivate regional businesses, while celebrating the strength and vitality of the small business sector in the region. The 2017 festival saw 22 events run with 802 delegates taking up the opportunity to build business knowledge, skills and opportunities through a range of events and opportunities.





1.4 Communication.

1.4.1 Media Releases.

At all major milestones during the stage one works, press releases were provided relevant media outlets with up to date information on the progress of the works and new major developments.

1.4.2 City Centre Renewal Updates.

Nineteen project updates were distributed from July to all traders and interested members of the public during the works. These updates are also posted on the cbd.warrnambool.vic.gov.au website.

1.4.3 Dedicated CBD Website

A dedicated website was established to display up to date news and information on the project, support information for traders, shopping promotions and details relevant for the broader community. The website also provided information on Frequently Asked Questions and general information on the works projects. The website had 29,851

sessions with 18,881 unique visitors. The total number of page views for the site was 86,334 with the most popular pages being the \$1 million competition and the home page. The website averaged around 100 visits a day and the website received the most hits on the 1st October with 374 hits which was when the \$million promotion finished.

1.4.4 Social Media Messages.

The CBD Warrnambool Facebook page regularly post promotional messaging for relating to CBD promotional activity, project updates, press release details and related interesting messages. This page has had 179 posts since the start of the year and its highest reach was 4664 people. The page receives likes from 61 different Nations other than Australia with the most regular likes coming from Great Britain, Denmark, New Zealand, Taiwan and the USA. Nationally the cities apart from Warrnambool where our highest likes come from are Melbourne, Mount Gambier, Geelong, Brisbane and Ballarat. Females ages 45-54 are the most engaged with the page.



2.2 Business Appeal.

2.2.1 Support Business Led Initiative and Activation.

Council provided financial support to business led initiatives to activate the precinct in 2017 including Beers and Ideas and the Christmas late night shopping event.

2.2.2 Façade Improvement and All Ability Access Funding

Liebig Street business owners and landlords were encouraged to explore options available through the Shopfront Façade Improvement and Access Fund. In 2017 sixteen applications for façade improvements were received and 23 non DDA compliant doorways were made compliant. The improvements made to these properties have increased the street appeal and general ambience of the street. Additionally, the new street furniture which had been installed as part of stage one of the works including fixed planter beds, shared picnic tables and public artwork is also increasing street appeal.



2.3 Business Attraction.

Assist in the attraction of new business offerings to the Warrnambool city centre.

The completion of stage 1 works has provided the foundation to encourage major retailers and unique bespoke businesses to take up long term tenancy in the rejuvenated precinct. Short term vacant property activation initiatives are also being investigated for 2018.

During stage one of the works Council offered to the businesses/property owners for provisional upgrades of communications services. This was the first time upgrades to the Telstra pipe network were able to be accommodated and 23 clients took up this offer. There were also opportunities to upgrade other services, gas, electricity, drainage. Centrepoint and Mahers had their drainage repaired.

A number of new businesses moved into Liebig Street in 2017 including Home and Happiness, Phinc, Aussie Disposals, Gazman, Unisex cuts new store, Hoppy's Café, Family's Fish and Chips and Two Kings Burgers. Up to four businesses either ceased trading or relocated from Liebig Street during 2017.

2.3.1 Vacant Property Activation.

Activation opportunities were investigated for long term vacant properties in the Warrnambool CBD. Engagement has begun with property managers in relation to opportunities for short term themed activation around key holiday, promotion and event dates.



City Centre parking
IT'S FREE!

SHOPPING IN THE CITY CENTRE IS EVEN BETTER VALUE WITH FREE PARKING IN PARKERS CAR PARK FROM NOVEMBER 1, 2016 TO DECEMBER 31, 2017

Time limits still apply so you must print a ticket – instructions on the ticket machines.

IMMERSE YOURSELF
WARRNAMBOOL CITY CENTRE

Warrnambool City Council: *building a 21st century city centre*

SUPPORTED BY

 **THE STANDARD**   **PRIME 7**

*Participating businesses include those in Liebig Street between Raglan Parade and north of the Timor Street roundabout and Koroit Street between Liebig Street and east of the Kepler Street roundabout.

www.CBDme.com.au



3. MEASURING SUCCESS

Tracking Community Engagement & Economic Health of the City.

3.1 Active Spaces.

Measuring human interaction with the Warrnambool CBD.

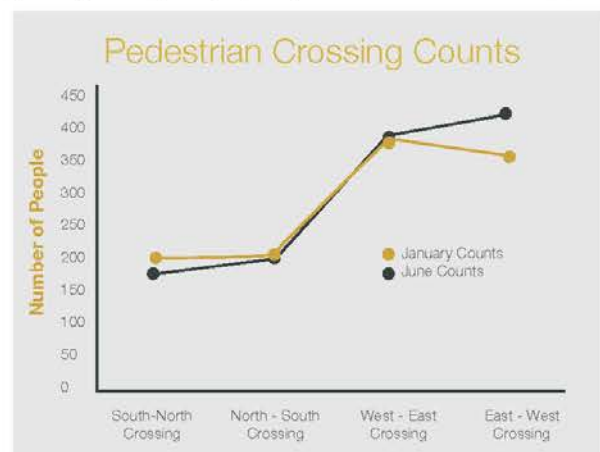
Three methods were utilised to measure the activeness and human interaction with the Warrnambool city centre. Pedestrian flow measures the volume of people traversing the City. Stationary activity measures the 'Stickyness' and use of public spaces. These measures are supported through data collected from pedestrian intercept surveys.

3.1.1 Visitation

Pedestrian Counts were undertaken to provide information on where people walk and stay either as part of their daily activities. Key central crossing points were identified across the CBD and were measured periodically providing an indication of visitation trends in the area. Preliminary counts conducted in January and June 2017 recorded a total of 2327 crossings at these key locations in the CBD. The count identifies the middle of the day as the busiest time in the CBD and evening as the least busy. Interestingly the counts conducted in June showed the CBD to have higher crossing counts than in January with 1128 crossings recorded in January compared to 1199 in June. 58% of the recorded pedestrian crossings were conducted at signal operated location identifying a preference for these locations.

Stationary Activity Counts were conducted to provide information on how many people sit, stand or carry out other stationary activities in the city and where they do it. These activities act as a good indicator of the quality of the community space. A high number of people choosing to spend time in the city indicates a lively city with a high level of community attraction. Preliminary counts conducted in January and June 2017 recorded 692 stationary activities taking place at these key locations in the CBD. The count identifies midday as the time people are most inclined to conduct stationary activity and 6.00pm as the least likely. Understandably the counts also showed a higher number of people undertaking stationary activity in January rather than June.

Car Parking Meter Data was utilised to determine the number of car visits to the shopping precinct and the duration of the stay. Historical data is only available in the form of fees collected, the new metres which were installed in November 2017 offer more detailed information and analysis of car parking trends and behaviours in the region will provide greater reporting capability on visitors the Warrnambool CBD.





DARRIWILL Farm

IMMERSE YOURSELF
in **Easter**

Shop at participating stores in Liebig St
for a chance to win a

\$250 hamper

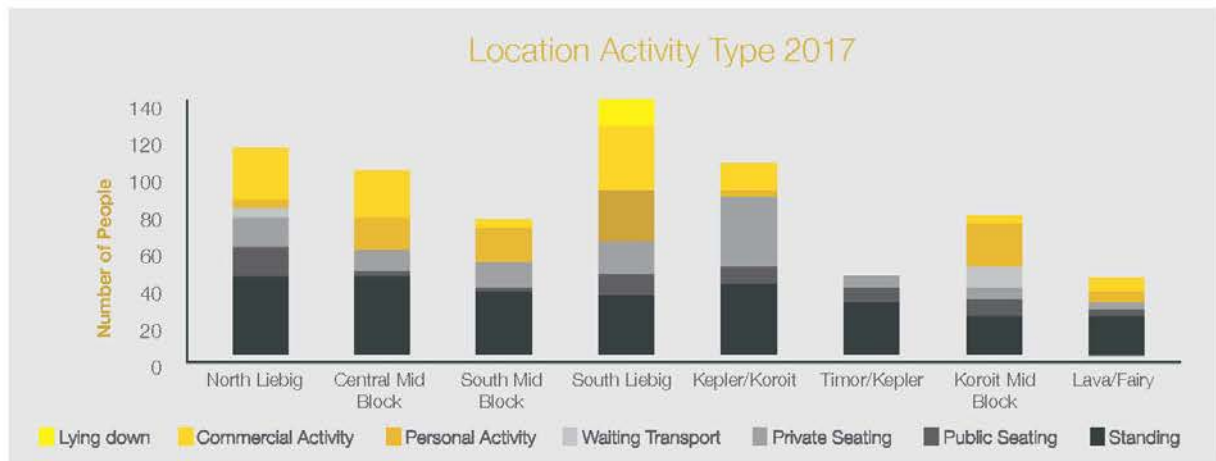
While you're shopping, collect a colouring-in
sheet (for big and little kids)

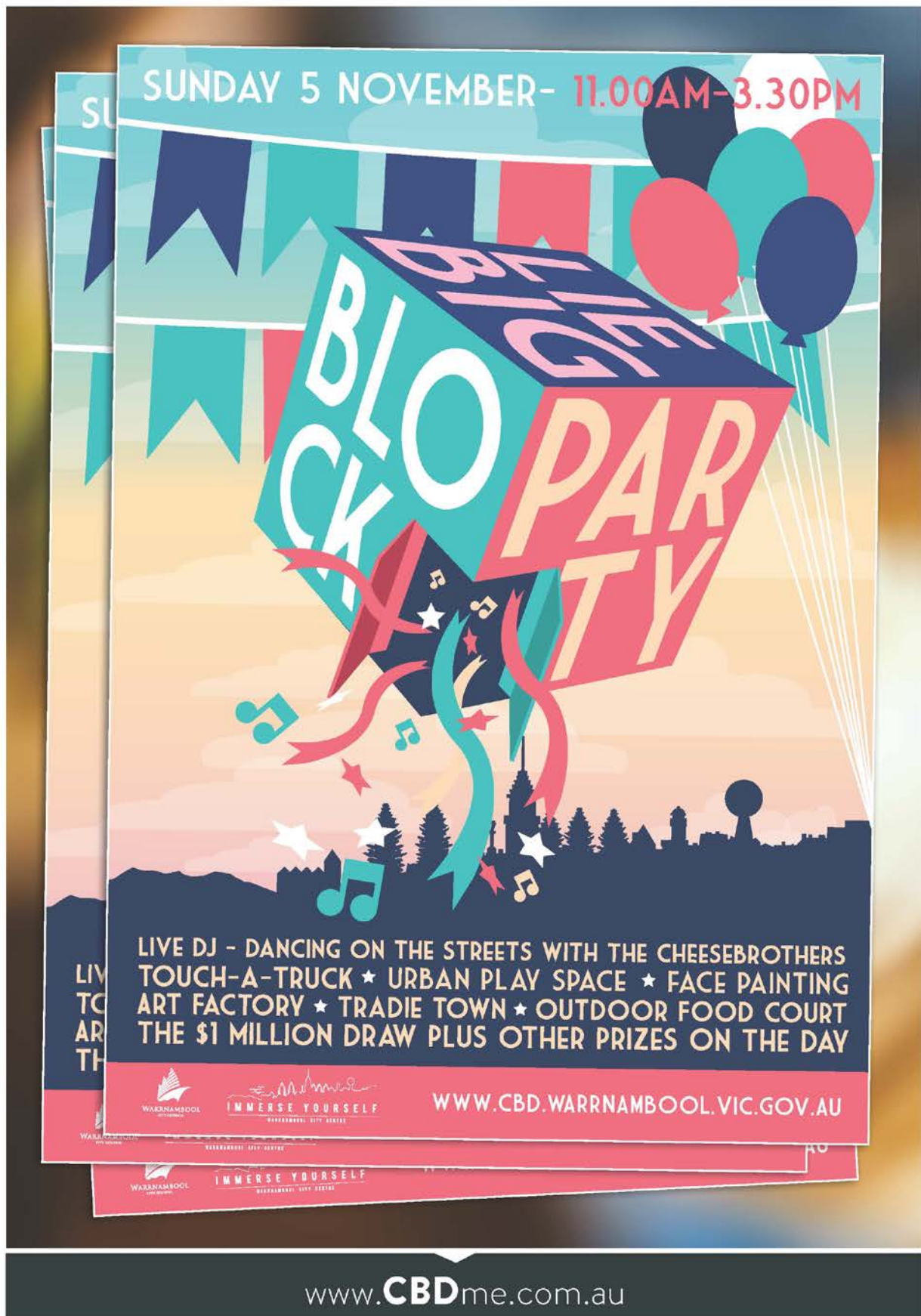
Take your finished masterpiece to the City Renewal
Project Office, 142 Liebig Street, to collect an
Easter treat and have your work put on display.

The hamper winner will be drawn on Easter Saturday at 3pm and
announced on www.facebook.com/warrnamboolCBD

 WWW.CBD.WARRNAMBOOL.VIC.GOV.AU

www.CBDme.com.au





3.2 Business Diversity. Measuring the diverse tenancy mix in the Warrnambool City Centre.

Investigating opportunities for Warrnambool City Council Economic development team, Commerce Warrnambool and Property Managers to work collaboratively in attracting diverse retail and service business tenants to the Warrnambool CBD was identified as Business Health initiative.

3.3 Employment Growth. Measuring business health & Economic strength in the precinct.

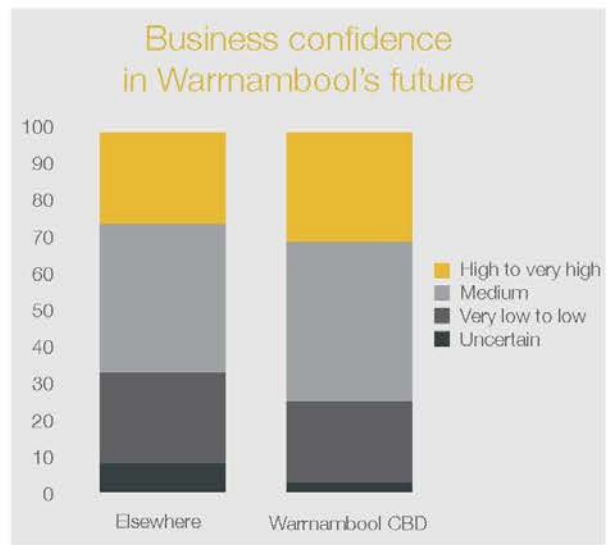
Periodic measurement of worker numbers and employment mix in the Warrnambool CBD provide an indication of general economic health and business prosperity. 2016 Census data presented growth in retail trade employment from 2011 to 2017.

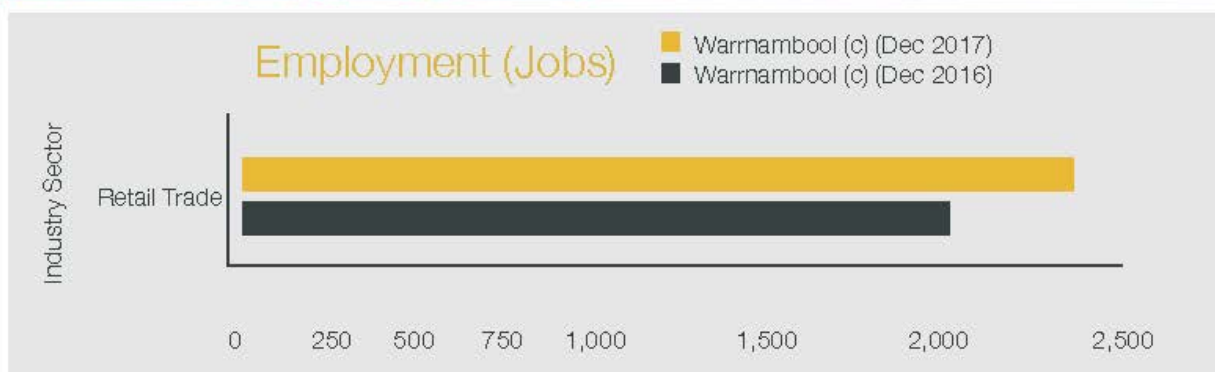
The 2017 Business Trends Surveys also resulted in increased business confidence with respondents from the CBD indicating strong confidence in future trade and expanding their staff levels in the near future.

3.4 Investment. A measure of confidence in the future strength and sustainability of the city.

Planning and building permits submissions reflect the level of commercial confidence in the future strength and sustainability of an area. These are also indicators of future employment benefits & impacts in the building and construction sector. The following totals relate to permit submissions made during 2017 within the City Centre construction area.

Cost of works for approved building permits \$3,856,027.12
Cost of works for approved planning permits \$2,775,443.00





*Spend \$30 or more in participating shops along
Liebig and Koroit streets for a chance to*

Win
\$1 MILLION

IMMERSE YOURSELF
WARRNAMBOOL CITY CENTRE

Details at
WWW.CBD.WARRNAMBOOL.VIC.GOV.AU

WARRNAMBOOL CITY COUNCIL
882 3YB
COAST FM 95.3
The Great South Coast
The Great South Coast

www.CBDme.com.au



2018

Behind every
Warrnambool
business
is a family.

Come shop in a street like ours.
www.CBDme.com.au

A collage of nine photographs showing various people, likely business owners or staff, in different settings, representing the 'family' behind Warrnambool businesses. The photos are arranged in a grid-like fashion, with some individuals appearing in multiple photos. The settings appear to be various types of businesses, including what looks like a cafe, a shop, and a bar.



1. CITY ATTRACTION

Increase the amount of people visiting and engaging with the Warrnambool CBD.

1.1 Promotions.

Encourage increased visitation to the Warrnambool CBD precinct.

To support local business and as part of the City Centre Renewal project an extensive promotions campaign is underway. The campaign's strategic objective has been to attract shoppers from across Western Victoria to choose the Warrnambool CBD as a shopping destination. Liebig Street businesses directly impacted by stage one of the street renewal construction activity have been the focus of the 2017 campaign and this will shift to the businesses in stage two of the construction activity for 2018. It is anticipated that surrounding business and the greater community will also benefit from increased visitation to Warrnambool.

1.1.1 CBDme Promotion.

The CBDme promotion has been designed around the feedback received from the traders wanting to remind shoppers to buy local and that behind every small business there is a family that are part of our community. The CBDme promotion will be available to all CBD traders who would like to participate and will feature images of the people behind the business and a brief story about them. Live radio

crosses will also reinforce the message and provide all participating traders with a platform to tell their story, build a connection with their consumers and be a visible reminder to the public that they're open, trading and wanting to engage and be promoted on various mediums throughout the region.

When: February through October 2018.

1.1.2 Find the Five.

Find the Five will be the central promotion in 2018, and is based on a gaming concept. The competition will encourage shoppers to collect a number of tokens by making purchases over \$10 in participating stores. Tokens will be distributed via a break open cards which will also feature a fun Warrnambool fact, an instant win prize or a token symbol. Once all token symbols are collected the shopper will be eligible to go into the draw for a major prize. There will be four 8 week rounds with different tokens to be collected in each and a major prize given away every round. This promotion is intended to attract visitation and encourage transaction from a broad region with cards available from retail, hospitality and service outlets.

When: February through October 2018.

1.1.3 Free Parking promotion.

To support businesses immediately impacted by construction works in 2017-18 council adopted a number of parking initiatives to encourage visitation to the Warrnambool CBD throughout the works period.

Provision of 179 free car parks in Ozone Square Car Park from November 1, 2017 to the December 31, 2018, this is in addition to the 113 paid parks which are available for 4 hours.

Provision of 10 free 15-minute car parks in Coles Younger Car Park. Parkers carpark which was free during Stage 1 of the works has now returned to paid 2 hour or all-day parking.

