

MINUTES

ORDINARY MEETING

WARRNAMBOOL CITY COUNCIL

5.45PM - MONDAY 7 MAY 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

Copies of the Warrnambool City Council's Agendas & Minutes
can be obtained online at www.warrnambool.vic.gov.au

**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.

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**MINUTES OF THE ORDINARY MEETING OF THE WARRNAMBOOL CITY COUNCIL HELD IN THE
RECEPTION ROOM, WARRNAMBOOL CIVIC CENTRE, 25 LIEBIG STREET, WARRNAMBOOL ON
MONDAY 7 MAY 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 Peter Utri, Director Corporate Strategies
Mr Scott Cavanagh, Director City Infrastructure
Mr Andrew Paton, Director City Growth
Ms. Vikki King, Director Community Development

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. HERBERT

That the Minutes of the Ordinary Meeting of Council held on 9 April 2018 and Minutes of the Special Meeting of Council held on 30 April 2018, 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.

5. REPORTS**5.1 MONTHLY FINANCIAL REPORT – MARCH 2018****PURPOSE**

This report updates Council on the financial performance for the 9 months ended 31 March 2018.

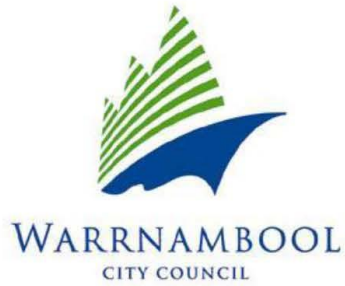
EXECUTIVE SUMMARY

- This Finance Report compares actual financial results budget for the 9 months from 1 July 2017 to 31 March 2018– 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 9 month actual results indicate a favourable financial position of \$250,000 when compared to the YTD Budget.
- During the 3rd quarter of the financial year, Council received an additional \$231k of grant and contribution funding which is being used to provide services and infrastructure to the community.
- In the 9 months to March 2018, Council has received an additional \$1.57m in grants and contributions which is over and above what was originally budgeted for. The majority of these funds are being spent locally through wages or goods/services.

MOVED: CR CASSIDY
SECONDED: CR OWEN

That the report be received.

CARRIED 7:0



Monthly Financial Report

March 2018

Monthly Financial Report

March 2018

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Monthly Financial Report

March 2018

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 March 2018.

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

The 9 months actual results indicate a favourable financial position to budget of \$250k.

Key Financial Results	Adopted Budget \$'000	Revised Budget \$'000	Forecast \$'000	YTD Budget \$'000	YTD Committed \$'000	YTD Variance \$'000	
Rates	35,460	35,460	35,793	35,435	35,835	400	▲
Recurrent	(22,462)	(24,370)	(25,188)	(17,303)	(17,465)	(161)	▼
Operational Project	(580)	(2,280)	(2,229)	(818)	(735)	83	▲
Capital Works	(11,952)	(11,543)	(11,047)	(15,006)	(15,062)	(56)	▼
Loans	(431)	(1,812)	(1,812)	(1,349)	(1,363)	(14)	▼
Surplus / (Deficit)	0	4,581	4,581	3,331	3,331	0	—
Total	36	36	98	4,291	4,542	250	▲

Grants & Contributions Received: During the 3rd quarter of the financial year, Council received an additional \$231k of grant and contribution funding which is being used to provide services and infrastructure to the community. This includes an additional \$109k for the continued work at Point Ritchie (Moyjil).

In the 9 months to March 2018, Council has received an additional **\$1.57m** in grants and contributions which is over and above what was originally budgeted for. The majority of these funds are being spent locally through wages or goods/services.

Monthly Financial Report

March 2018

2. Year End Forecast Position

The below summary details the forecast end of year position compared to the revised budget.

It details significant movement within the various categories, however the overall results forecasts a \$63k favourable position to budget at the end of the year.