This free parking strategy represents an investment by Warrnambool ratepayers of \$490,000 over three years.

All carparks in the Warrnambool CBD are free on weekends after 12 midday Saturday.

www.CBDme.com.au

1.1.4 Easter Promotion.

Easter is a peak trade period in the Warrnambool City centre, Victorian School holidays and public holidays bring increased visitation from abroad and the Easter Sprint car trail is a major event on the speedway calendar also contributing to the visitor economy. After the success of the 2017 Easter promotion a similar format will be used again in 2018. The Easter promotion will include a competition to win an Easter Hamper of a significant value and a children's colour in competition. The competition and activity will be promoted through radio and via Social Media.

When: 25 Feb – 24 March 2018.

1.1.5 May Races Promotion.

The Warrnambool Racing Club's, May Racing Carnival is supported heavily by locals and brings thousands of visitors to the city for the 3 day event and providing an economic impact of more than 10 million dollars to the local economy. This is undoubtedly a marquee event on the Warrnambool calendar contributing significantly to the visitor economy outside of the peak summer period. Shoppers again will be encouraged to enter in stores for their chance to win a double pass to a Marquee package for Warrnambool Cup Day which will be donated by the Warrnambool Racing Club. **When: 08 – 29 April 2018.**

1.1.6 Fun4Kids Promotion.

This will be a new promotion for 2018 and is designed around building

on the anticipation of the Fun4Kids festival. The Fun4Kids promotion will involve a treasure hunt through the CBD with completed entries going in the draw to win a family friendly package which will include a family pass to Fun4Kids, a family pass to Aquazone and a family pass to a show at the Lighthouse Theatre. Entry forms will be available in the form of placemats at cafes and restaurants in the CBD, kids will then follow the clues on the forms to find themed objects at various locations in the CBD. Once the treasure hunt is completed the forms would be dropped at a designated location for entry into the major prize.

When: 03 – 30 Jun 2018

1.1.7 Footy Finals promotion.

The footy finals promotion was one of our most popular promotions in 2017 receiving 15,000 entries in the three weeks it was run. In 2018 the promotion will run again as AFL, at all levels, is heavily supported across Western Victoria. This promotion will again encompass a celebration of all levels of AFL football with local associations and the AFL governing body participating in a football themed family day on the Civic Green. Through collaboration with AFL broadcast partners, shoppers will be encouraged to enter in store for a chance to win a 2018 AFL Grand Final Package. The promotion will also feature a family friendly Football and Netball event on the Civic Green.

When: 26th August- 17th September 2018





1.2 Marketing

Raise the profile of Warrnambool as the premier shopping destination in South West Victoria.

The new CBDme promotion was created after a number of trader consultation sessions with the traders wanting to encourage people to buy local through the telling of their stories. An integrated marketing campaign has been designed around the CBDme branding which will increase awareness locally and across the region of the traders in the Warrnambool CBD. The campaign will encompass a broad range of media to a gain maximum reach within the modest budget available. The impact of the campaign is measured through tracking of transactional data obtained through 3rd party provider. A CBDme.com.au website will be established.

1.2.1 Advertising

Radio advertising

Digital advertising

Social media.

Point of Sale

Shop front

Newspaper advertising

1.2.2 Marketing Research

Gain understanding of visitors to the Warrnambool CBD and how they interact with the businesses and precinct.

Promotional data will be collected through two avenues in 2018. Competition entry into the various promotions will provide some higher level information on the demographics of people entering. The distribution of the break open token cards in the Find the Five competition will also provide information on the number of shoppers visiting various outlets throughout the four different promotional periods. Entry into the major prize draws will also capture data.

Consumer spend tracking will be measured in 2018 by looking at EFTPOS and Credit Card transactions across the city of Warrnambool breaking down the data at a SA2 level to compare the two main shopping districts. With more than 50% of all transactions now conducted in this way, the sample size will be a much clearer overview of the city spending patterns including capturing and measuring:

- Resident and visitor spending at the SA2 level in Warrnambool
- Escape spending to analyse the spend leaving Warrnambool at an LGA level
- Event impacts by SA2 and LGA level
- Seasonal and long-term spending trends in Warrnambool at SA2 and LGA level
- Volume of spending by industry by SA2 and LGA level
- Impact of spending on employment by SA2 and LGA level
- Impact of spending on floorspace demand at an LGA level

Pedestrian intercept surveys will again be conducted to in 2018. In obtaining the data for a second year it is hoped that valuable information on the effect of the works will be captured. Intercept surveys will continue to be conducted bi-annually in peak summer trade and slower winter trade periods to establish consumer trends across the city centre.

1.3 Activation

Supporting community events, installations and activities to enrich the visitor experience in the precinct.

Activation involves identifying local assets unique to a place, the skills and passion of the local community, individuals or businesses, physical structures and places and capitalising on those to create distinctive places. Placemaking is key to creating, safe, vibrant, public spaces which strengthen the connection between the community and the places they share by adding to the amenity, activity and appearance of a place. Place making encompasses public art, street activation and creative activities to build better communities and attract people to underutilised areas.

1.3.1 Events

The renewal of Liebig Street is providing an ideal stage to conduct community events. On completion of the Stage One works a number of events have already been held in the area including the Block Party, Christmas street activations and a trader lead late night shopping Christmas event. A range of events to compliment existing city activity will be investigated, supported and scheduled into a 2018 calendar of events for the Warrnambool CBD. Events currently being proposed for 2018 in the CBD include Kids construction tours, the Football Grand Final event on the Civic Green, monthly Shop Sunday events, and of course an end of year celebration which will combine the end of the works and the launch of Christmas. In conjunction with the events in Liebig Street a range of events will be activated to run in the adjacent laneways.

1.3.2 Laneway Activations

The trader consultation sessions revealed a strong desire to activate the cities laneways especially those that connect Liebig Street to the off street car parks. A focus for stage two of the works will revolve

around the laneway known as Little Liebig. This laneway runs parallel to Liebig St from Timor Street to the Ozone carpark. The aim is to make the laneway an active, interesting and safe space for pedestrians moving from the car parks to Liebig St. The successful application to the State Governments Graffiti prevention grant has seen three new murals being installed into the laneway in 2017. Further work will be carried out in the Laneway in 2018 and traders will be encouraged to open back entrances to their premises to promote further use of this Laneway.

Further Laneway activations being planned for 2018 include a Summer Lane, and outdoor cinema, a Laneway disco and Laneway suitcase sales.

1.3.3 Street Performance Art & Vending

The improved amenities in Liebig Street, especially the Activity nodes will be activated year round with buskers and street performers. After the current review of Street Trading Policies is completed it is envisaged that local community groups, schools and businesses will regularly activate these nodes.

1.3.4 Community Led Placemaking

Warrnambool's creative community have been instrumental in revitalising and activating some of the city's once disused spaces and laneways into unique and attractive places. Beers and Ideas is an independently ran Placemaking activity that will continue to run in 2018 with Council support. This incentive will continue to allow successful applicants to deliver quality programs, projects and events significant to Warrnambool, enabling social and economic returns to the city through street activation during the renewal period. Council will continue to provide financial assistance and Officer time to this event. Many of the Liebig Street traders have expressed an interest in establishing their own body to initiate placemaking activities. Council will endeavour to provide support, guidance and further assistance as needed to these events.





1.4 Communication.

Disseminating messages relating initiative and activity within the Warrnambool CBD.

Consistent public relations messaging pertaining to the City Centre Renewal projects marketing and promotions program has been delivered through a number of mediums including both print and broadcast news, regular project update to distribution lists, websites and a dedicated Facebook page.

1.4.1 Media Releases.

Project and CBD media releases continue to be provided to print and radio news sources for PR Purposes. This communication method raises public awareness and drives local interest in the Warrnambool CBD.

1.4.2 City Centre Renewal Updates.

Weekly project updates containing detail of project progress, future works and city centre activity will continue to be distributed to email and mobile phone contact lists containing both traders and interested members of the public. The weekly updates are also available on the cbd.warrnambool.vic.gov.au website.

1.4.3 Dedicated CBD Website

The CBD.Warrnambool website displays up to date information on the project, support information for traders and detail relevant to shoppers and the broader community.

1.4.4 Social Media Messages.

The CBD Warrnambool Facebook page will continue to regularly post promotional messaging for relating to CBD promotional activity, project updates, press release details and related interesting messages.

2. BUSINESS HEALTH

Empowering Business Growth.

2.1 Business Support. Engagement, education, empowerment.

Warrnambool CBD Businesses will be supported throughout the City Centre Renewal Project through a dedicated support

2.1.1 Engagement surveys.

Conducted annually to collect essential business and local industry data, including detail of trading practices, business operations and employment across all sectors. This information assists in the development of business support offerings and practices.

2.1.2 Dedicated Business Support Officer.

A dedicated CBD Placemaking Officer will again be available as a first point of contact to support businesses throughout stage two of the project. This officer will continue to work with the CBD renewal leadership group and will also coordinate activations and events in Liebig Street and many of its laneways.

2.1.3 Tracking Consumer spend

This will be measured in 2018 by looking at EFTPOS and Credit Card transactions across the city of Warrnambool breaking down the data at a SA2 level to compare the two main shopping districts. With more than 50% of all transactions now conducted in this way, the sample size will be a much clearer overview of the city spending patterns including capturing and measuring:

- Resident and visitor spending at the SA2 level in Warrnambool

- Escape spending to analyse the spend leaving Warrnambool at an LGA level
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- Volume of spending by industry by SA2 and LGA level
- Impact of spending on employment by SA2 and LGA level
- Impact of spending on floorspace demand at an LGA level

2.1.4 Centrally Located CBD Office.

A City Centre renewal office was opened at 142 Liebig Street in November 2016, in the stage 1 construction area. This office remained open at this location during the completion of stage 1 works in 2017. For the stage 2 works the office has relocated to the Civic Centre due to its proximity of the works.

2.1.5 Personalised Marketing Support.

The CBDme promotion will provide personalised marketing messages through Radio Live reads and the Warrnambool Facebook page on selected days. This promotion will empower businesses to shop locally and entice customers to their store through building up their personal profiles through their own stories.

2.1.6 Mentoring with industry Experts.

The opportunity for businesses to receive 1:1 industry specific mentoring with retail expert Martin Ginnane was provided throughout 2017. These opportunities will be ongoing in 2018 with Martin continuing mentoring the businesses who have previously engaged with him as well as offering opportunities for new business to receive this mentoring.

The Great South Coast Small Business Festival will run again in winter 2017. This festival will once again run a series of events focussed on strengthening the small business sector by offering a range of exciting events and opportunities to network and establish connections with other business operators.



2.2 Business Appeal.

Encouraging activation initiative & street appeal.

Businesses will be encouraged and supported to work collaboratively with community groups, surrounding businesses and the Warrnambool City Council to create a vibrant and attractive shopping precinct through activity, accessibility and shop front appeal.

2.2.1 Support Business Led Initiative and Activation.

Council will continue to support business led initiatives to activate the precinct in 2018. These campaigns empower the local creative community to activate the streets and laneways across the CBD to provide opportunity for businesses and entrepreneurs, activation opportunities while broadening the availability of cultural activities. Council will continue to support the independently run Beers and Ideas and other trader led initiatives by offering financial and in kind support. Participation in these community led place making initiative creates the opportunity for businesses and their initiative partners to receive activation grant funding through the Beers and Ideas program.

2.2.2 Façade Improvement and All Ability Access Funding

The Shopfront Façade Improvement and Access Fund will continue in 2017. The funding provides an opportunity for businesses to improve the presentation of properties and to provide all abilities access to private buildings in the City Centre to complement Council's upgrade of the public streetscape infrastructure. Through the fund property owners and business operators can apply for two types of grant:

- 1) \$1:\$1 matching grants up to \$3,000 for shopfront improvements; and
- 2) \$1:\$1 matching grants up to \$3,000 for internal all abilities access improvements within private buildings that cannot be corrected by Council's City Renewal footpath works.



2.3 Business Attraction.

Assist in the attraction of new business offerings to the Warrnambool city centre.

Investigate and identify opportunities to work with property managers, real estate agents & Commerce Warrnambool to assist in the attraction of new business offerings to the Warrnambool CBD. Confidence in retail investment in Warrnambool is strong with Cotton on Clothing and Provincial Home Living undergoing major upgrades and committing to Liebig Street. In 2018 it is anticipated more investment in the CBD will take place with a number of opportunities available.

2.3.1 Vacant Property Activation.

In 2018 Council will begin working with Leadership Great South Coast to bring the Shop In A Box project to Warrnambool. Linked with Renew Australia whom are behind the Renew Newcastle initiative this project has previously been run in a number of regional cities under the Renew Australia model. The project aims to provide a framework to reactivate CBD's through temporary uses of empty shops by creatives and entrepreneurs by offering short-term contracts between landowners and tenants. Currently there are 20 vacant shops in Liebig St. A long term strategy is also tabled for discussion in 2018 with the Northern block of Liebig Street flagged as a focus area post stage 1 street scape renewal works.



3. MEASURING SUCCESS

Tracking Community Engagement & Economic Health of the City.

3.1 Active Spaces. Measuring human interaction with the Warrnambool CBD.

Activeness and human interaction will continue to be measured by monitoring Pedestrian flow, Stationary activity and parking data. These measures will be supported through data collected from pedestrian intercept surveys.

3.1.1 Visitation

Pedestrian Counts provide information on where people walk and stay either as part of their daily activities or for recreational purposes. Pedestrian Counts will take place in January and June 2018. Key

central crossing points have been identified across the Warrnambool CBD and will be measured periodically providing an indication of visitation trends in the area. The information collected in 2018 will build on the preliminary count conducted in January 2017.

Stationary Activity Count will again be conducted in January and June 2018 to gain information on how many people sit, stand or carry out other staying activities in the city and where they do it. A large number of pedestrians walking in the city does not necessarily indicate a high level of quality interaction with the space. Key Dining and recreational locations are identified as places people are most likely to stay with afternoons the most common time for activity. Counts will again be conducted in 2018 to build on the information gathered in 2017 and it is expected with the instalment of street furniture in the stage one area of the works the stationary counts to have increased in 2018.

Car Parking Meter Data is a valuable tool to use in determining the number of car visits to the shopping precinct and the duration of the stay. Historically data has only been available in the form of fees collected, however with the 88 new metres installed in 2017 more detailed information and analysis of Car parking trends and behaviours in the region will be available providing greater reporting capability on visitors the Warrnambool CBD.

3.2 Business Diversity. Measuring the diverse tenancy mix in the Warrnambool City Centre.

Continuing to investigate opportunities for Warrnambool City Council Economic development team, Commerce Warrnambool and Property Managers to work collaboratively in attracting diverse retail and service business tenants to the Warrnambool CBD was identified as Business Health initiative.

3.3 Employment Growth. Measuring business health & Economic strength in the precinct.

Periodic measurement of worker numbers and employment mix in the Warrnambool CBD will provide an indication of general economic health and business prosperity.

3.4 Investment. A measure of confidence in the future strength and sustainability of the city.

Planning and building permits submissions reflect the level of commercial confidence in the future strength and sustainability of an area. These are also indicators of future employment benefits & impacts in the building and construction sector. The following total dollar amount estimate relates to permit submissions made Nov 16 to Oct 17 within the City Centre construction area.

Estimated cost of works for approved building permits \$3,900,000.00

Estimated cost of works for approved planning permits \$2,800,000.00



CBDme



Cr. Neoh returned to the meeting at 6.30pm.

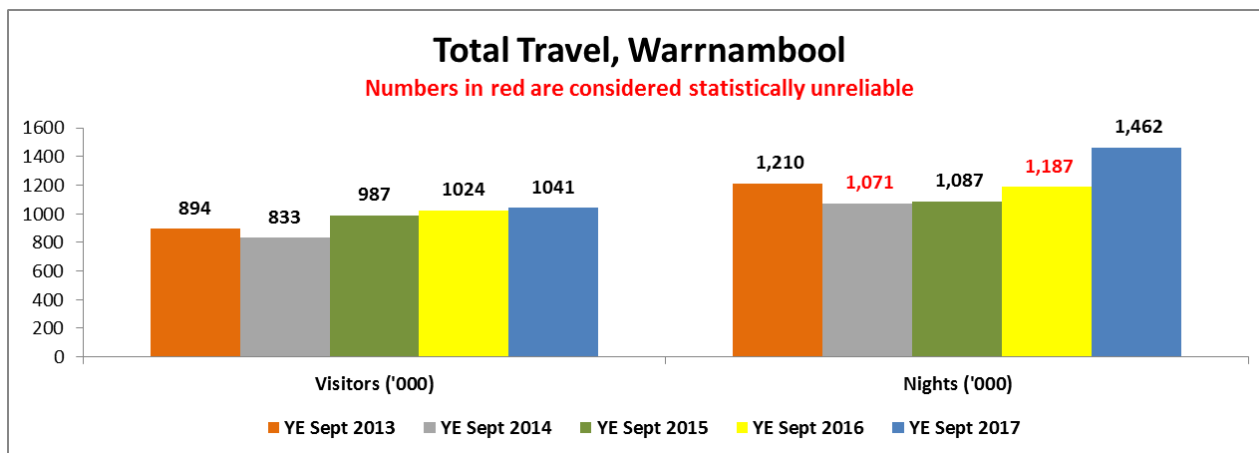
5.8 GREAT OCEAN ROAD REGIONAL TOURISM (GORRT) – ANNUAL REPORT 2016/17 AND VISITATION STATISTICS FOR THE YEAR ENDED SEPTEMBER 2017

PURPOSE

This report contains the 2016/17 Annual Report for the Great Ocean Road Regional Tourism Board and visitation statistics for the Great Ocean Road for the year ended September 2017.

SUMMARY

- Great Ocean Road Regional Tourism (GORRT) stretches from Torquay to the South Australian border and works with the local municipalities, local tourism associations, Tourism Victoria as well as local tourism related operators to build a more sustainable and vibrant visitor economy.
- The purpose of GORRT is to facilitate and promote the development, marketing and management of tourism for the Great Ocean Road region. GORRT is funded by a combination of Government Grants, Local Government contributions, Industry and community investment and other sources.
- Warrnambool City Council, along with other GORRT municipalities (Moyne, Corangamite, Colac Otway, Surf Coast, Glenelg) have entered in to a 3 year funding agreement over the June 2016 – June 2019) period.
- Salient points of the GORRT 2016/17 Annual report include:
 - GORRT focus continues to be facilitating the implementation of the *Strategic Master Plan to the Visitor Economy of the Great Ocean Road region 2015-2025*. www.greatoceanroadtourism.org.au/
 - Over the 2016/17 year visitation to the region continued to grow with a:
 - 13.5% increase in overnight stays taking total visitor nights to **7 million**;
 - a 15% increase in total visitor expenditure to **\$1.3 billion**; and strong growth in both domestic overnight visitation (up 11.4% to 6 million) and international overnight visitation (up 26.8% to 1 million).
 - Advocacy has, and will continue to be, a significant focus of GORRT with State and Federal Government support of \$153 million announced for the maintenance and renewal of the Great Ocean Road, and \$9.8 million for Stage 1 of the Shipwreck Coast Master Plan. The Strategic Master Plan identified the need to attract \$1 billion investment in public and private infrastructure and product development by 2025. Current commitments and projects in the pipeline total over \$600 million (private) and \$175 million (public).
 - The continued development, implementation and review of digital platforms and social media presence with 10 new websites and 2 more in development, and completion of 13 Destination Action Plans.
 - Commencement of Strategic GORRT Projects such as: Future of Visitor Servicing, Revenue Generation Models, Indigenous Product Development, Workforce Development Plan, Business Events Strategy, and Economic Recovery Program – Wye Jamieson Creek Fire
- The GORRT Annual Report 2016/17 is shown in full at **Appendix A**.
- One of the key performance measures GORRT adopts is the quarterly tracking of selected travel measures for Great Ocean Road and the six sub-regions of Glenelg, Warrnambool, Moyne, Corangamite, Colac-Otway and Surf Coast. This data is sourced from the National Visitor Survey (NVS), International Visitor Survey (IVS), and Holiday Tracking Survey (HTS). The data used is subject to sampling variability and caution should be applied in interpreting short term movements but is useful for monitoring trends (in this case over a 4 year period).
- Latest data available for the year ended September 2017 is shown in full at **Appendix B**, including sub-region visitation data for Warrnambool. Key visitor numbers for year ended September 2017 specific to the Warrnambool Visitor Economy include:
 - Total visitor nights of **1.462 million**, a 20.8% increase in YE September 2013. Change analysis not able to be reported on the previous year (YE Sept 2016) due to statistically unreliable estimates or results.



- Other 4 year trend data by sub-region and across domestic and international visitation is detailed in full at **Appendix B**.

MOVED: CR. NEOH
SECONDED: CR. CASSIDY

That the report be received.

CARRIED – 7:0



Great Ocean Road Regional Tourism
Annual Report 2016-2017



GREAT OCEAN ROAD
REGIONAL TOURISM LIMITED

Message from the Chairman

Wayne Kayler-Thomson



Great Ocean Road Regional Tourism is committed to building a more sustainable and vibrant visitor economy. GORRT focused in 2016/2017 on building and consolidating our strategic partnerships. This included renewal of three year agreements with Visit Victoria and our six Local Government partners and continuing to refine our product offering to grow industry investment and engagement in a regional approach to growing the visitor economy.

Our focus continues to be facilitating the implementation of the 'Strategic Master Plan to the Visitor Economy of the Great Ocean Road region 2015-2025.' Results to date are positive with June 2017 year-end figures demonstrating an increase in overnight stays of 13.5% taking total visitor nights to 7 million and an increase in expenditure of 15% increasing total expenditure to \$1.3 billion. This growth was a result of double digit growth in both domestic and international overnight visitation.

Advocacy has been a significant focus for the year and although we have a long way to go to ensure the maintenance and renewal of key infrastructure is a State and Federal priority the region has celebrated some success including \$153 million for the maintenance and renewal of the Great Ocean Road, \$9.8 million for Stage one of the Shipwreck Coast Master Plan (SCMP) and State and Federal government funding supporting nine private sector projects. Advocacy will continue to be a priority for the organisation with significant work supporting the funding bid for \$152 million over four years for Stage 2 of the Shipwreck Coast Master Plan. The Strategic Master Plan identified the need to attract \$1 billion investment in public and private infrastructure and product development by 2025. Current commitments and projects in prospect total over \$600 million (private) and \$175 million (public).

GORRT has provided significant support to facilitate investment attraction and planning and development assistance from the private sector and is encouraged with three significant projects currently going through the planning application process.

The continued development, implementation and review of the Destination Action Plans for thirteen (13) destinations and sub-regions within the region has ensured that as an organisation we understand the priorities in each local area and can facilitate a regional approach where there are synergies and/or economies of scale. A strong example of regional delivery or local priorities has been the branding project which has delivered distinctive positioning for each of our destinations which ladders up to reinforce the regional brand positioning.

TOTAL TRAVEL

	5.1 million	↓ -2.0%
	7.0 million	↑ 13.5%
	\$1.3 billion	↑ 15.0%

International overnight travel

	220.4 thousand	↑ 13.7%
	1.0 million	↑ 26.8%
	\$108 million	↑ 23.6%

Domestic daytrip travel

	2.1 million	↑ 10.3%
	6.0 million	↑ 11.4%
	\$870 million	↑ 20.8%

Domestic overnight travel

	2.8 million	↓ -10.3%
	\$284 million	↓ -2.0%

Message from the Chairman

Wayne Kayler-Thomson

With commercial partnerships in place with 11 local tourism organisations, GORRT provided a funding stream back to local destinations to assist in implementing their destination action plan and/or priorities identified through the local tourism organisation's business and marketing plans. Growing industry investment and engagement in the visitor economy through the purchase of GORRT products and services remains a challenge for all stakeholders with many operators across the region not yet participating.

Operationally, the launch of the new digital platform has been a significant milestone for both the organisation and the region. This platform facilitates driving real collaboration between all stakeholders as well as enabling dynamic curated content for visitors. A huge thank you to all stakeholders and suppliers that have worked on this project. Building ten (10) websites has required a significant amount of time, energy and resources of many stakeholders.

Only two years in to the implementation of the Strategic Master Plan to the Visitor Economy of the great Ocean Road 2015-2025 we are encouraged by what has been achieved to date and also by the level of discussion and debate as we look for solutions to some of the challenges, future governance models, revenue generation, congestion, safety and exceeding visitor expectations. The future for the region is positive. We are on the cusp of an era of considerable change and it is heartening to play such a pivotal role in facilitating a united, strategic and regional approach.

I would like to acknowledge the Board, staff of GORRT and local government partners for their continued hard work and dedication and the army of volunteers that drive our local tourism organisations. Their work does not go unnoticed and is critical to building a stronger and more connected industry.



Wayne Kayler-Thomson
CHAIRMAN

Operational report

from the General Manager, Liz Price

2016/2017 saw the continued development of the GORRT digital platform with the completion of nine websites with two more in final development.

The platform enables us to develop dynamic content and the next priority in this project is working closer with Local government partners, visitor information centres and local tourism and traders groups to develop a more collaborative approach to delivering real time information.

Our strategy is to provide comprehensive and credible information to visitors. To own the position of the local experts curating information to the needs of visitors to maximise visits to the region.

Web Performance

Visitation to the digital platform is growing. The regional site is the primary call to action from Great Ocean Road generated activity including integration with social, digital and traditional campaigns. GORRT is working with the local councils and local tourism organisations to build the presence and hence traffic to the destination sites. Increasing operator participation and content within these sites is critical to growing the consumer audience.

Websites include:

<https://www.visitgreatoceanroad.org.au>
<https://www.torquaylife.com.au>
<https://www.angleseaadventure.com.au>
<https://www.visitapollobay.com>
<https://www.visitotways.com>
<https://visit12apostles.com.au>

<https://visitwarrnambool.com.au>
<https://www.portfairyastralia.com.au>
<https://www.greatoceanwalk.com.au>
<https://www.wiamporland.com.au> (in development)
lovelorne.com.au (in re-development)

	Regional site	Sum of Destination sites
Sessions	598,941	528,801
Users	455,750	408,603
Page views	1,630,341	1,391,919
Pages per session	2.72	2.504
Average session	2:40	2:05
Bounce Rate	55.28%	57.73%
% new sessions	75.50%	77.65%



Operational report

from the General Manager, Liz Price

The redevelopment and improvement of the Whale Blog was a great new initiative for the regional site. The Whale Blog enables visitors to log their sightings of whales including loading any images or video and logging whale visitation through the season. The launch of the blog was supported with some digital advertising and distribution of posters and postcards across the region. The whale Blog also enabled visitors to whale watch and subscribe to the whale database which ensured you received an email when whale sightings occurred. The blog achieved 3,700 subscribers.

The website launches were supported by the implementation of the 'I AM' campaign which included digital advertising, print advertising and extensive PR activity. Recovery funds from the Wye River- Jamieson Creek Fires also enabled dedicated campaigns for Torquay, Anglesea, Apollo Bay and Otways including facebook and digital advertising, support for key events and distribution of Rock Posters across Melbourne.

The digital activity for Torquay, Apollo Bay, Anglesea and The Otways achieved great results with over 11 million impressions delivered, 14,775 clicks and a healthy click through rate of 0.13% (industry standard is 0.05%).

The Facebook Canvas and Website Clicks activity has performed exceptionally well with a total of 28,527 clicks and high social media engagement. In particular, the Canvas advertisement received 18,133 clicks (64% of total clicks) and 3,957 Post Reactions (66% of total reactions). The Facebook campaign has also brought in an additional 818 Page Likes for the 'Visit the Great Ocean Road' Facebook Page and 213 Page Likes for the 'Great Ocean Road Visitor Information Centre – Apollo Bay' Facebook Page.

Rock Poster examples:



Operational report

from the General Manager, Liz Price

The digital build highlighted the lack of visual assets across the region and in excess of 20 days of photography were undertaken. The focus of the photographic shoot has been to build contemporary images of people actively immersed in and enjoying the region. Visual imagery is shot in the style of facebook and Instagram aiming to help people put themselves in the pictures.



To build on the extensive work undertaken in 2015/16 on building the brand positioning of each of the key destinations a key focus this year was developing a toolkit of assets operators can use to link their business to our region and our campaigns and amplify the region's message. The brand toolkits provided operators with images, video, logo devices, editorial content etc for use in their own promotional and marketing campaigns. Take up of the toolkits has been supported with a number of workshops across the region.



Content creation is fundamental to delivering our marketing strategy to touch the visitor at each stage of the trip cycle. Our emphasis is to grow awareness of the breadth of the region's offering. A key focus on 2016/2017 has been building content to repurpose across all our mediums. This has been most effective where we can leverage a larger audience.

Trip Cycle – touch the visitor at each stage of the trip cycle



To assist in building content we have targeted bloggers, social media and Instagram influencers that are synergistic with our style and actively attract audiences interested in our key product strengths. A primary campaign developed in partnership with Travel Massive targeted travel related social entrepreneurs including:

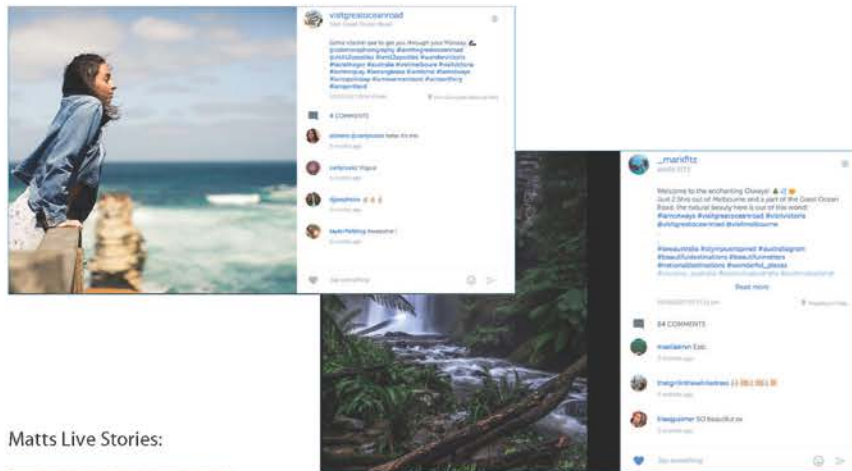
- Alex Malone and Thijs van Gerwen
- Kaitlyn Michaud
- <https://www.visitgreatoceanroad.org.au/blog/sight-seeing/the-best-of-anglesea-surf-splash-and-play/>
- Cintia Gonzalez-Pell @mypoppetblogs
- <https://www.visitgreatoceanroad.org.au/blog/family-friendly/lorne-with-kids-top-10-things-to-see-and-do/>
- Neil Fahey
- <https://www.visitgreatoceanroad.org.au/blog/sight-seeing/an-otways-long-weekend-part-1-exploring-cape-otway-and-surrounds-2/>
- Joe Allam and Elly Tanaka
- <https://www.visitgreatoceanroad.org.au/blog/sight-seeing/apollo-bay-road-trip-a-long-the-great-ocean-road/>
- Silke Elzner
- <https://www.visitgreatoceanroad.org.au/blog/family-friendly/a-long-weekend-with-the-kids-in-warrnambool/>
- Mark Fitz @_markfitz
- Bec Kilpatrick @beckil_ and Andrew Pavlidis @andrewpavlidis
- Lauren Bath @laurenpbath
- Cait Miers @caitmiers
- Laura Alyce Bell @lauralycebell

Operational report

from the General Manager, Liz Price

Social Media – Building engagement through our social channels was a key focus in 2016/2017 and included the launch of our campaign the Official Great Ocean Road Event Blogger. Matt Charlesworth was the successful winner of our competition to become our official event blogger for a year and has attended a minimum of one event a month over the last 12 months. Matt has travelled the region giving live 'insider' updates and blogs on a diverse array of events including The May Race Carnival, Run Forrest, Fun4Kids, Winter Weekends, The Great Ocean Road Marathon, Amy's Gran Fondo and more. His live Instagram stories are reaching an average of 2,600 people per post.

Watch the clip here – <https://m.youtube.com/watch?v=mWZyyvHK7o>



Matts Live Stories:



Operational report

from the General Manager, Liz Price

Social stats

Facebook: @visitgreatoceanroad

Total likes year end June 2017: 28,732



Average Reach: (Organic) 7,158 people per post.
(Previous year's average was 4,743 per post)



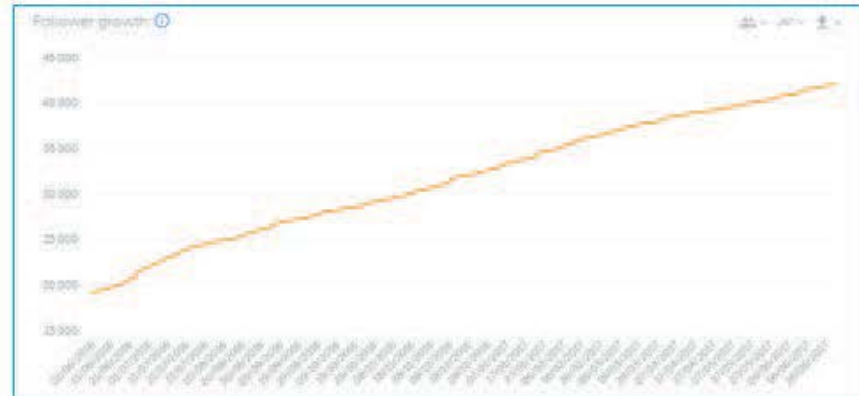
Operational report

from the General Manager, Liz Price

Social stats

Instagram: @visitgreatoceanroad

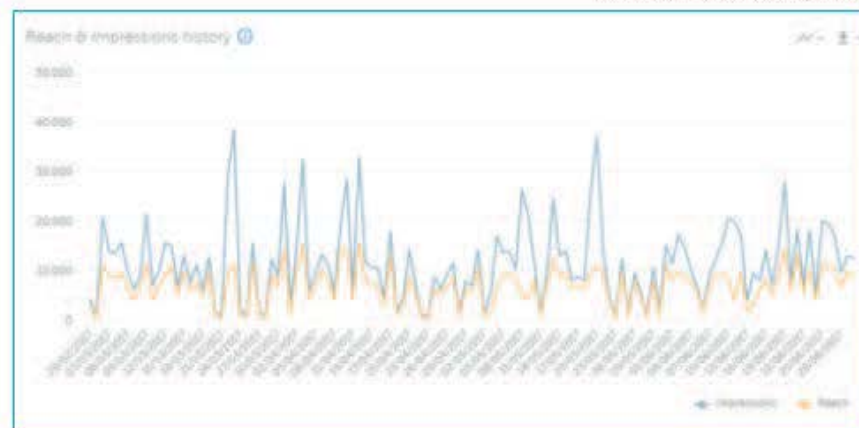
Follower Growth



Total Followers 41,883 (June 30)

Total Followers for the year 22,797 new followers

Total Reach and Impressions



Total Yearly Reach: 814.8k

Total Yearly Impressions: 1.4Million

Average reach per post: 1.5k

Post with highest reach: 14.9k (153 comments)

Operational report

from the General Manager, Liz Price

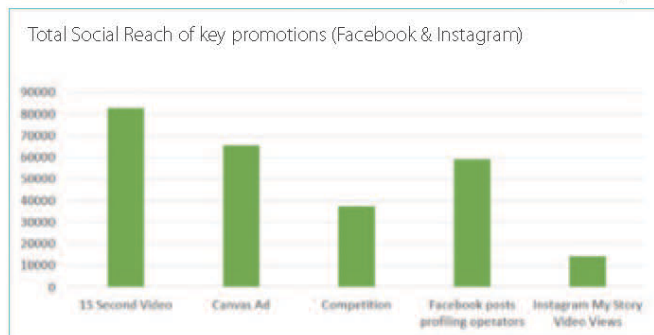
Taste the Great Ocean Road Campaign results

Our Taste the Great Ocean Road campaign showcasing participating businesses offering genuine local fare on their menus ran through May, June and July. Here's a snapshot of the results:

Watch the video

Facebook Posts
profiling operators
– average reach per
post: 5,926

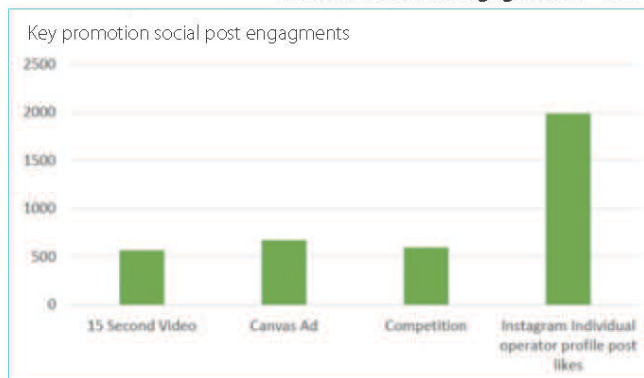
Estimated Total Reach: 260,000



(Engagement includes likes, shares, comments and clicks)

Instagram posts profiling operators – average engagements per post: 398

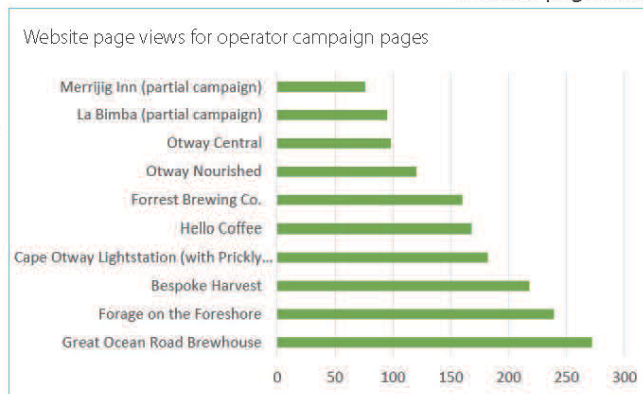
Estimated Social engagement: 4,200



There were 6,509 pageviews (of which 4203 views were to the main campaign page: www.visitgreatoceanroad/tastegor)

There were 125 votes in our competition asking entrants to select their favourite menu

Website page views



Operational report

from the General Manager, Liz Price

Visit Victoria – Wander Victoria campaign

Over the past 12 months we have been fortunate to have received strong support from Visit Victoria in the continued roll out of the Wander Victoria campaign including being one of the regions showcased through the second phase of the campaign. 'Wander Victoria' is targeted at encouraging Melburnians to experience Regional Victoria. Other key highlights included being included in the 50 Best Restaurants famill, The Urban List: [7 Must-Dos On A Great Ocean Road Trip](#), Intolerant Cooks and the Living Room.



Public Relations Highlights

Public Relations is a big part of our marketing strategy both for growing credible coverage but also to support our content creation strategy. Our focus has been on driving media beyond what they traditionally cover especially encouraging increased length of stay, geographical dispersal and getting active in the region.