Key Financial Results	Adopted Budget \$'000	Revised Budget \$'000	Forecast \$'000	Forecast to Revised Budget	
				\$'000	
Rates	35,460	35,460	35,793	333	▲
Recurrent	(22,462)	(24,370)	(25,188)	(818)	▼
Operational Project	(580)	(2,250)	(2,229)	20	▲
Capital Works	(11,952)	(11,573)	(11,047)	527	▲
Loans	(431)	(1,812)	(1,812)	0	▬
Surplus / (Deficit)	0	4,581	4,581	0	▬
Total	36	36	98	63	▲

Monthly Financial Report

March 2018

3. 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	35,435	35,835	400	1.1%	▲
Statutory Fees and Fines	1,421	1,421	1,101	1,226	125	11.4%	▲
User Fees	16,022	16,181	12,621	12,115	(506)	(4.0%)	▼
Recurrent Grants	12,983	12,037	8,914	8,875	(39)	(0.4%)	▼
Non-Recurrent Grants	4,330	6,602	2,759	2,726	(33)	(1.2%)	▼
Contributions - Cash	924	3,620	830	986	156	18.8%	▲
Contributions - Non Cash	4,000	4,000	0	0	0	0.0%	▼
Other Income	350	325	263	381	117	44.4%	▲
Interest Income	375	375	277	246	(31)	(11.3%)	▼
Revenue Total	75,865	80,021	62,201	62,389	188	0.3%	▲
Expenses							
Employee Benefits	31,732	32,262	23,778	23,301	477	2.0%	▲
Materials and Services	21,669	24,552	17,516	17,690	(174)	(1.0%)	▼
Bad and Doubtful Debts	77	77	1	6	(5)	(446.4%)	▼
Finance Costs	461	388	302	299	3	1.1%	▲
Other Expenses	839	839	567	555	12	2.1%	▲
Depreciation	10,500	10,500	0	10	(10)	0.0%	▼
Net loss / (gain) on asset disposal	1,147	1,147	(54)	(44)	(10)	3.3%	▼
Expenses Total	66,424	69,764	42,110	41,816	293	0.7%	▲
Net Surplus / (Deficit)	9,441	10,257	20,092	20,573	481	2.4%	▲
Other Comprehensive Income							
Net asset revaluation	10,000	10,000	0	0	0	0.0%	■
Total Comprehensive Income	19,441	20,257	20,092	20,573	481	2.4%	▲
Net Underlying Surplus / (Deficit)	5,441	6,257	20,092	20,573	481	2.4%	▲

Monthly Financial Report

March 2018

4. Balance Sheet

	2017/18 Opening Balance \$'000	Movement \$'000	YTD Closing Balance \$'000
Current Assets			
Cash & Cash Equivalents	1,564	2,234	3,798
Investments	12,000	(4,000)	8,000
Trade and Other Receivables	4,259	6,913	11,172
Other Assets	918	(298)	620
Current Assets Total	18,741	4,849	23,590
Non-Current Assets			
Trade and Other Receivables	87	0	87
Investments in associates	552	0	552
Property Plant & Equipments	667,094	10,979	678,072
Non-Current Assets Total	667,733	10,979	678,711
Total Assets	686,473	15,828	702,301
Current Liabilities			
Trade and Other Payables	4,389	(2,129)	2,260
Trust Funds and Deposits	647	33	680
Provisions	6,126	0	6,126
Interest-bearing Loans and Borrowings	1,835	(1,363)	472
Current Liabilities Total	12,996	(3,459)	9,538
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	20,446	(3,459)	16,987
Net Assets	666,027	19,287	685,314
Equity			
Accumulated Surplus	212,932	19,287	237,219
Reserves	453,095	0	453,095
Total Equity	666,027	19,287	685,313

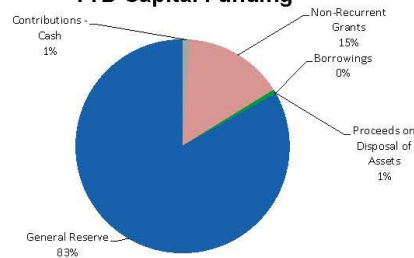
Monthly Financial Report

March 2018

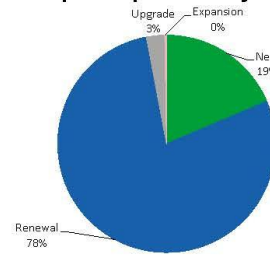
5. Capital Expenditure and Funding

	Adopted Budget \$'000	Revised Budget \$'000	YTD Budget \$'000	YTD Committed \$'000	Variance \$'000	
Expenditure						
New	1,713	4,032	3,384	3,376	8	▲
Renewal	14,924	16,541	13,985	14,224	(240)	▼
Upgrade	452	587	517	489	28	▲
Expansion	47	61	53	50	3	▲
Capital Expenditure	17,136	21,220	17,939	18,139	(201)	▼
Funding						
Contributions - Cash	328	2,528	38	218	180	▲
Non-Recurrent Grants	4,330	6,595	2,752	2,722	(30)	▼
Proceeds on Disposal of Assets	526	526	115	110	(5)	▼
Borrowings	2,700	1,500	0	0	0	■
General Reserve	9,252	10,071	15,033	15,089	(56)	▼
Capital Funding	17,136	21,220	17,939	18,139	(201)	▼