Highlights included:

- Richard Cornish's articles: '[6 reasons to visit Warrnambool](#)' published in the Age on the 23rd of June, 6 Reasons to [Visit Apollo Bay](#)
- @caitmiers (Cait Miers) and @lauraalycebell (Laura Bell) – Great Ocean Road Trip – Laura and Cait shared their adventure with their combined social media audience of 153,000 followers. They also supplied us with a photo library of images for use throughout our channels.
- Will Woodward from the Guardian newspaper attended the Great Ocean Road Running Festival his article was published. [Click here to read](#)
- Taste the Great Ocean Road campaign



Travel Planner
https://issuu.com/greatoceanroadregionaltourism/docs/gor_travel_planner_2017

Touring Map
<https://issuu.com/greatoceanroadregionaltourism/docs/gor-touring-map>

Print

New editions of both the Touring map and Travel Planner were produced and distributed. Print continues to be a challenge to sell to industry despite strong consumer interest. Our focus in 2016/2017 has been on refining distribution to maximise quantities distributed through key channels where we can influence visitor behaviour to support greater distribution of the suite of Official Destination Maps across the region in high traffic businesses, we have developed wall hung brochure racks. A big thank you to the businesses supporting our distribution strategy.

Brochure rack in use



Key GORRT projects

FUTURE OF VISITOR SERVICING – I AM YOUR HOST

Providing great visitor experiences is critical to encouraging length of stay, dispersal, repeat visitation and for creating Ambassadors for our region. The 'I Am Your Host' project reviewed the region's current visitor servicing capacity including Visitor Information centres and has outlined a strategy to ensure an integrated and sustainable approach to visitor servicing focused on meeting the needs of visitors. The project is ongoing and funding is currently being sort to undertake stage 2 of the project, full development of a model to facilitate a regional, integrated, agile approach to visitor servicing.

REVENUE GENERATION PROJECT

To support our advocacy strategy, GORRT undertook a project to explore revenue generation options for the region. Critical is developing a revenue model to ensure the ongoing maintenance, renewal and development of key infrastructure. The project has commenced exploring in greater detail a number of the options identified within the project that have been successfully implemented in other destinations across Australia and the world. The findings of this work will continue to inform our Advocacy strategy.

ABORIGINAL PRODUCT DEVELOPMENT

GORRT in partnership with Regional Development Victoria is undertaking an Aboriginal Product Development Strategy for the Great Ocean Road region. The objectives of the strategy are to:

- Deliver experiences to increase awareness, understanding and visitor satisfaction
- Grow economic benefits
- Strengthen businesses; and
- Build demand.

The project is collaborating with Traditional Owners, Aboriginal tourism Businesses, tour operators, local government and the broader tourism industry.

WORKFORCE DEVELOPMENT PLAN

Initial work was undertaken to develop a brief to seek funding through the Regional Skills Fund to develop a workforce plan to ensure the region is building a viable and skilled workforce to accommodate future development growth. Subject to the successful securing of funding this project will be completed in 2018.

EVENTS STRATEGY – BUSINESS EVENTS

GORRT worked with Bill Fox & Associates and THA Consulting to develop an Events strategy for the region. The strategy identified the strength of the region's current event calendar and identified opportunities for the region to grow the return from events including marketing, industry development and infrastructure development. A number of the key actions and recommendations have been incorporated in the 2017/2018 Business Plan.

ECONOMIC RECOVERY PROGRAM – WYE JAMIESON CREEK FIRE

GORRT played a role in the administration and management of activity funded by the State Government through Regional Development Victoria post the December 2015/January 2016 Fires. Activity funded under this program is still being completed including two key events that were funded in the Colac Otway region Winter Wild – an event funded for three years with 2017 being the first event and Shakespeare in the Otways.

Operational report

from the General Manager, Liz Price

REGIONAL REPRESENTATION

GORRT especially General Manager and Chair play a vital role in providing a regional, visitor economy approach to key projects representation and input into key projects including:

- Great Ocean Road Regional
 - Shipwreck Coast Master Plan
 - Steering Committee
 - Project Control Committee
 - Communications Committee
 - Iconic product development
 - Interpretations project
- Vic Roads - Great Ocean Road Improvement
- Flagstaff Hill Renewal Project Steering Committee
- Memorial Arch Project Reference Group
- Point Grey ILM team
- GOR Gateway ILM
- Warrnambool Sister City
- Western Coastal Board
- Estuary Management Plans
- Regional Emergency Management

BEHIND THE SCENES

With two years of learnings, 2016/2017 provided an opportunity to focus on improving our internal systems. Significant work went into improving sales and administration systems. A key highlight was the launch of our online shop. The online shop has facilitated real time sale, improved administrative processes and account management. Increasing the ease of doing business with us remains a high priority and a focus of continuous improvement.



View the online shop

<https://www.greatoceanroadtourism.org.au/buy-online/>

INDUSTRY COMMUNICATION

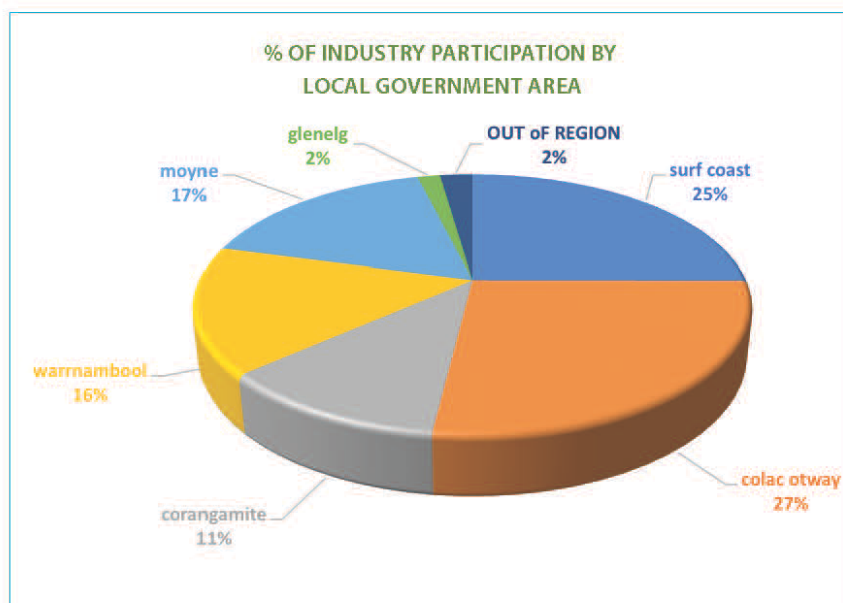
Growing both our database and industry communications was a focus. WE increased our newsletter readership and corporate facebook audience. New reports have been developed to increase communication through stakeholders including Post Board meeting Stakeholder report and monthly Local tourism association reports.

INDUSTRY PARTICIPATION

Growing industry participation has been challenging over the past twelve months. Operators that have traditionally purchased print have not invested the equivalent budget in online. The team continue to work on refining our products and services offering and with the introduction of the toolkits now have product for as little as \$100. Industry participation is strongest where the local tourism organisation is active and works in partnership with us to grow participation and where the local visitor information centre and tourism manager are actively engaged. Colac Otway currently represents the area where we are performing strongest making up 27% of all participating businesses. Surf Coast is a close second however Surf Coast Shire Council purchase our 'Regional package' on behalf of commercially rated businesses.

GORRT is not a membership based organisation participation is through the purchase of products and services. Digital products provide the largest supported product providing 53% of industry however 43% of revenue still comes through traditional print advertising. Participation in tactical campaigns and paid workshops has been slow to grow but remain a growth opportunity currently representing only 2% of industry revenue.

Our focus is on growing the investment of existing customers whilst trying to grow the breadth of operators both across the region but across business types.

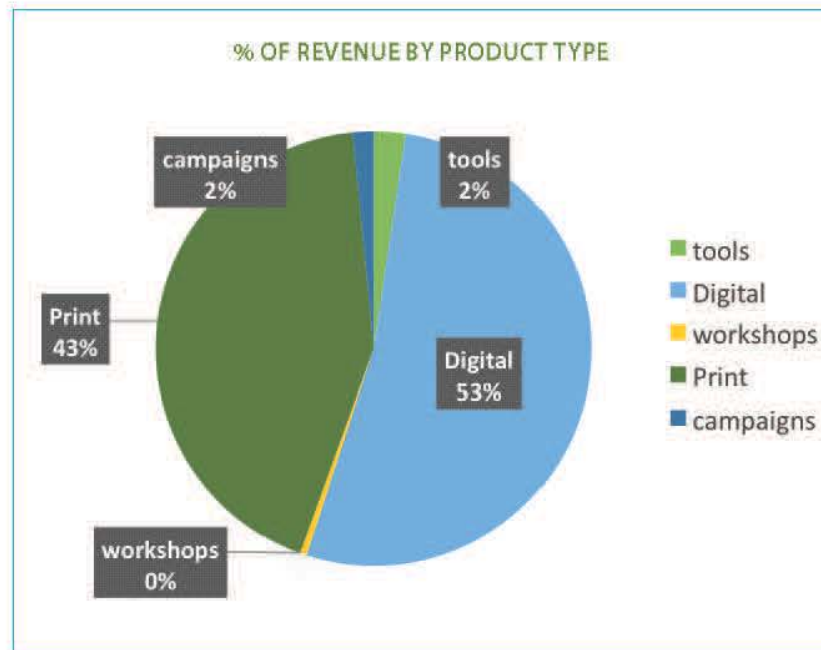


Operational report

from the General Manager, Liz Price

LOCAL TOURISM ASSOCIATION PARTNERSHIP PROGRAM

Our partnership program with local tourism organisations provides 20% of all industry revenue back to our 13 partner organisations. In 2016/2017 we distributed approximately \$60k back to local tourism organisations.



TRAVEL TO GREAT OCEAN ROAD

QUARTERLY TRACKING RESULTS
For the period October 2016 to September 2017

CONTENTS

Section

[Introduction](#)

[Key results](#)

[Total travel](#)

[Domestic overnight travel](#)

[International overnight travel](#)

[Domestic daytrip travel](#)

[Domestic travel preference](#)

[Notes](#)

INTRODUCTION

This report provides tracking results of selected travel measures for Great Ocean Road and the six sub-regions of Glenelg, Warrnambool, Moyne, Corangamite, Colac-Otway and Surf Coast for the period October 2016 to September 2017.

Data from the National Visitor Survey (NVS), International Visitor Survey (IVS), and Holiday Tracking Survey (HTS) has been used.

The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS, IVS and HTS or otherwise available from Tourism Research Australia (TRA) or Roy Morgan Research (RMR) before drawing any conclusions or inferences, or taking any action, based on the data before drawing any conclusions or inferences, or taking any action, based on the data.

Percentage change figures provided in this report do not necessarily represent statistically significant change.

Produced by datainsights, Melbourne, December 2017.

KEY RESULTS

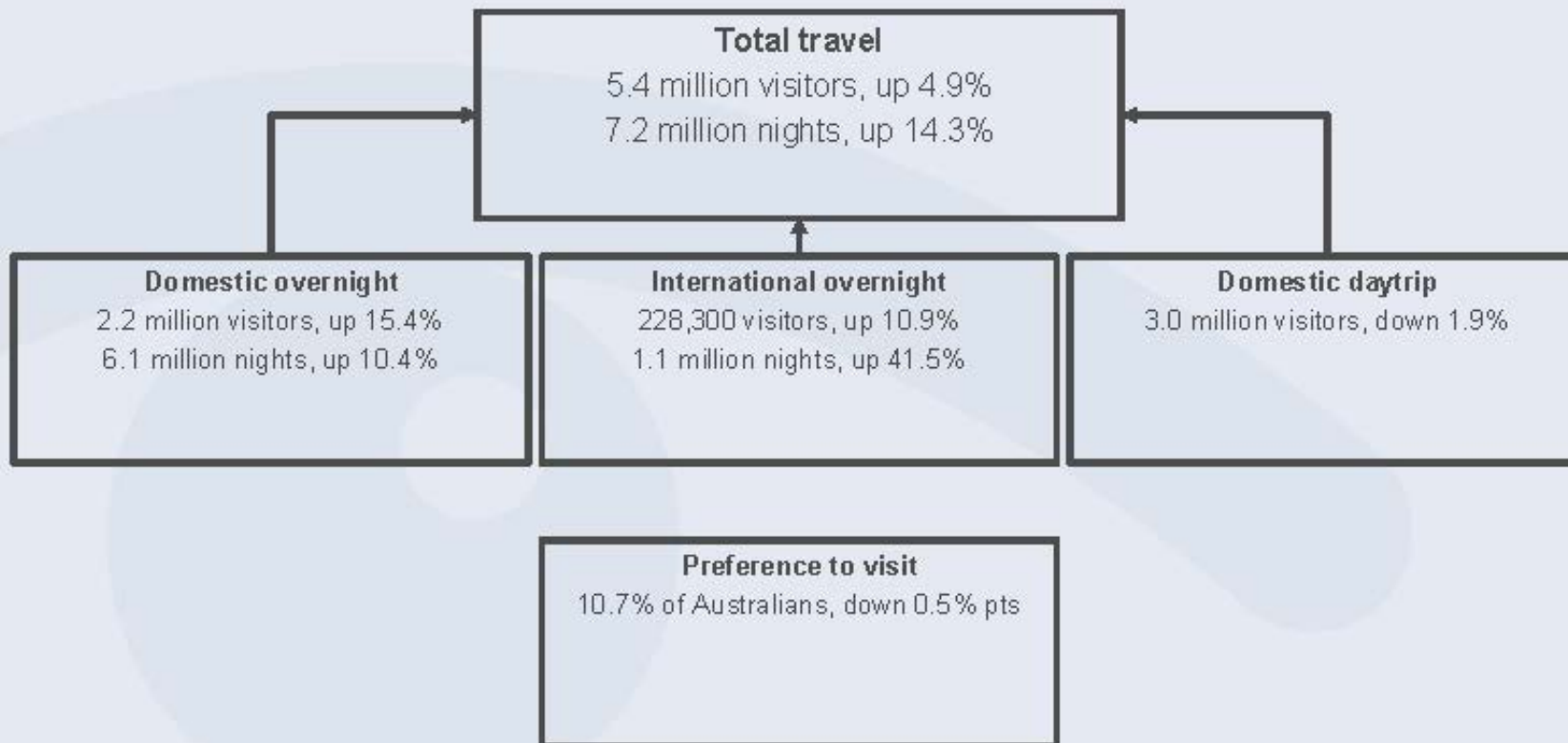
Great Ocean Road

The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS and IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

KEY RESULTS

Great Ocean Road

YE Sep 17 on YE Sep 16



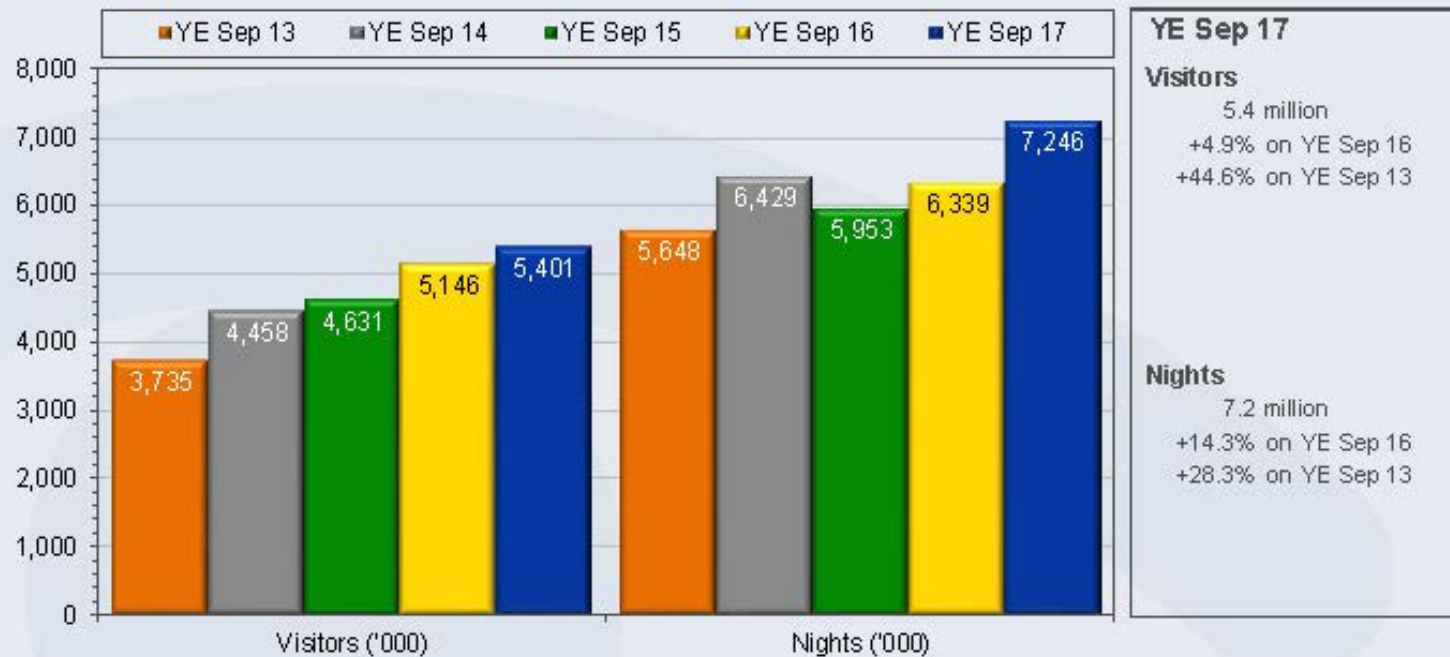
Sources: NVS & IVS, YE Sep 17, TRA; and HTS, YE Sep 17, RMR

TOTAL TRAVEL

Domestic and international visitors aged 15 and over

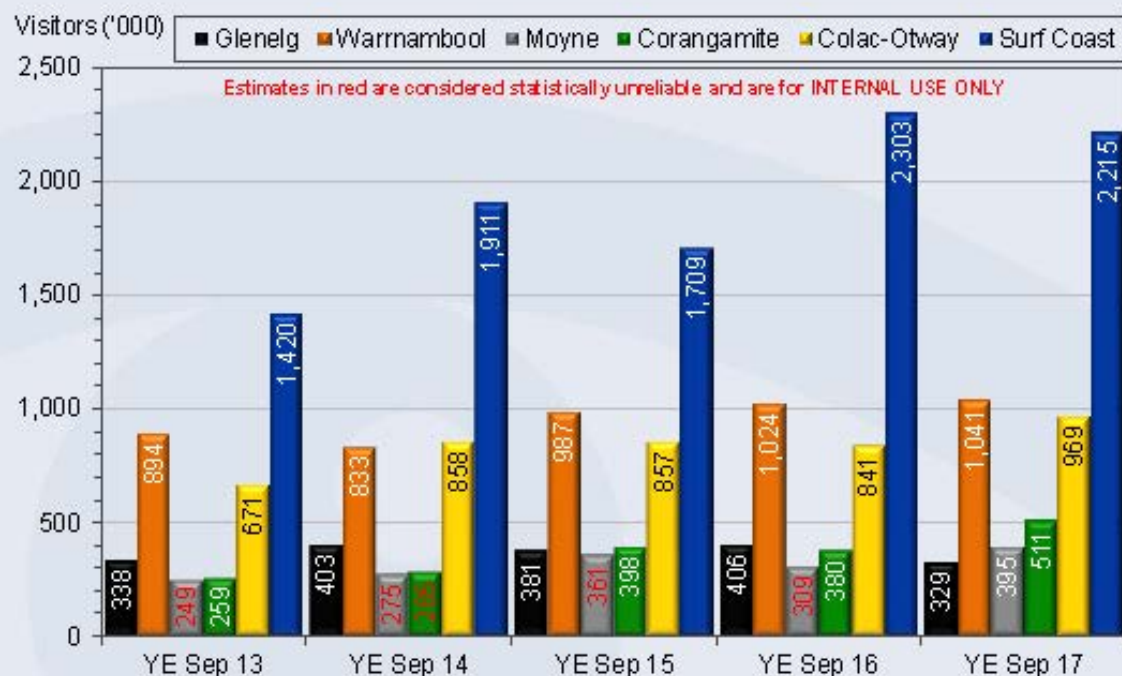
The data used is subject to sampling variability. Users are advised to consult the data confidence tables contained in publications relevant to the NVS and IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

TOTAL TRAVEL Great Ocean Road



Source: Estimated using data from the NVS & IVS, YE Sep 17, TRA.

TOTAL VISITORS sub-regions



Source: Estimated using data from the NIS & IVS, YE Sep 17, TRA.

Note: change analysis should not be conducted on statistically unreliable estimates or results.

YE Sep 17

Glenelg

329 thousand visitors
-19.0% on YE Sep 16
-2.6% on YE Sep 13

Warrnambool

1.0 million visitors
+1.6% on YE Sep 16
+16.5% on YE Sep 13

Moyne

395 thousand visitors
change np on YE Sep 16
change np on YE Sep 13

Corangamite

511 thousand visitors
+34.5% on YE Sep 16
+97.2% on YE Sep 13

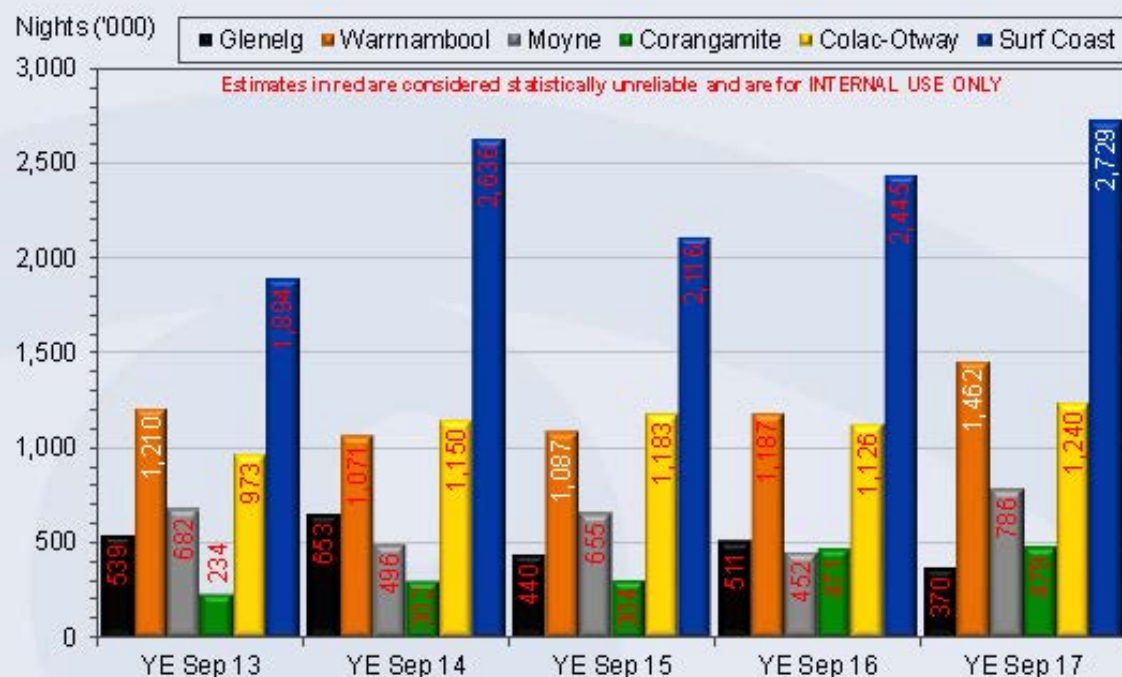
Colac-Otway

969 thousand visitors
+15.2% on YE Sep 16
+44.5% on YE Sep 13

Surf Coast

2.2 million visitors
-3.8% on YE Sep 16
+55.9% on YE Sep 13

TOTAL VISITOR NIGHTS sub-regions



Source: Estimated using data from the NVS & IVS, YE Sep 17, TRA.

Note: change analysis should not be conducted on statistically unreliable estimates or results.

YE Sep 17

Glenelg

370 thousand nights

change np on YE Sep 16

change np on YE Sep 13

Warrnambool

1.5 million nights

change np on YE Sep 16

+20.8% on YE Sep 13

Moyne

786 thousand nights

change np on YE Sep 16

change np on YE Sep 13

Corangamite

479 thousand nights

change np on YE Sep 16

change np on YE Sep 13

Colac-Otway

1.2 million nights

change np on YE Sep 16

change np on YE Sep 13

Surf Coast

2.7 million nights

change np on YE Sep 16

change np on YE Sep 13

DOMESTIC OVERNIGHT TRAVEL

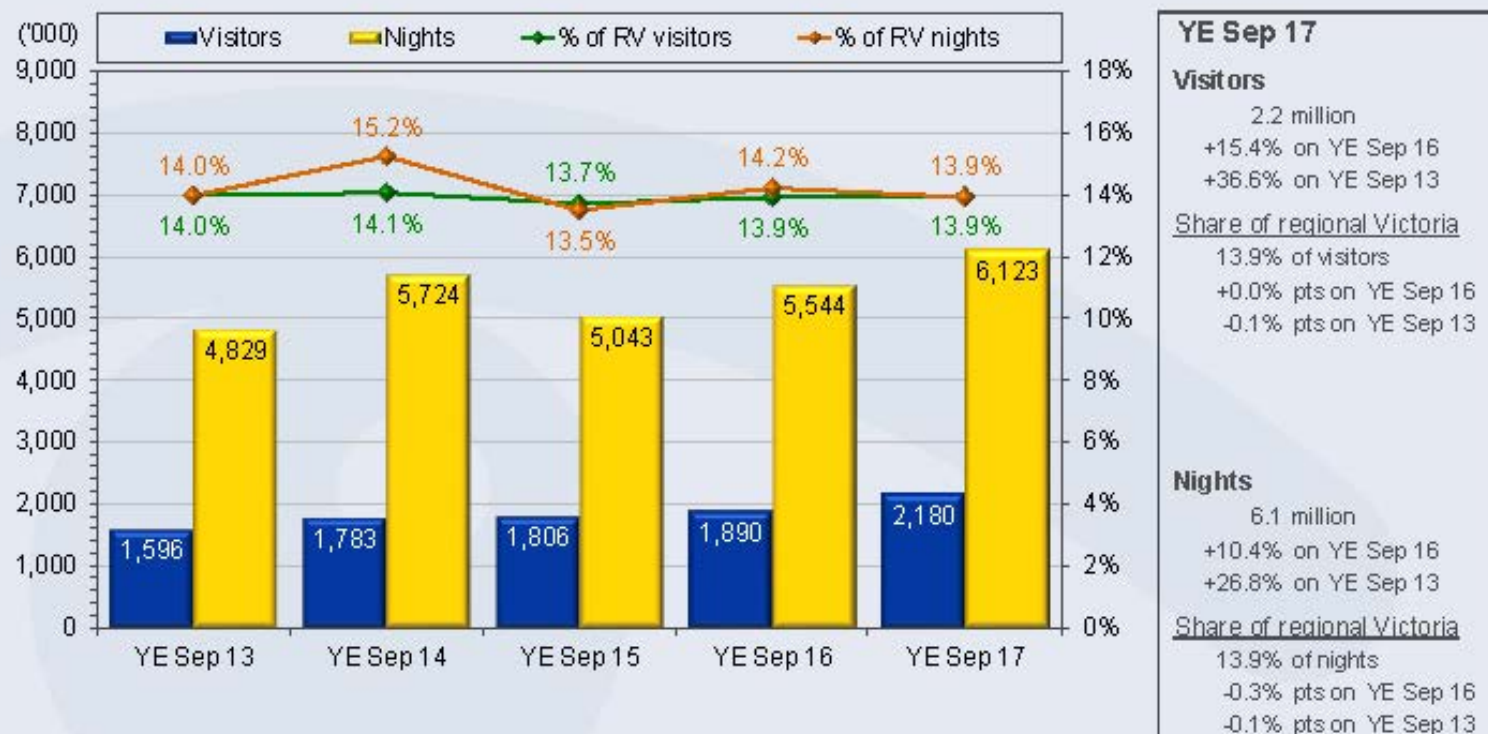
Australian residents aged 15 and over

The data used is subject to sampling variability. Users are advised to consult data confidence tables contained in publications relevant to the NVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

Some results may be below the data confidence intervals used by TEVE, i.e. 50,000 for visitors and 500,000 for nights. Any such estimates are for INTERNAL USE ONLY.

DOMESTIC OVERNIGHT TRAVEL

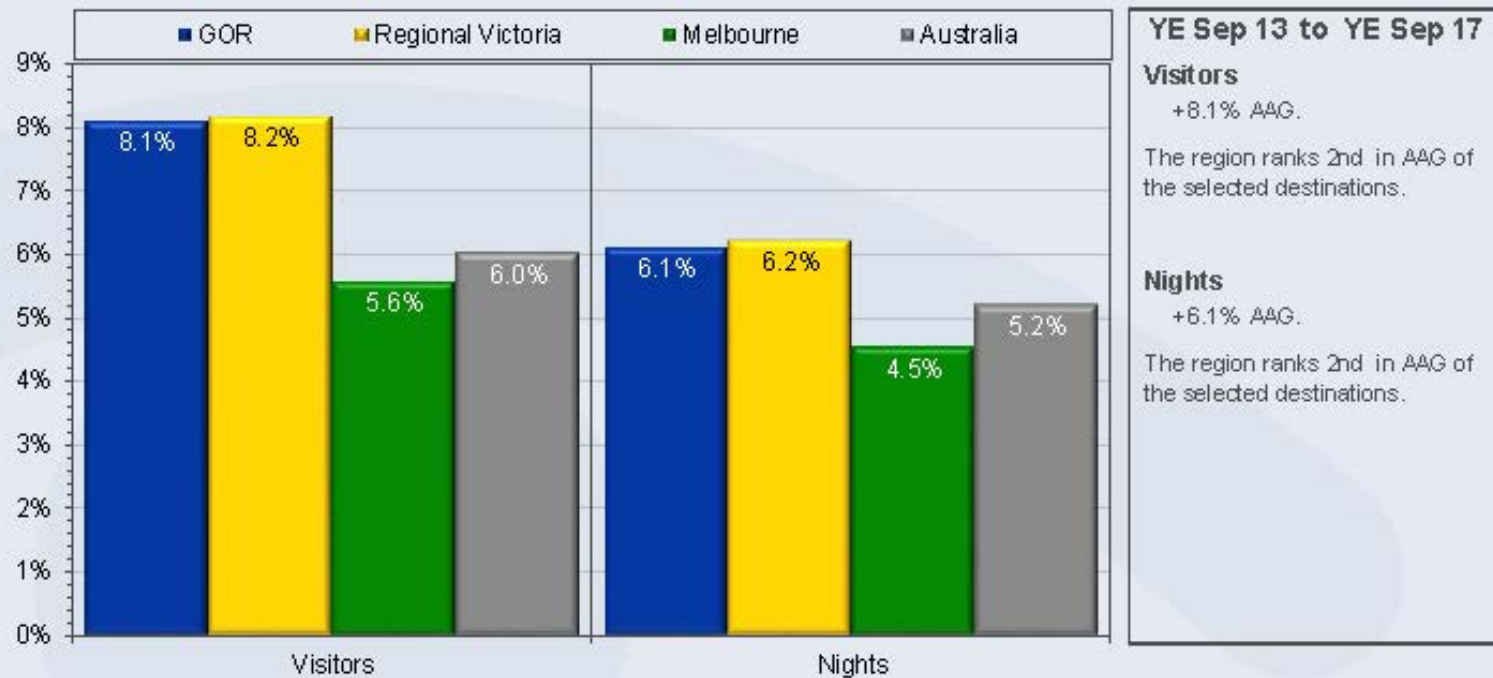
indicators for Great Ocean Road



Source: NVIS, YE Sep 17, TRA

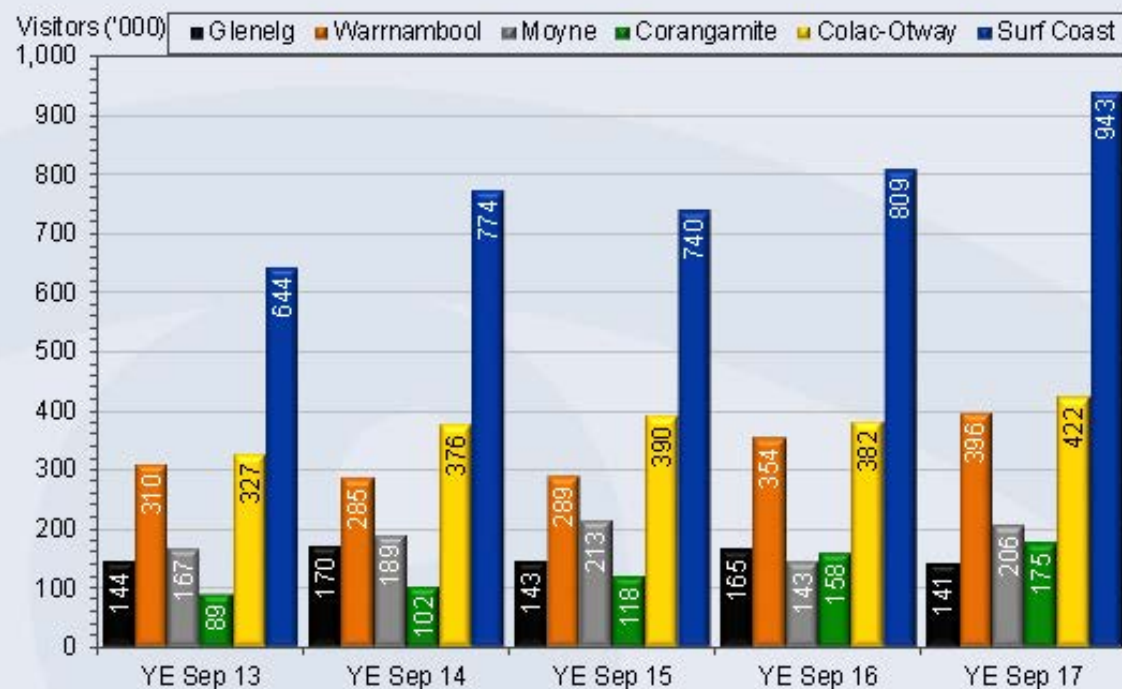
DOMESTIC OVERNIGHT TRAVEL

average annual growth or decline (AAG)



Source: NVS, YE Sep 17, TRA

DOMESTIC OVERNIGHT VISITORS sub-regions



Source: NVS, YE Sep 17, TRA

YE Sep 17

Glenelg

141 thousand visitors
-14.4% on YE Sep 16
-2.1% on YE Sep 13

Warrnambool

396 thousand visitors
+12.0% on YE Sep 16
+27.9% on YE Sep 13

Moyne

206 thousand visitors
+43.5% on YE Sep 16
+23.5% on YE Sep 13

Corangamite

175 thousand visitors
+10.9% on YE Sep 16
+97.5% on YE Sep 13

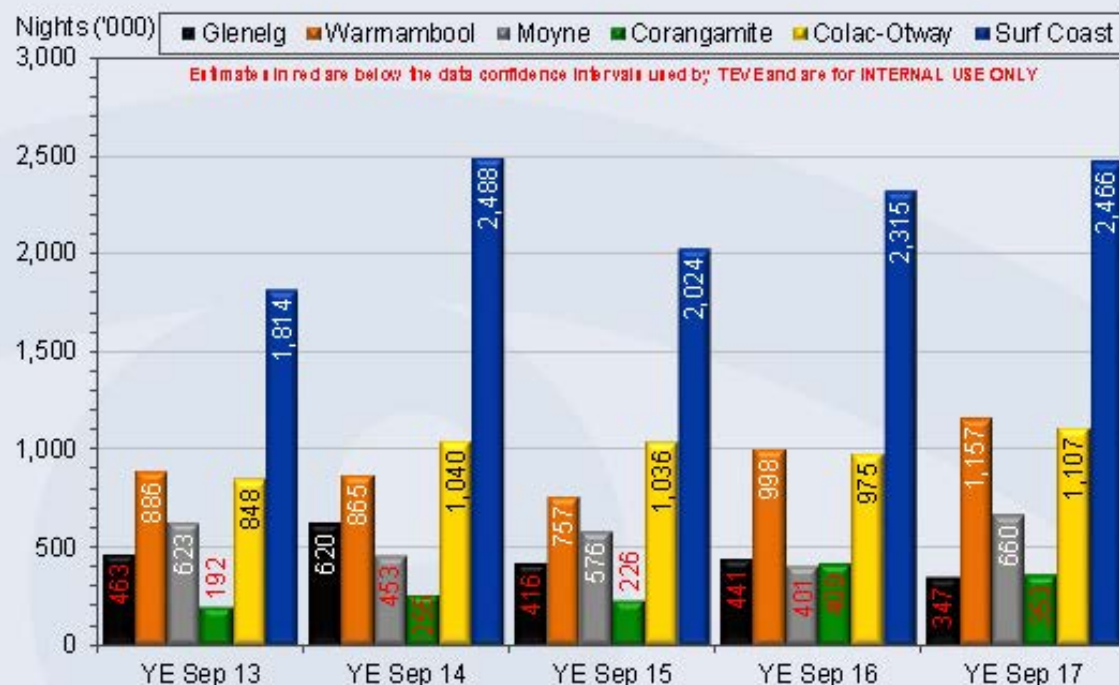
Colac-Otway

422 thousand visitors
+10.6% on YE Sep 16
+29.1% on YE Sep 13

Surf Coast

943 thousand visitors
+16.6% on YE Sep 16
+46.4% on YE Sep 13

DOMESTIC VISITOR NIGHTS sub-regions



Source: NVS, YE Sep 17, TRA

Note: change analysis should not be conducted on statistically unreliable estimates or results.