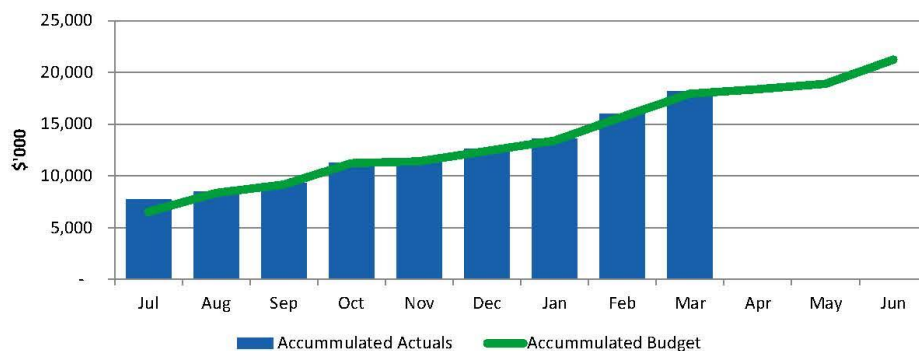
YTD Capital Funding



YTD Capital Expenditure by Category



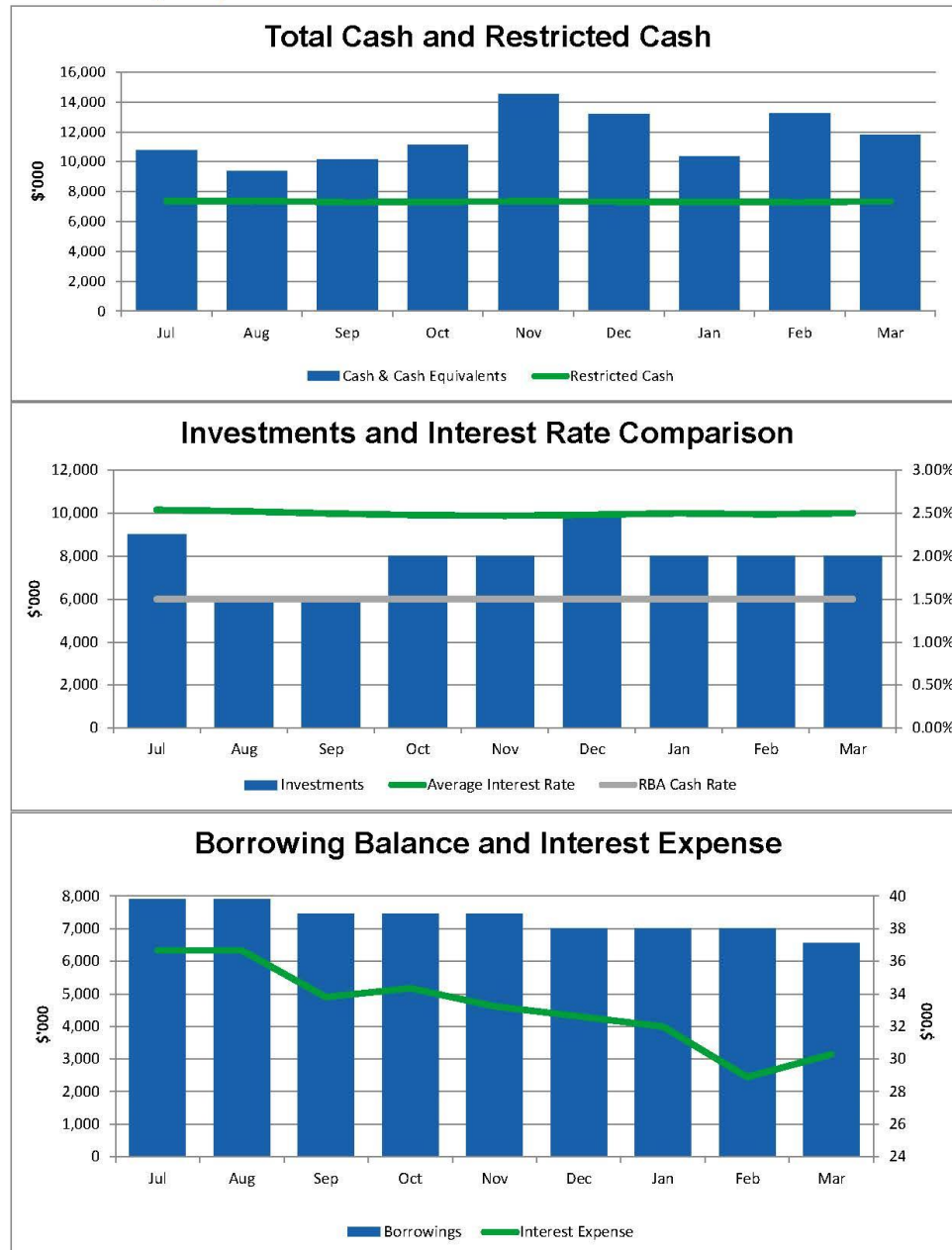
Capital Expenditure Actuals vs Revised Budget



Monthly Financial Report

March 2018

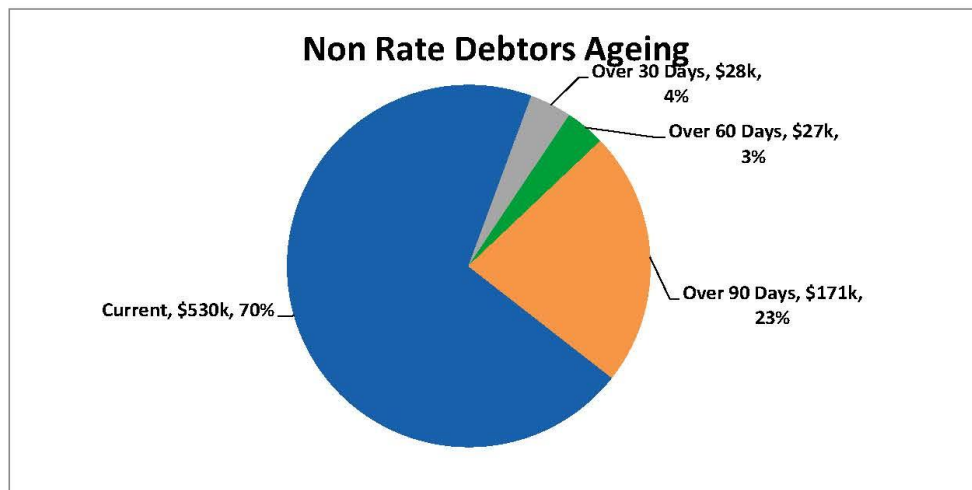
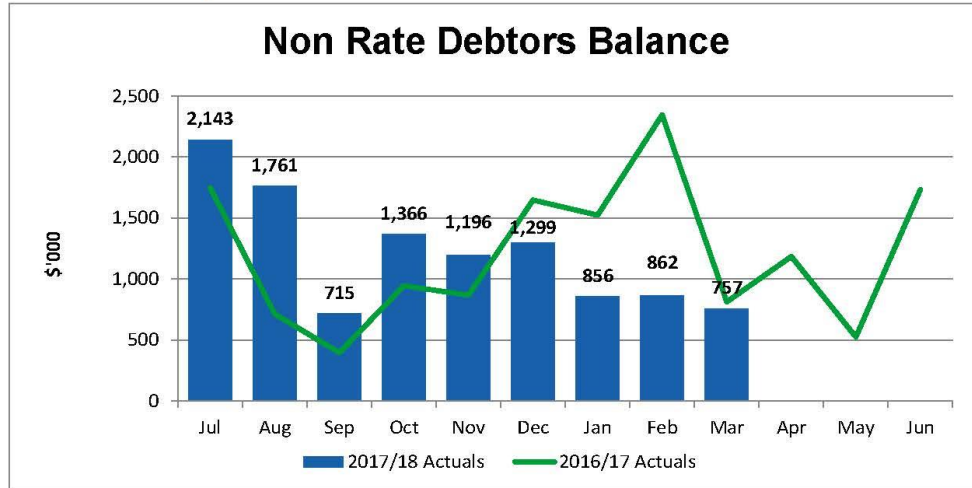
6. Treasury Report