YE Sep 17

Glenelg

347 thousand nights

change np on YE Sep 16

change np on YE Sep 13

Warrnambool

1.2 million nights

+16.0% on YE Sep 16

+30.6% on YE Sep 13

Moyne

660 thousand nights

change np on YE Sep 16

+6.0% on YE Sep 13

Corangamite

353 thousand nights

change np on YE Sep 16

change np on YE Sep 13

Colac-Otway

1.1 million nights

+13.5% on YE Sep 16

+30.5% on YE Sep 13

Surf Coast

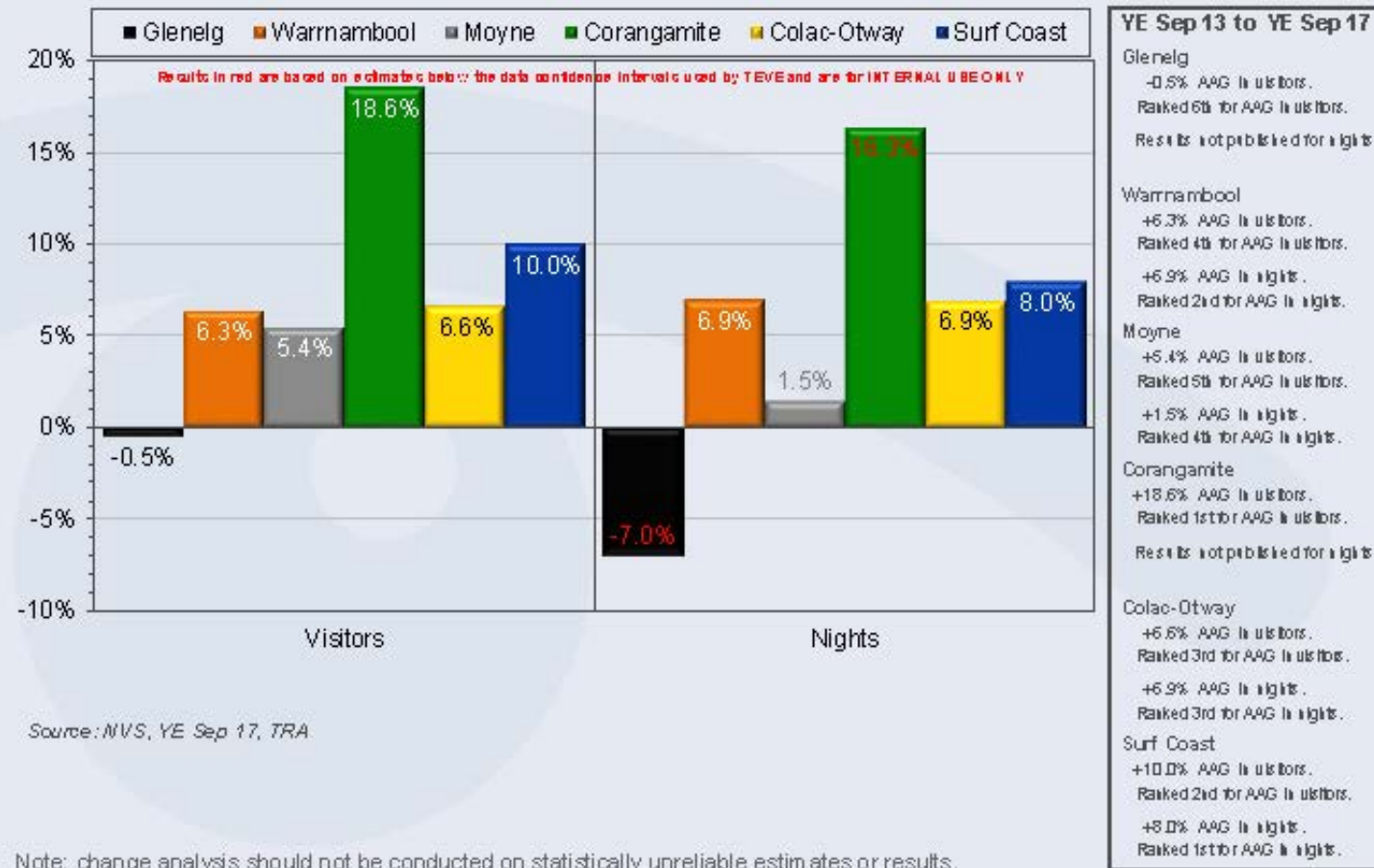
2.5 million nights

+6.5% on YE Sep 16

+35.9% on YE Sep 13

DOMESTIC OVERNIGHT TRAVEL

average annual growth or decline (AAG) for sub-regions



Source: NVS, YE Sep 17, TRA

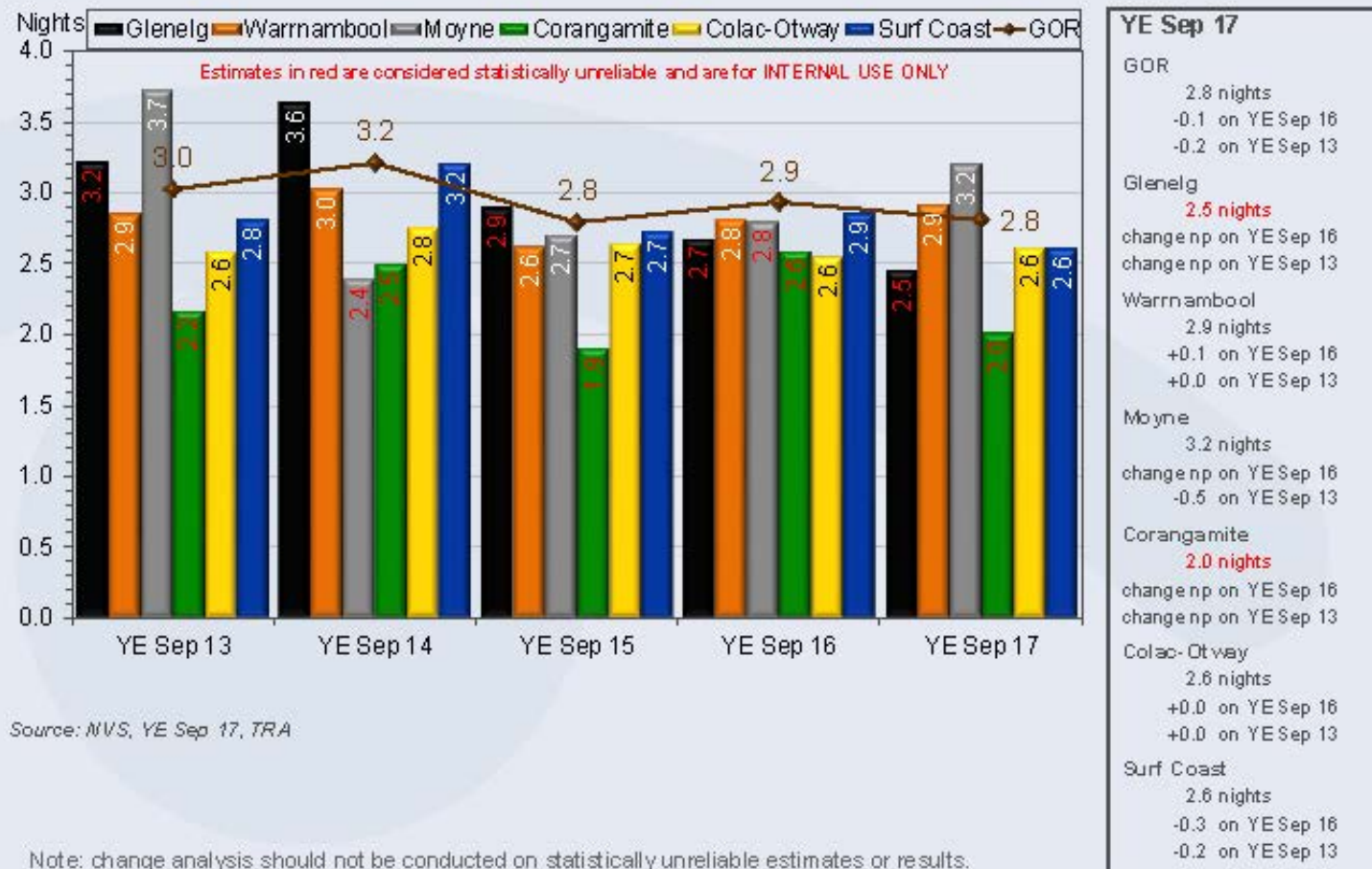
Note: change analysis should not be conducted on statistically unreliable estimates or results.

Travel to Great Ocean Road, quarterly tracking results for YE Sep 17

Page 16

DOMESTIC OVERNIGHT VISITORS

average length of stay



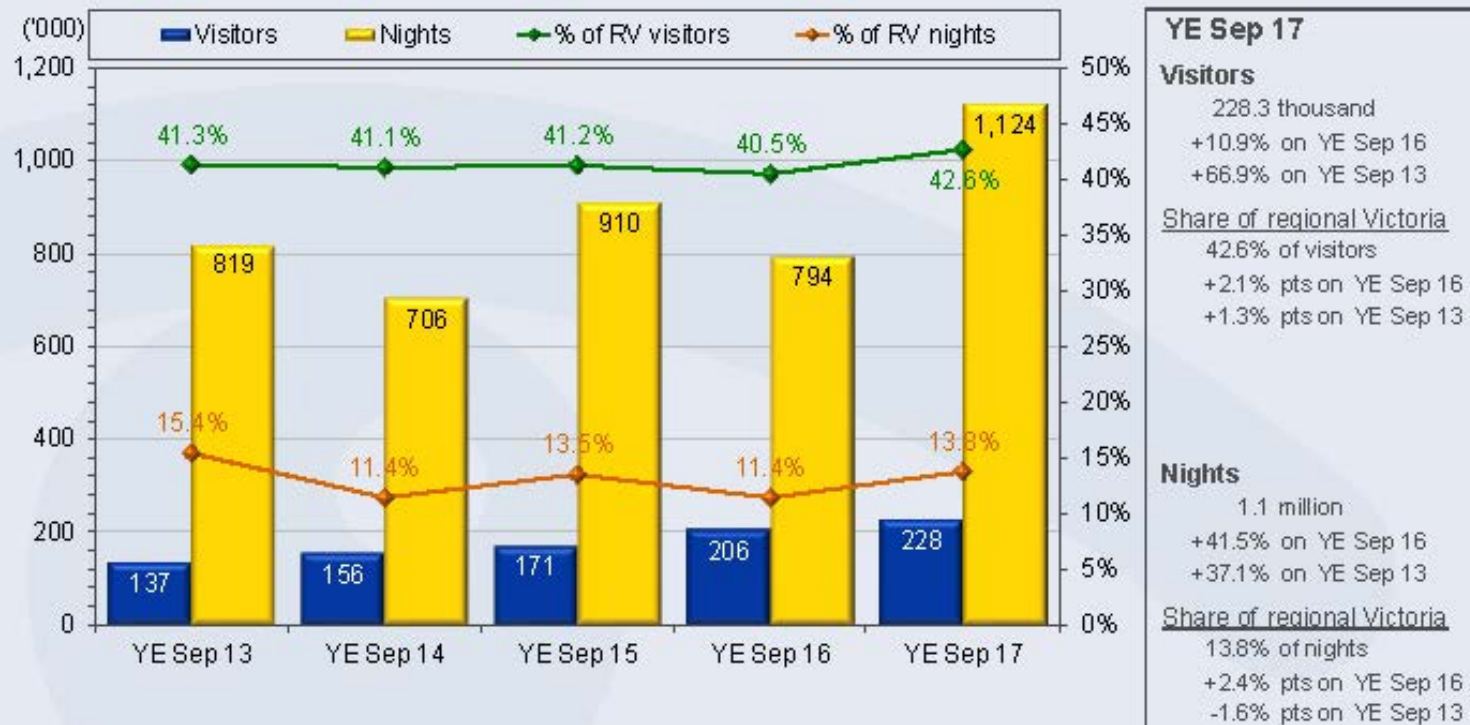
INTERNATIONAL OVERNIGHT TRAVEL

International residents aged 15 and over

The data used is subject to sampling variability. Users are advised to consult data confidence tables contained in publications relevant to the IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

Some results may be below the data confidence intervals used by TEVE, i.e. 5,000 for visitors and 250,000 for nights. Any such estimates are for INTERNAL USE ONLY.

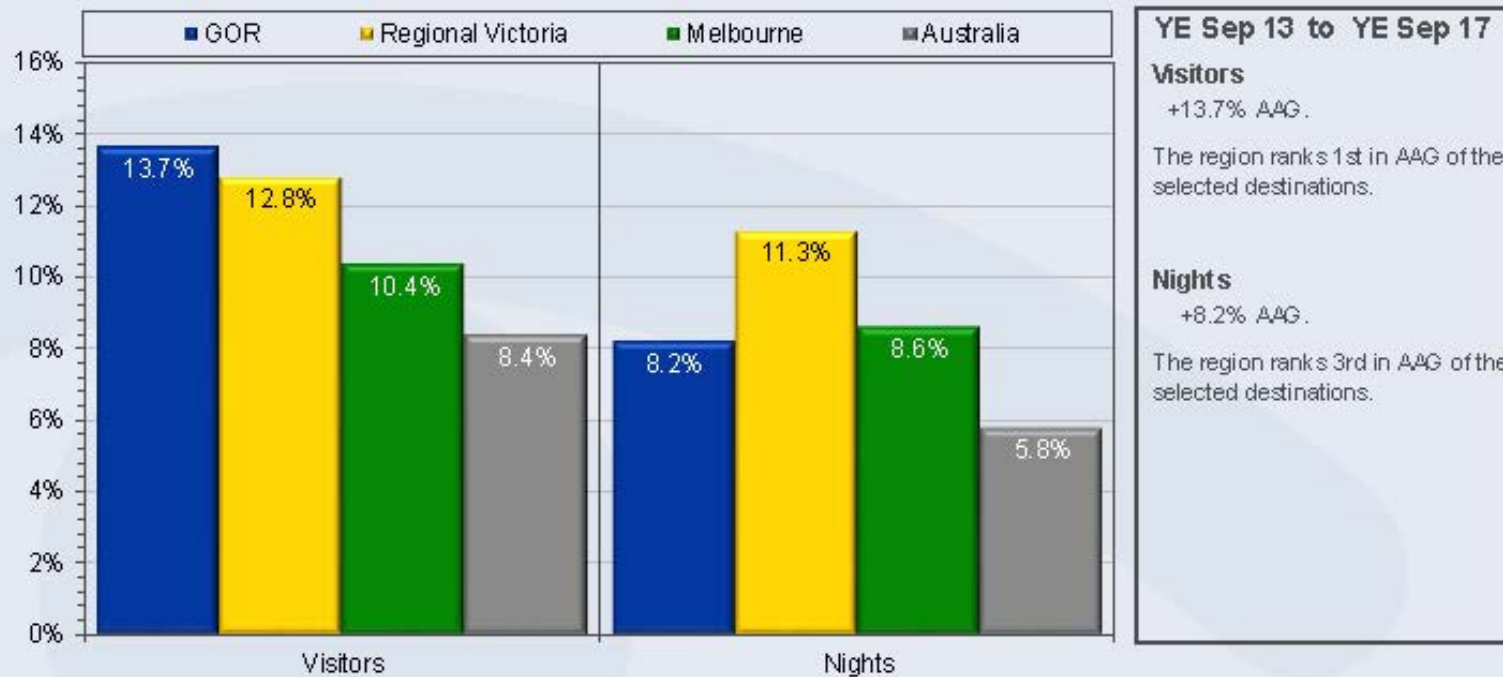
INTERNATIONAL OVERNIGHT TRAVEL indicators for Great Ocean Road



Source: IVS, YE Sep 17, TRA

INTERNATIONAL OVERNIGHT TRAVEL

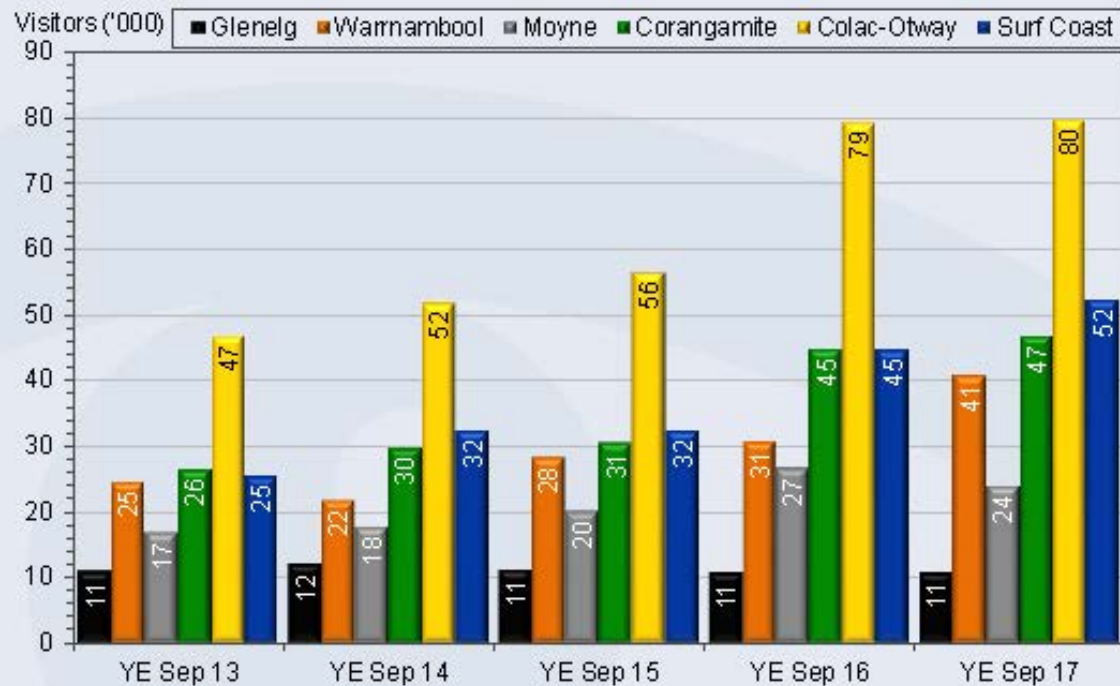
average annual growth or decline (AAG)



Source: IVS, YE Sep 17, TRA

INTERNATIONAL OVERNIGHT VISITORS

sub-regions



Source: IVS, YE Sep 17, TRA

YE Sep 17**Glenelg**

10.7 thousand visitors
 +0.3% on YE Sep 16
 -1.2% on YE Sep 13

Warrnambool

40.7 thousand visitors
 +32.6% on YE Sep 16
 +65.6% on YE Sep 13

Moyne

23.8 thousand visitors
 -10.2% on YE Sep 16
 +42.3% on YE Sep 13

Corangamite

46.7 thousand visitors
 +4.4% on YE Sep 16
 +77.2% on YE Sep 13

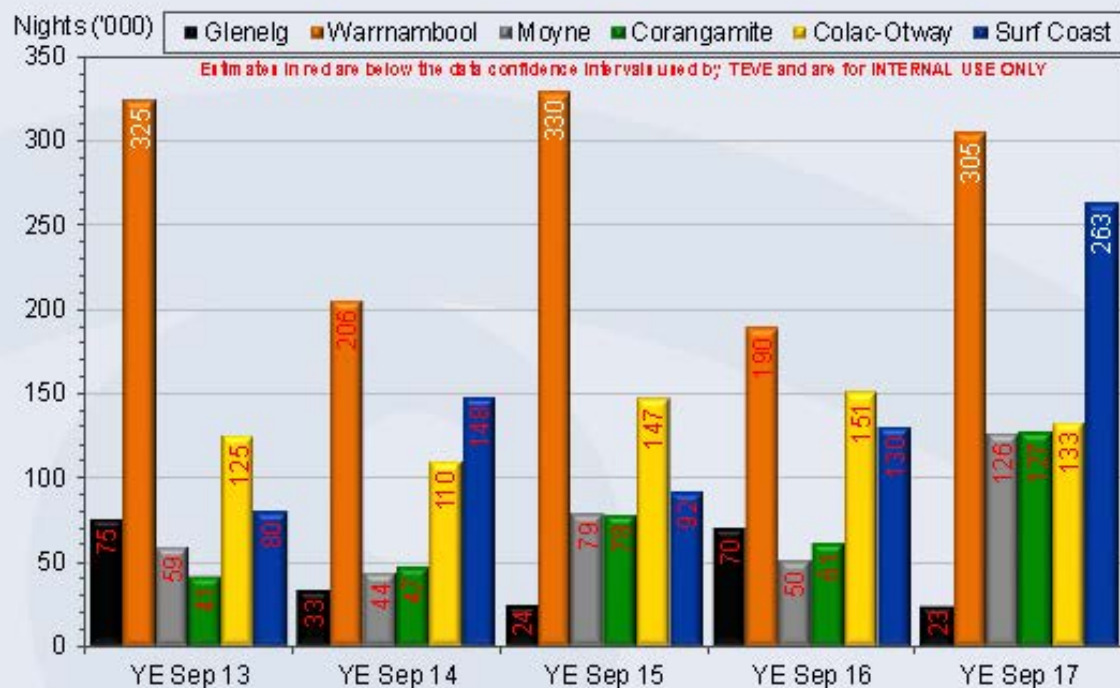
Colac-Otway

79.8 thousand visitors
 +0.6% on YE Sep 16
 +70.3% on YE Sep 13

Surf Coast

52.2 thousand visitors
 +16.9% on YE Sep 16
 +105.5% on YE Sep 13

INTERNATIONAL VISITOR NIGHTS sub-regions



Source: IVS, YE Sep 17, TRA

Note: change analysis should not be conducted on statistically unreliable estimates or results.