Monthly Financial Report

March 2018

7. Debtors Report



Monthly Financial Report

March 2018

8. Budget Variations and Impacts

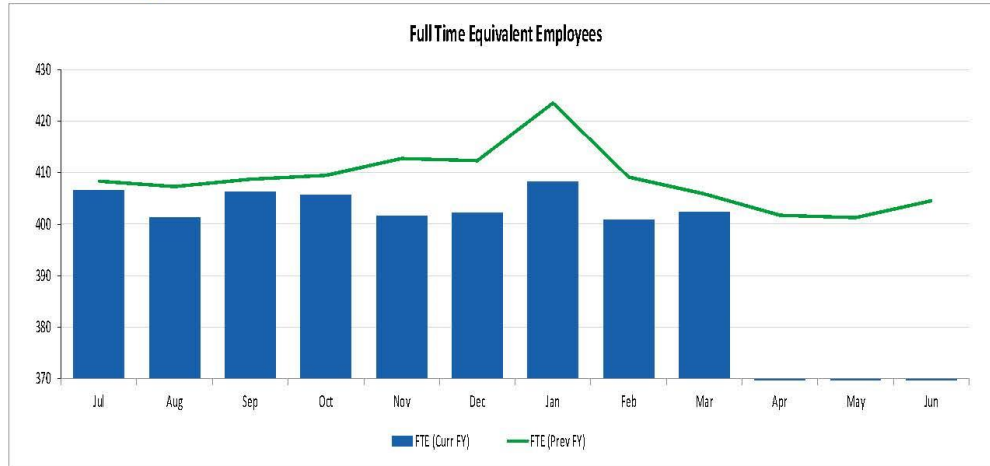
Budget Variations:

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
December Quarter Variations		Council		35,704
Point Ritchie Protection Project Grant	543000-3032		108,900	144,604
Point Ritchie Protection Project Expenditure	543000-3032		(108,900)	35,704
WAG Foundation Art Work Acquisitions Revenue	634000-2086		56,100	91,804
WAG Foundation Art Work Acquisitions Expenditure	634000-2086		(56,100)	35,704
HACC ASM Industry Grant	531750-3020		40,000	75,704
HACC ASM Industry Expenditure	531750-3020		(40,000)	35,704
Youth Programs Grant	322000-1433		13,911	49,615
Youth Programs Expenditure	322000-1433		(13,911)	35,704
Planned Activity Group Grant	305500-1807		12,450	48,154
Planned Activity Group Expenditure	305500-1807		(12,450)	35,704
Revised Budget Surplus				35,704

Monthly Financial Report

March 2018

9. FTE Report



YTD Headcount by Directorate

Directorate	Employee Type				Grand Total 12 mths Ago
	Full Time	Part Time	Casual	Grand Total	
Community Development	57	174	76	307	319
City Infrastructure	89	48	19	156	157
City Growth	33	28	17	78	81
Corporate Strategies	28	29	2	59	59
Executive	4	1	0	5	5
TOTAL	211	280	114	605	621

5.2 CITY GROWTH DIRECTORATE OPERATIONS REPORT

PURPOSE

This report provides summary information related to activities undertaken by the City Growth Directorate over the 6 month period September 2017 – February 2018.

CITY GROWTH DIRECTORATE

The City Growth Directorate is comprised of:

- Economic Development and Investment Branch
- Visitor Economy Branch
 - Holiday Parks
 - Visitor Information Centre
 - Flagstaff Hill Maritime Village
 - Events
 - Tourism Services
- City Strategy and Development Branch
 - City Strategy (Strategic Planning)
 - City Development (Statutory Planning)
 - Statutory Building Services
 - Sustainability & Natural Environment

Summary information relating to the activities of each of the aforementioned branches is shown in the City Growth Operations report attached.

MOVED: CR. NEOH
SECONDED: CR. GASTON

That the City Growth Operations Report for the period September 2017 – February 2018 be received.

CARRIED - 7:0



City Growth Operations Report September 2017 - February 2018





This report provides an overview of work undertaken to progress the City Growth Directorate's Business Plans between September 2017 – February 2018. The City Growth Directorate is comprised of:

- **Economic Development and Investment Branch**
- **Visitor Economy Branch**
 - Holiday Parks
 - Visitor Information Centre
 - Flagstaff Hill Maritime Village
 - Events
 - Tourism Services
- **City Strategy and Development Branch**
 - City Strategy (Strategic Planning)
 - City Development (Statutory Planning)
 - Statutory Building Services
 - Sustainability & Natural Environment



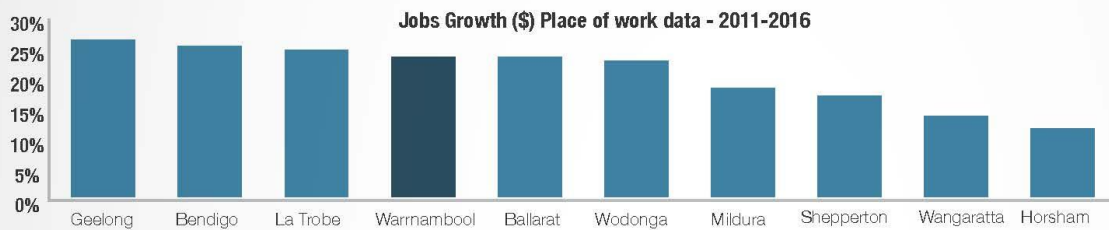
Economic Development and Investment

Through supporting business expansion and attracting investment, the Economic Development and Investment (ED&I) branch seeks to support sustainable economic growth for the Warrnambool and Great South Coast regional economy. The ED&I branch is in regular communication with a growing network of over 1,600 businesses in our city providing a range of services such as:

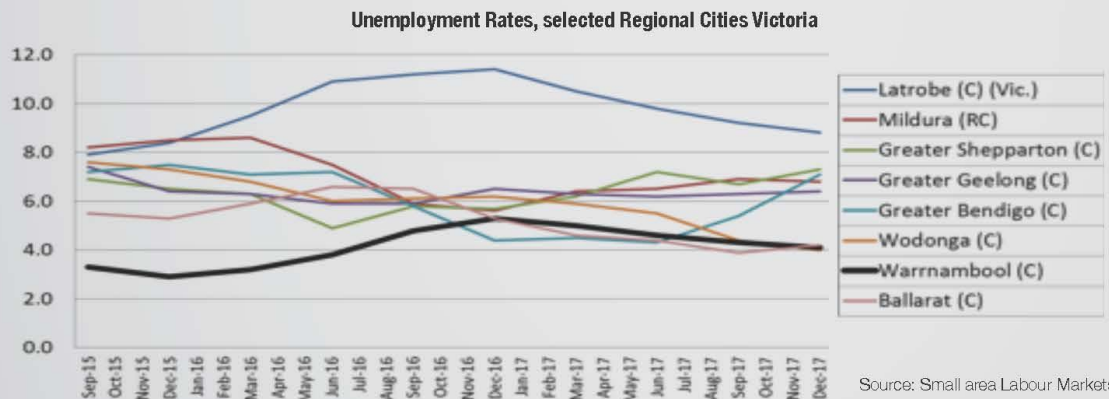
- Business and investment enquiries by providing location support resources to facilitate investment into Warrnambool;
- Statistical data in relation to population, demographics, housing, building approvals, business confidence, and other economic fundamentals to assist your decision-making;
- Referrals and local introductions to other government agencies and business networking groups and industry bodies;
- Access to business support workshops and networking events;
- Economic impact modelling for business development and investment;
- Collateral to promote our city and inform decision-making;
- Advocacy matters impacting on business;
- Skilled Migration through the Regional Certifying Body function;
- Regional co-ordination of Food and Fibre, GSC China Strategy and International Relations with Sister Cities;
- Information links to available funding and other business support services;
- Links to the Deakin University Warrnambool Campus, South West TAFE and other education providers to help with employee education and training, research and development opportunities and recruitment of students or graduates.

Economic data

The ED&I Branch maintains a portal of economic data to keep track of how the City's economy is performing (<http://www.economyprofile.com.au/warrnambool>). A number of key updates occurred during the period of this report, including jobs growth, unemployment and building values statistical releases.



Source: FEMPLAN data incorporating Australian Bureau of Statistics' (ABS) 2016 Census Place of Work Employment Data. Released 2 December 2017



Source: Small area Labour Markets



Source: ABS cat. 8731 Building Approvals



Small Business Festival 2017

The 2017 Great South Coast Small Business Festival was held throughout quarter 3 2017 and coordinated by Warrnambool City Council with support from festival sponsors the Department of Economic Development, Jobs, Transport and Resources and Moyne Shire Council along with media partners The Standard and 3YB/Coast FM.

The 2017 festival, part of the state-wide Small Business Festival program, saw 22 events take place throughout the region which were attended by 802 participants.