YE Sep 17

Glenelg

23.4 thousand nights

change np on YE Sep 16

change np on YE Sep 13

Warrnambool

305.3 thousand nights

change np on YE Sep 16

-5.9% on YE Sep 13

Moyne

126.2 thousand nights

change np on YE Sep 16

change np on YE Sep 13

Corangamite

126.6 thousand nights

change np on YE Sep 16

change np on YE Sep 13

Colac-Otway

132.9 thousand nights

change np on YE Sep 16

change np on YE Sep 13

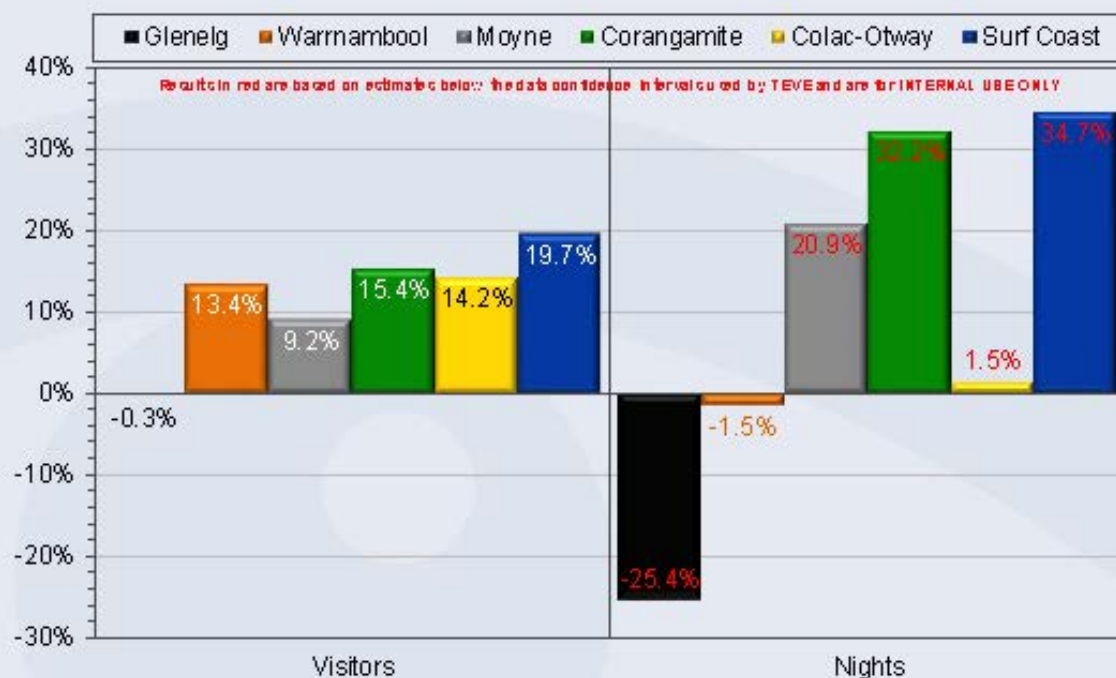
Surf Coast

263.0 thousand nights

change np on YE Sep 16

change np on YE Sep 13

INTERNATIONAL OVERNIGHT TRAVEL average annual growth or decline (AAG) for sub-regions



YE Sep 13 to YE Sep 17

Glenelg

-0.3% AAG in visitors.
Ranked 6th for AAG in visitors.
Results not published for nights.

Warrnambool

+13.4% AAG in visitors.
Ranked 4th for AAG in visitors.
-1.5% AAG in nights.
Ranked 1st for AAG in nights.

Moyne

+9.2% AAG in visitors.
Ranked 5th for AAG in visitors.
Results not published for nights.

Corangamite

+15.4% AAG in visitors.
Ranked 2nd for AAG in visitors.
Results not published for nights.

Colac-Otway

+14.2% AAG in visitors.
Ranked 3rd for AAG in visitors.
Results not published for nights.

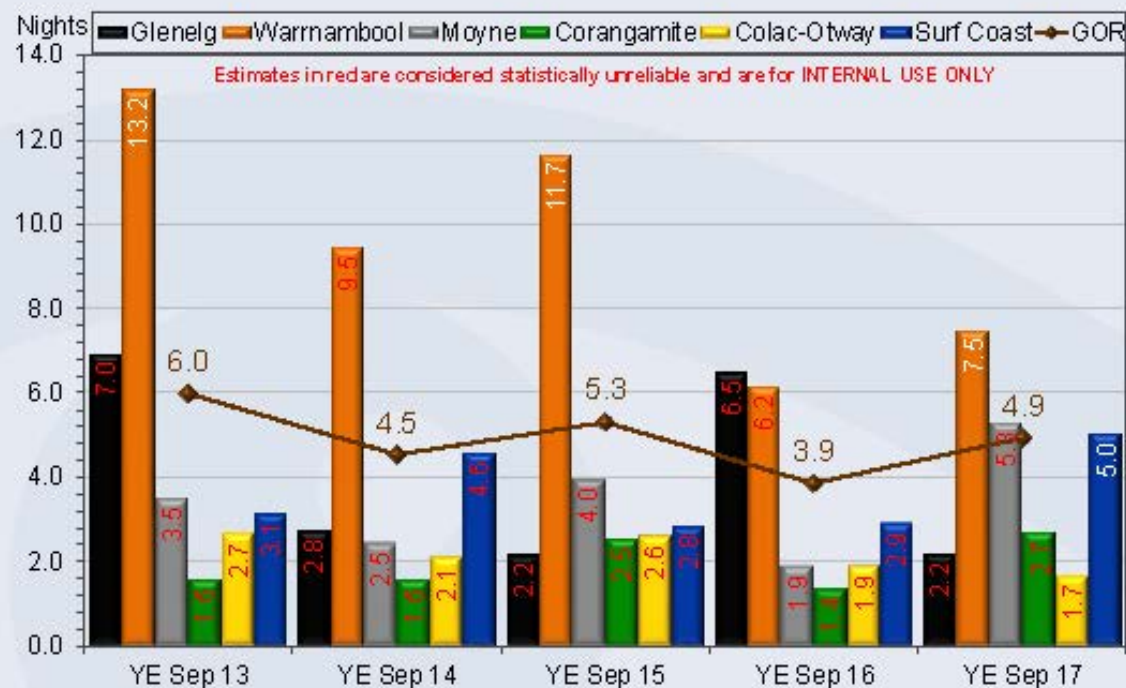
Surf Coast

+19.7% AAG in visitors.
Ranked 1st for AAG in visitors.
Results not published for nights.

Source: IVS, YE Sep 17, TRA

Note: change analysis should not be conducted on statistically unreliable estimates or results.

INTERNATIONAL OVERNIGHT TRAVEL average length of stay



Source: IVS, YE Sep 17, TRA

Note: change analysis should not be conducted on statistically unreliable estimates or results.

YE Sep 17

GOR

4.9 nights
+1.0 on YE Sep 16
-1.1 on YE Sep 13

Glenelg

2.2 nights
change np on YE Sep 16
change np on YE Sep 13

Warrnambool

7.5 nights
change np on YE Sep 16
-5.7 on YE Sep 13

Moyn

5.3 nights
change np on YE Sep 16
change np on YE Sep 13

Corangamite

2.7 nights
change np on YE Sep 16
change np on YE Sep 13

Colac-Otway

1.7 nights
change np on YE Sep 16
change np on YE Sep 13

Surf Coast

5.0 nights
change np on YE Sep 16
change np on YE Sep 13

DOMESTIC DAYTRIP TRAVEL

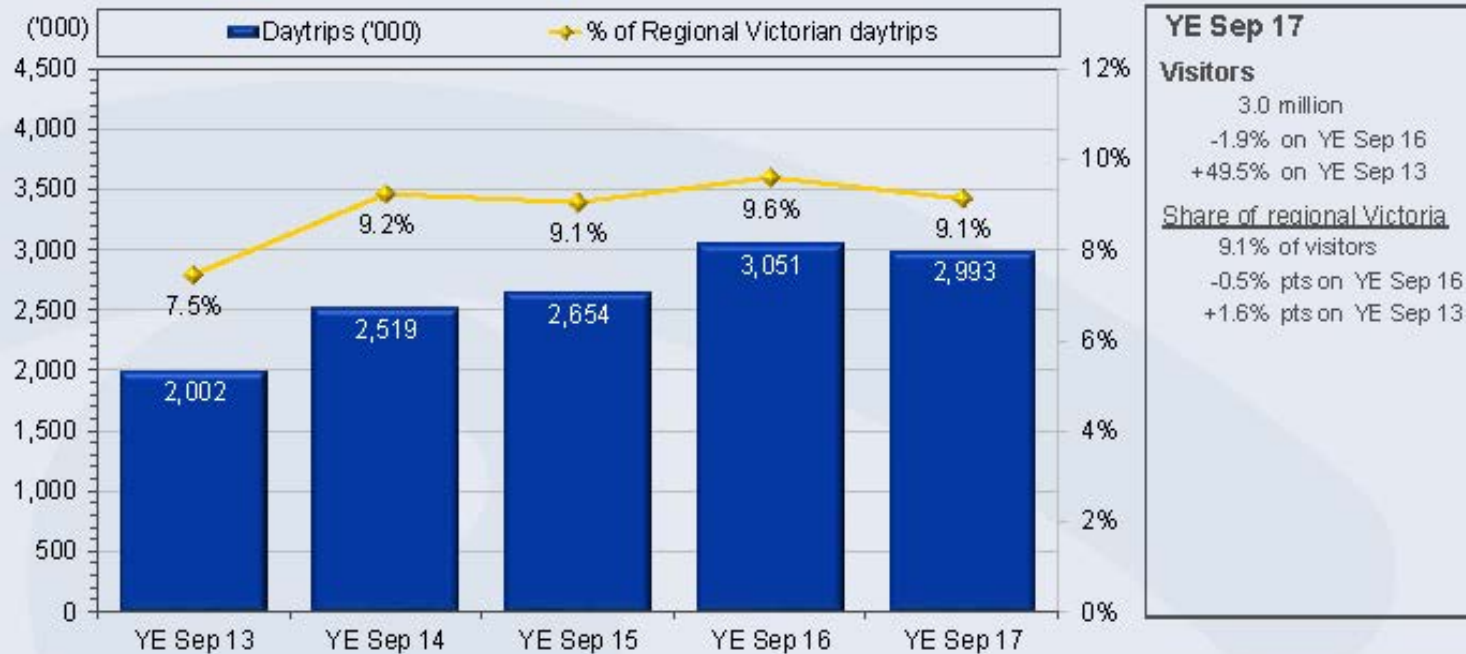
Australian residents aged 15 and over

The data used is subject to sampling variability. Users are advised to consult data confidence tables contained in publications relevant to the NVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

Some results may be below the data confidence intervals used by TEVE, i.e. 150,000 for daytrips.
Any such estimates are for INTERNAL USE ONLY.

DOMESTIC DAYTRIP TRAVEL

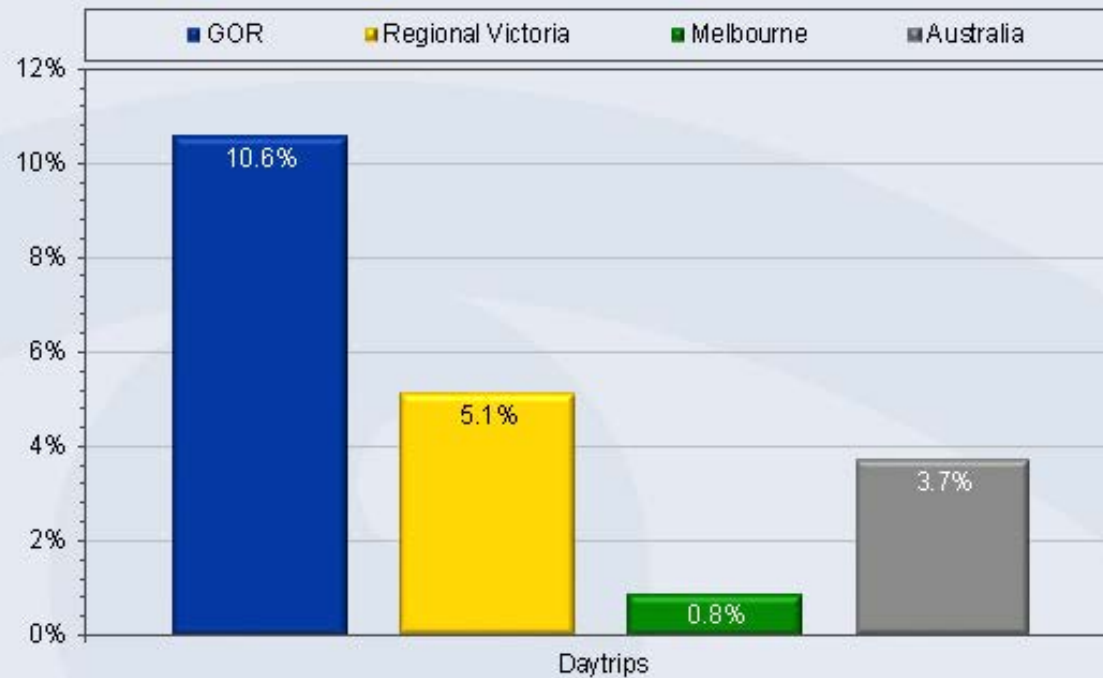
indicators for Great Ocean Road



Source: NIVS, YE Sep 17, TRA

DOMESTIC DAYTRIP TRAVEL

average annual growth or decline (AAG)



YE Sep 13 to YE Sep 17

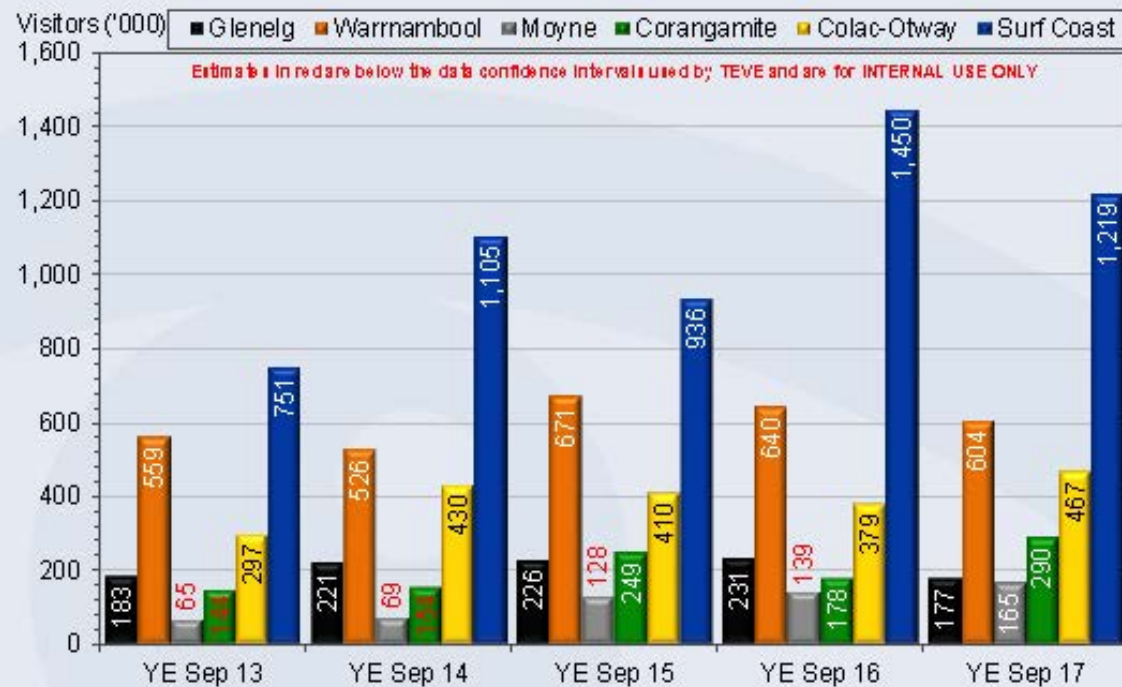
Visitors

+10.6% AAG.

The region ranks 1st in AAG of the selected destinations.

Source: NIVS, YE Sep 17, TRA

DOMESTIC DAYTRIP TRAVEL sub-regions



Source: NVS, YE Sep 17, TRA

YE Sep 17

Glenelg

177 thousand visitors
-23.1% on YE Sep 16
-3.1% on YE Sep 13

Warrnambool

604 thousand visitors
-5.6% on YE Sep 16
+8.0% on YE Sep 13

Moyne

165 thousand visitors
change np on YE Sep 16
change np on YE Sep 13

Corangamite

290 thousand visitors
+63.1% on YE Sep 16
change np on YE Sep 13

Colac-Otway

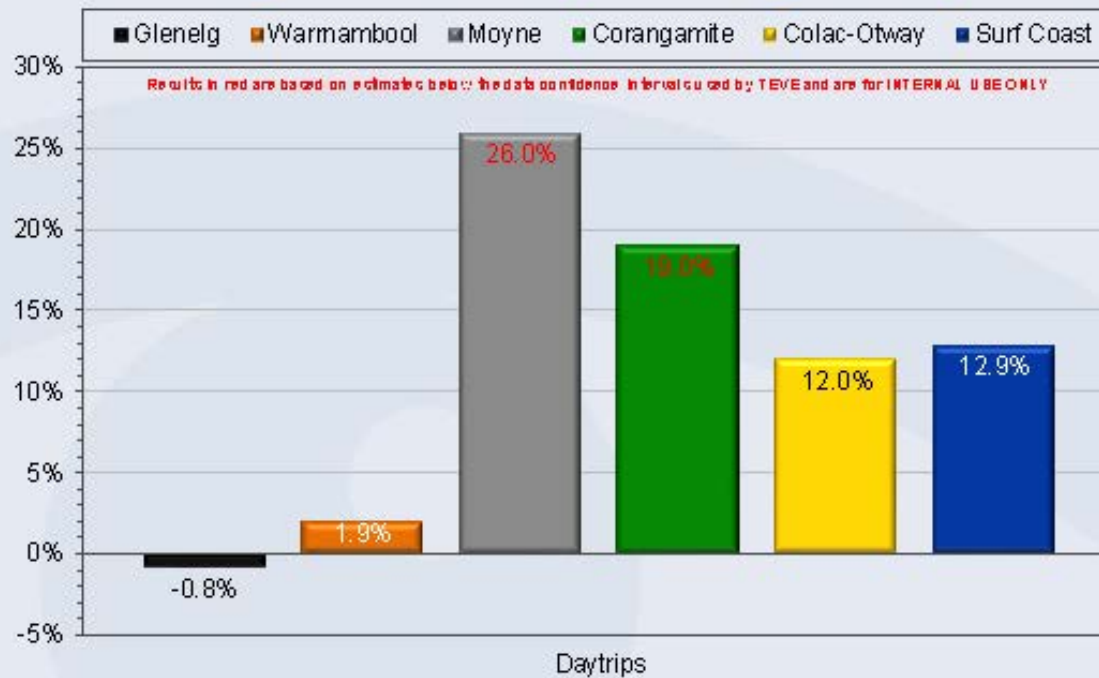
467 thousand visitors
+23.0% on YE Sep 16
+57.3% on YE Sep 13

Surf Coast

1.2 million visitors
-15.9% on YE Sep 16
+62.4% on YE Sep 13

DOMESTIC DAYTRIP TRAVEL

average annual growth or decline (AAG) for sub-regions



Source: MVS, YE Sep 17, TRA

YE Sep 13 to YE Sep 17

Glenelg

-0.8% AAG.