Highlights of the 2017 Festival included:

- Business Professional Women South West Business Breakfast (120 attendees)
- Great Ocean Road Regional Tourism (GORRT) Recipe For Success Marketing Masterclass (160 attendees)
- State of the City: Warrnambool's Economic Perspective (100 attendees)
- Small Business Festival Roadshow Dinner with Lydia Lassila (85 attendees)
- Ni Hao: Welcoming Business Program (50 attendees)



(Above) BPW South West Breakfast - Tuesday August 1st



(Above) E18512 State of the City - Tuesday August 15th



(Above) E19069 Roadshow Dinner - Wednesday August 16th

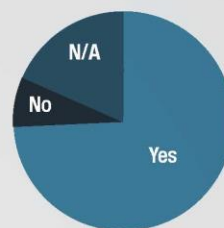
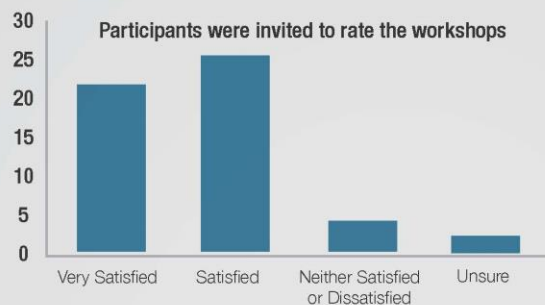


(Above) E18882 GSC Infrastructure Update - Wednesday August 30th

Small Business Workshop Program

10 Small Business Victoria Workshops were held in 2017
Month Workshops Attendees

February: Starting Your Business Right	9
March: Understanding Marketing Your Business in a Digital World Workshop	10
May: Planning Essentials	5
June: Marketing for Growth	4
July: Advanced Digital Strategies for Your Business	7
August: Commercialising Your New Idea	6
September: Starting Your Business Right	10
October: Marketing Your Business Right	6
November: Your Business in a Digital World	4
Total	76



Participants were asked if they had increased business confidence as a result of a workshop

Home Based Business Survey

A Home-based Business Survey has commenced to engage with the growing number of home-based businesses to understand their needs and what business support services might be offered and/or accessed by these businesses.

Warrnambool Business Confidence Survey

The Warrnambool Business Confidence Survey was conducted and finalised in mid-2017 with partnership support from Deakin University and South West Credit.

The survey was made available to over 1100 local businesses with a total of 269 completed surveys received.

Key findings were:

- Increased business confidence in 2017 compared to 2015, with anticipated increases in financial performance (up 5% to 33%), employees (up 5% to 22%) and investment (up 10% to 33%) in the next 12 months. Fewer respondents in 2017 anticipate decreases compared to 2015.
- Increased belief by respondents they are faring good or excellent (up 8% to 56% in 2017) compared to other regional businesses.
- Increase in businesses saying they are better off in 2017 (31%) compared to 2015 (25%).
- Increased confidence in the Warrnambool business environment at the medium to very high level in 2017 (71%) compared to 2015 (60%). More respondents from the CBD and Gateway Plaza had greater confidence.

- Unchanged proportion of businesses which do not sell goods/services outside Warrnambool. Those selling outside have increased exports in the last 12 months (up 8% to 43% in 2017) and/or expect to increase exports in the next 12 months (up 13% to 44% in 2017).
- Slight drop in respondents selling online (60% in 2017) compared to 2016 (62%), but an increase among those selling online which generate 60% or more of their sales (up 9% to 18% in 2017).

Customer Service Awards 2017

The return of the Customer Service Awards in 2017 saw a change in format for the long running community orientated awards.

Previously run through monthly nomination and ceremony processes from February through to September, 2017 saw the awards move to a once off end of year presentation night that saw 7 finalists compete for the Runner-Up and 2017 Winner announcement.

The Awards were coordinated by the Warrnambool City Council's Economic Development Unit with support from Major sponsors SW TAFE, and media partners 3YB/Coast FM and the Standard.

The 7 finalists were chosen from a field of 16 nominations received throughout the calendar year.

The finalists for the award were –

Alex Trahar – Warrnambool Radio Taxi's (Winner)
Gerard McConnell – School Crossing Supervisor at St. Pius Primary School (Runner-Up)
Emma Kirkham – South Coast Junior Aquatics
Georgia Langston – (Previously of) Hairhouse Warehouse
Kirsty Debono – Woolworths Warrnambool East
Scott Penny – Specsavers
Ludwig Mjeda – Warrnambool Toyota

The awards ceremony took place at the SW TAFE Food Lab in November.