Ranked 4th for AAG in visitors.

Warrnambool

+1.9% AAG.

Ranked 3rd for AAG in visitors.

Moyne

Results not published for visitors.

Corangamite

Results not published for visitors.

Colac-Otway

+12.0% AAG.

Ranked 2nd for AAG in visitors.

Surf Coast

+12.9% AAG.

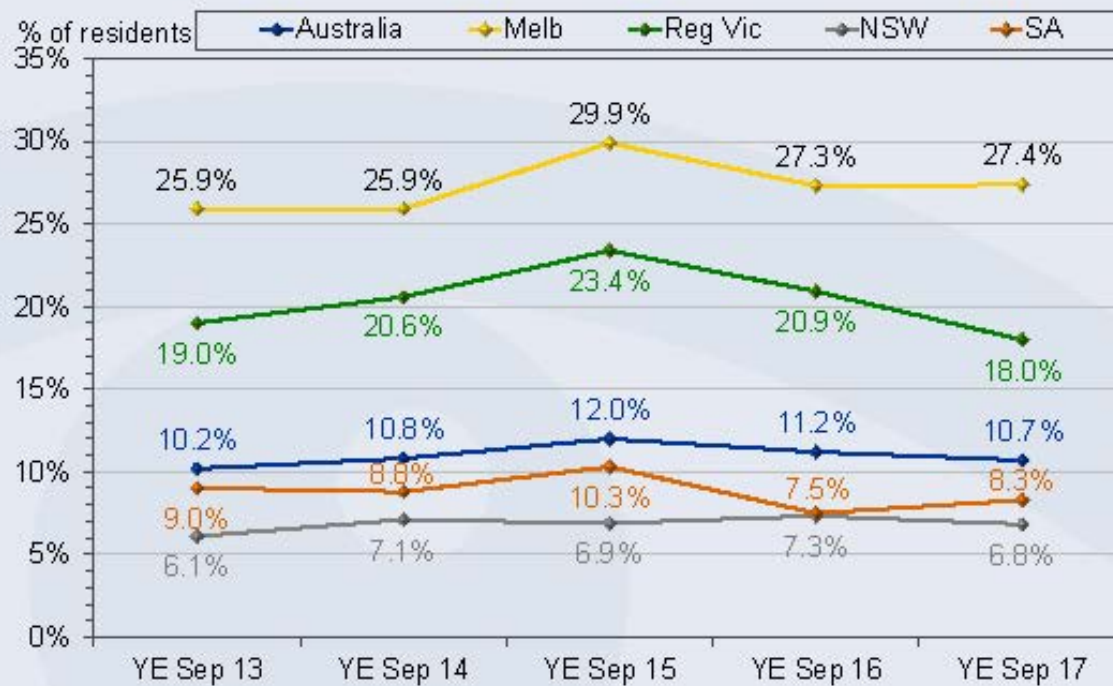
Ranked 1st for AAG in visitors.

DOMESTIC TRAVEL PREFERENCE

**Australian residents aged 14 and over
who wanted to take an overnight holiday or leisure trip**

The data used is subject to sampling variability. Users are advised to consult data confidence tables contained in publications relevant to the HTS or otherwise available from RMR before drawing any conclusions or inferences, or taking any action, based on the data.

PREFERENCE TO VISIT Great Ocean Road*



Source: HTS, YE Sep 17, RMR

YE Sep 17

Australians

10.7%
-0.5% pts on YE Sep 16
+0.5% pts on YE Sep 13

Melburnians

27.4%
+0.1% pts on YE Sep 16
+1.5% pts on YE Sep 13

Regional Victorians

18.0%
-2.9% pts on YE Sep 16
-1.0% pts on YE Sep 13

NSW residents

6.8%
-0.5% pts on YE Sep 16
+0.7% pts on YE Sep 13

South Australians

8.3%
+0.8% pts on YE Sep 16
-0.7% pts on YE Sep 13

* as defined or interpreted by survey respondent.

Travel to Great Ocean Road, quarterly tracking results for YE Sep 17

Page 31

NOTES

NVS & IVS DATA NOTES

Definitions -

Domestic overnight trip = a trip involving a stay away from home for at least one night (but for no more than 12 months), at a place (in Australia) at least 40km from home.

Domestic overnight visitor = an Australian resident, aged 15 and over, who had taken a domestic overnight trip.

International overnight visitor = an international resident, aged 15 and over, who visited Australia (for a period of no more than 12 months) and stayed at least one night in the 'destination'.

Domestic daytrip = a round trip for a distance of at least 50km, of a duration of at least 4 hours but not involving a night away from home (same day travel as part of overnight travel is excluded, as is routine travel such as commuting between work/school and home).

Domestic daytrip visitor = an Australian resident, aged 15 and over, who had taken a domestic daytrip.

Great Ocean Road = the combined area of Glenelg, Warrnambool, Moyne, Corangamite, Colac-Otway, Surf Coast and Western tourism region nfd.

Glenelg = SA2s of Glenelg and Portland.

Warrnambool = SA2s of Warrnambool - North and Warrnambool - South.

Moyne = SA2s of Moyne - East and Moyne - West.

Corangamite = SA2s of Camperdown, Corangamite – North and Corangamite - South.

Colac-Otway = SA2s of Colac, Colac region and Otway.

Surf Coast = SA2s of Lorne – Anglesea, Torquay and Winchelsea.

Melbourne TR = the Melbourne tourism region (*TRA regional classification*).

Regional Victoria = all of Victoria, excl Melbourne TR.

NVS & IVS DATA NOTES (CONT)

Abbreviations

GOR = Great Ocean Road.

Mel TR = Melbourne TR

NSW = New South Wales

Reg Vic = Regional Victoria.

TEVE = Tourism, Events and Visitor Economy (*in the Dept. of Economic Development, Jobs, Transport and Resources*)

YE = Year ended.

Sampling variability

The NVS and the IVS are sample surveys. The results are subject to sampling variability, and therefore may differ from figures that would have been obtained if a census had been used. Users are advised to consult the data confidence tables contained in publications relevant to the NVS and IVS or otherwise available from the TRA before drawing any conclusions or inferences, or taking any action, based on the data.

Data confidence intervals

Any **NVS** estimates below 50,000 for overnight visitors, 500,000 for nights and 150,000 for daytrips and any **IVS** estimates below 5,000 for visitors and 250,000 for nights are for INTERNAL USE ONLY.

Statistical significance

Percentage change figures provided in this report do not necessarily represent statistically significant change.

HTS DATA NOTES

Definitions

Great Ocean Road = 'Great Ocean Road, Torquay, Lorne, Port Fairy, etc' as defined or interpreted by respondent.

Abbreviations

Melb = Melbourne.

NSW = New South Wales.

Reg Vic = Regional Victoria.

SA = South Australia.

YE = Year ended.

Sampling variability

The HTS is a sample survey. The results are subject to sampling variability, and therefore may differ from figures that would have been obtained if a census had been used. Users are advised to consult data confidence tables contained in publications relevant to the HTS or otherwise available from RMR before drawing any conclusions or inferences, or taking any action, based on the data.

Statistical significance

Percentage change figures provided in this report do not necessarily represent statistically significant change.

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The NVS, IVS and HTS are sample surveys. As with all sample surveys, the results are subject to sampling variability, and therefore may differ from figures that would have been obtained if a census had been used. Users of the data are advised to consult data confidence tables contained in publications relevant to each survey or otherwise available from those organisations administering or managing the surveys before drawing any conclusions or inferences, or taking any action, based on the data.

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5.9 ASSEMBLY OF COUNCILLORS RECORDS**PURPOSE**

The purpose of this report is to provide the record of any assembly of Councillors, which has been held since the last Council Meeting, so that it can be recorded in the Minutes of the formal Council Meeting.

BACKGROUND INFORMATION

The Local Government Act provides a definition of an assembly of Councillors where conflicts of interest must be disclosed.

A meeting will be an assembly of Councillors if it considers matters that are likely to be the subject of a Council decision, or, the exercise of a Council delegation and the meeting is:

1. A planned or scheduled meeting that includes at least half the Councillors (5) and a member of Council staff; or
2. an advisory committee of the Council where one or more Councillors are present.

The requirement for reporting provides increased transparency, particularly the declarations of conflict of interest.

REPORT

Section 80A(2) of the Local Government Act 1989 requires the record of an Assembly of Councillors be reported to the next practicable Ordinary Meeting of Council.

The record of the following Assembly of Councillors is enclosed:-

1. Monday 18 December 2017 – refer **Appendix A**
2. Monday 29 January 2018 refer **Appendix B**

MOVED: CR. NEOH
SECONDED: CR. HULIN

That the information be received.

CARRIED – 7:0

APPENDIX A**Assembly of Councillors Record**

Purpose of meeting:	Councillor Briefing
Meeting date:	18 December 2017
Start time:	4.30pm
Councillors present:	Cr. R. Anderson – Chairperson Cr. S Cassidy Cr. K. Gaston Cr. T. Herbert Cr. P Hulin Cr. M Neoh Cr. D. Owen
Council Officers present:	Bruce Anson, Chief Executive Peter Utri, Director Corporate Strategies Andrew Paton, Director City Growth Scott Cavanagh, Director City Infrastructure Vikki King, Director Community Development
Other persons present:	
Apologies:	Nil
Conflict of Interest Disclosures:	Nil
Items discussed:	<ul style="list-style-type: none"> ▪ Economic Development Update. ▪ Warrnambool City Council Major Projects Report - November-December 2017 ▪ 2018/2019 Budget Timetable. ▪ Building Better Regions Fund Applications. ▪ Horses on Beach ▪ Brauerander Park Bore Pump ▪ Lighthouse Theatre Mural ▪ Regional Cities Victoria – Liveability Index ▪ House of Representatives - Standing Committee on Infrastructure, Transport and Cities - Australian Government's Role In The Development Of Cities
Other items raised by Councillors & Officers:	

The meeting closed at 6.15pm.

APPENDIX B**Assembly of Councillors Record**

Purpose of meeting:	Councillor Briefing
Meeting date:	29 January 2018
Start time:	3.30pm
Councillors present:	Cr. R. Anderson – Chairperson Cr. S Cassidy Cr. K. Gaston Cr. T. Herbert Cr. P Hulin Cr. M Neoh Cr. D. Owen
Council Officers present:	Bruce Anson, Chief Executive David Harrington, Acting Director Corporate Strategies Andrew Paton, Director City Growth Glenn Reddick, Acting Director City Infrastructure Vikki King, Director Community Development
Other persons present:	Anne-Maree Neal, Manager Governance & Risk Russell Lineham, Manager Recreation & Culture Kim White, Senior Recreation Planner
Apologies:	Nil
Conflict of Interest Disclosures:	Cr Neoh – Notice of Motion, City Centre Renewal Business Support & City Centre off street parking petition.
Items discussed:	<ul style="list-style-type: none"> ▪ Lighthouse Theatre Mural ▪ Local Government Bill - Exposure Draft ▪ FOGO (“Food Organics And Green Organics”) ▪ Sportsground Management ▪ Petition – Removal of Mural At The Lighthouse Theatre ▪ Proposed Notice of Motion ▪ Petition For City Centre Off Street Free Parking ▪ Petition - Feral Nature Strip Shrub Causing Visual Pollution ▪ City Centre Renewal – Business Support Update ▪ Warrnambool Planning Scheme Amendment C102 678-688 Raglan Parade, Warrnambool ▪ Monthly Financial Report – December 2017 ▪ Councils & Emergencies Position Paper ▪ VicRoads Report – Country Roads Your Insights, Our Actions ▪ Native Title Unit Eastern Maar Negotiation Area ▪ Great Ocean Road Regional Tourism – Annual Report 2016/17
Other items raised by Councillors & Officers:	<ul style="list-style-type: none"> ▪ Point Ritchie stairs ▪ Liebig Street furniture ▪ Litter near the old aquarium ▪ Seat at Lava Street taxi rank ▪ Warrnambool 100 years anniversary ▪ Parking issues at Lake Pertobe. ▪ Public art on the buildings in Liebig Street. ▪ Historical markers on breakwater are fading. ▪ Café in the gardens. ▪ Former Gas & Fuel site. ▪ Speedway trucks. ▪ Community donating assets to Council. ▪ Unsightly houses. ▪ Gravel on Wollaston Road. ▪ Foreshore boardwalk

	<ul style="list-style-type: none">▪ CBD walking tour for Councillors.▪ Staff code of conduct..▪ Queens Road removal of trees.
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The meeting closed at 8.00pm.

5.10 MAYORAL & CHIEF EXECUTIVE COUNCIL ACTIVITIES – SUMMARY REPORT**PURPOSE**

This report summarises Mayoral and Chief Executive Council activities since the last Ordinary Meeting which particularly relate to key social, economic and environmental issues of direct relevance to the Warrnambool community.

REPORT

Date	Location	Function
5 December 2017	Allansford	Mayor - Attended the Annual General Meeting of the Allansford Hall Committee
7 December 2017	Warrnambool	Mayor & Chief Executive : Attended the IBAC Corruption Prevention & Integrity Insights forum held in Warrnambool.
	Warrnambool	Mayor : Visited Merrivale Primary School and met with Grades P2 on the city's future, past and present.
	Warrnambool	Mayor : Attended the Australian Air Force Cadets Final Parade Ceremony for 2017.
8 December 2017	Woodford	Mayor – Attended the Woodford Community Project ceremony to acknowledge the Reserve renaming.
	Warrnambool	Mayor – Opened a suite of exhibitions at Warrnambool Art Gallery.
11 December 2017	Warrnambool	Mayor & Chief Executive – Attended the Leadership Great South Coast launch of All-Abilities Carousel, Cramer Street.
	Warrnambool	Mayor – Attended the Warrnambool Library Volunteers Afternoon Tea.
13 December 2017	Warrnambool	Mayor & Chief Executive - Attended the Great South Coast Food and Fibre Action Plan Launch.
14 December 2017	Dunkeld	Chief Executive – Attended RDA Barwon South West meeting.
	Allansford	Mayor – Attended the Allansford Reserve Netball facilities opening.
	Warrnambool	Mayor – Attended the Warrnambool Primary School Graduation Final Assembly.
15 December 2017	Geelong	Chief Executive – Attended the Great Ocean Road Taskforce meeting.
	Warrnambool	Mayor – Attended the Brauer College Middle School Final Assembly.
18 December 2017	Warrnambool	Mayor - Attended the Brauer College Senior Assembly.
19 December 2017	Warrnambool	Chief Executive – Attended the Great South Coast Regional Skills Taskforce meeting.
	Warrnambool	Mayor – Attended the Warrnambool East Primary School Grade 6 Graduation Ceremony.

6 January 2018	Warrnambool	Mayor - Officially opened the Warrnambool Gem Club 50th Anniversary show.
9 January 2018	Warrnambool	Mayor & Chief Executive – Met with the Shadow Minister for Tourism, Heidi Victoria, MP and Member for South West Coast, Roma Britnell, MP.
11 January 2018	Warrnambool	Mayor – Attended the performance of WICKED by the Holiday Actors Group.
17 January 2018	Geelong	Mayor & Chief Executive - Attended the signing of the City Deals for Geelong with the Hon. Malcolm Turnbull, MP, Prime Minister, Dan Tehan, MP, Federal Minister for Social Services, Paul Fletcher, MP, Federal Minister for Urban Infrastructure & Cities & James Merlino, MP Deputy Premier
21 January 2018	Warrnambool	Mayor – Attended the Premier Speedway Grand Annual Classic and gave an official welcome.
26 January 2018	Warrnambool	Mayor - Attended and presented the 2018 Australia Day Citizens awards.
	Warrnambool	Cr Hulin represented the Mayor at the Warrnambool East Rotary Club hole-in-one golf competition.
	Warrnambool	Mayor - Attended South West Branch of the Order of Australia Association Australia Day Lowering of the Flag ceremony and reception.
1 February 2018	Warrnambool	Mayor – Gave a welcome address for the end of Stage 1 of the Jayco Herald Sun Tour Mayor.

MOVED: CR. NEOH
SECONDED: CR. CASSIDY

That this report be received.

CARRIED – 7:0

6. NOTICE OF MOTION - NO. 2148

Cr. Neoh declared an interest and left the meeting at 6.45pm.

MOVED: CR. HULIN
SECONDED: CR. HERBERT

That Council:

As part of Council's Parking Strategy and ongoing review of Warrnambool CBD parking arrangements refer the following changes for Council's consideration as part of the 2018-2019 budget estimates and preparations.

For a trial period of twelve months:

- 1. Reduce timed meter charges in the Warrnambool CBD to 10:00am to 4:00pm, Monday to Friday, with free parking on Saturday; and**
- 2. Continue with 90 minute free parking in Ozone and Parkers carparks.**

LOST : 1:5

Cr. Hulin voting for the motion

Crs. Herbert, Anderson, Owen, Gaston & Cassidy voting against the motion

Cr. Neoh returned to the meeting at 7.05pm.

7. PUBLIC QUESTION TIME**7.1 QUESTION FROM ANGIE PASPALIARIS, 48 LAVA STREET, WARRNAMBOOL**

The new pedestrian crossings at the Liebig/Lava and Liebig/Koroit roundabouts are resulting in vehicles unlawfully stopping in (and blocking) the roundabouts countless times through the day.

It is illegal to stop once you have entered a roundabout, yet WCC is forcing motorists to break this law in order to give way to pedestrians (as they exit the roundabout).

To implement crossings at these roundabouts is dangerous for both pedestrian and motorist, and is causing increased congestion within the CBD area. This is leading to an increased number of residents and tourists avoiding the Liebig Street area – the exact opposite aim of the Liebig Street Renewal Project.

There is also a risk to emergency services who may need access to Liebig Street and surrounding streets in the event of an emergency, but due to congestion will not be able to.

Enclosed is an online petition which supports removal of the new pedestrian crossings. Given the significant support for removing the crossings will the Warrnambool City Council take note of their constituents' request, and remove the crossings?"

7.2 QUESTION FROM DAVID REID, 101 QUEENS ROAD, WARRNAMBOOL

"WIN News poll indicated that 92% of respondents voted for the removal of the pedestrian crossings in Liebig Street. An online petition had 6,000 signatures almost 20% of the population asking for the removal of the Liebig Street pedestrian crossings. Are the City of Warrnambool going to bow to public opinion and remove the crossings. Given that the minutes of a previous Council meeting stated that the crossings could be removed at any time."

The Chief Executive responded that Council undertook a comprehensive community planning process for the design of Liebig Street with more than 3000 people participated in the planning process both looking at the design and also making comments on the design principles. The outcome from the consultation process was that the community wanted a pedestrian friendly CBD. That is a CBD that is welcoming to the aged, people with disabilities and young families. This goal was adopted by Council and key components of a pedestrian friendly CBD included the levelling of the streets and removing kerb and channelling, providing wider footpaths, slowing the vehicle speeds and providing pedestrian priorities at intersections.

It is acknowledged that improving pedestrian safety results in inconvenience to some car users but change is always a challenge. People need to safely enter the roundabouts and it has been designed to allow room for people entering into and exiting the roundabout, so if you look at how they have been designed there is room. The design was also reviewed by the emergency services. It encourages people to park in off-street car parks and walk, hence the need for pedestrian safety. It is not proposed by Council to remove pedestrian priority at roundabouts because the major focus is to ensure that aged people, people with disabilities and young families can safely visit our CBD.

8. CLOSE OF MEETING

The meeting closed at 7.12pm.

CHAIRMAN

I certify that these minutes were confirmed at a subsequent meeting of Council

.....
CR. ROBERT ANDERSON
MAYOR