Small Business Mentoring Service 2017

Small Business Mentoring Services were accessed by 12 participants who received advice from a certified business mentor. Mentoring service participants were asked to rate the overall quality of the mentoring session. In addition, the Small Business Victoria's Small Business Bus visited Warrnambool throughout the year providing free confidential support to businesses seeking advice.



Regional Certifying Body

Council performs the ROB function for the Department of Home Affairs (formerly Immigration and Border Protection) on behalf of the six Great South Coast municipalities (Glenelg, Moyne, Southern Grampians, Corangamite, Warrnambool and Colac-Otway).

Transitioning from an eligible temporary resident visa to a Regional Sponsored Migration Scheme (RSMS) subclass 187 Permanent Residency visa requires an assessment of the employer sponsorship nomination by a Regional Certifying Body (RCB).

The RCB function is to assess employer nominations for the Regional Sponsored Migration Scheme (RSMS) subclass 187 permanent residency visa to confirm the employer:

- Is operating lawfully, legally and profitably
- Paying the market rate of salary
- Has attempted to source a suitably qualified Australian citizen or permanent resident from the local labour market, and;
- That the nominated skilled position is one that is in skill shortage for our region

Over the past eight months Warrnambool RCB has processed 60 employer nominations for the Great South Coast region.

The greatest number of assessments performed in a 12-month period was 60 at the height of the State Government funded skilled migration programs (2008-2013).



GSC Food and Fibre

Council is leading the implementation of the Great South Coast Food and Fibre Action Plan.

Key achievements and/or work priorities to date include:

- formation of the GSC Food and Fibre Council and strong membership across different geographies and industry sectors in the GSC Region;
- the appointment of Executive Officer;
- funding contributions from Industry to support the implementation of the Plan coupled with an announcement in October 2017 from State Government detailing support of \$500,000 towards the plan; advocacy plans across water, three phase power and government department /agency decentralisation proposals; and,
- ongoing engagement programs with the many and diverse stakeholders attached to the region's Food and Fibre sector.

North Dennington Housing Affordability Program

In late 2017 the North Dennington Housing Affordability Program concluded. The objectives of the program were to invest in local infrastructure projects that support an increase in the number of homes for sale and rent that are affordable for working families on ordinary incomes,

in communities that are experiencing positive jobs and population growth that need more homes to be built.

Key outcomes were:

- Average vacant land price (with BBRC Grant) of Grant recipients has been approx. \$102,000, some 40% lower than our City's median vacant land price of \$145,000;
- Average Gross Household Income of Grant recipients has been \$56,000, broadly in line with our City's median Gross Household Income of \$52,000 (at time of program launch);
- Average age of Grant recipients was 31 years, consistent with the objectives of assisting young working persons and families to enter into home ownership.

Commencing in May 2013 this program accessed a \$2.95 million Federal Government grant (Building Better Regional Cities Program) towards construction of Coghlan's Rd and delivery of a housing affordability grants scheme (up to \$20,000 per applicant) in the North Dennington Growth Area to low to moderate income families. The program has now concluded with 50 grants disbursed to low to moderate income families, all of whom met strict eligibility requirements.

The Project was awarded by National Economic Development Australia in the Community Economic Development category and nominated for LG Pro award in 2017.

Sister Cities

Changchun, China

Supported through funding from the Victorian Government the Warrnambool and Changchun investment in collaboration, shared goals, strong partnerships and leadership over the past 5 years has created a gateway to China for Warrnambool and the Great South Coast allowing engagement and mutual gains, both cultural and economic.

Our region's trade capability and capacity has been supported by:

- in-bound and out-bound delegations;
- Chinese business workshops and support; and,
- the Warrnambool China Bureau initiative.

Warrnambool – Changchun Delegation (2017)

Warrnambool City Council's Economic Development Unit prepared and coordinated a two-week Warrnambool Delegation to Changchun in September 2017.

The delegation of 11 included the Mayor and CEO of Warrnambool, Warrnambool City councillors and

representatives from education, tourism, and business community.

Collaborating with Asialink Business (Warrnambool China Bureau) the Economic Development unit assisted the delegation with pre-departure preparation including in-market scheduling, commercial guidance and language support.

During the delegation the Economic Development unit worked closely with Changchun Foreign Affairs office, provided interpretation support and in-market advice to delegates in high-level official meetings.

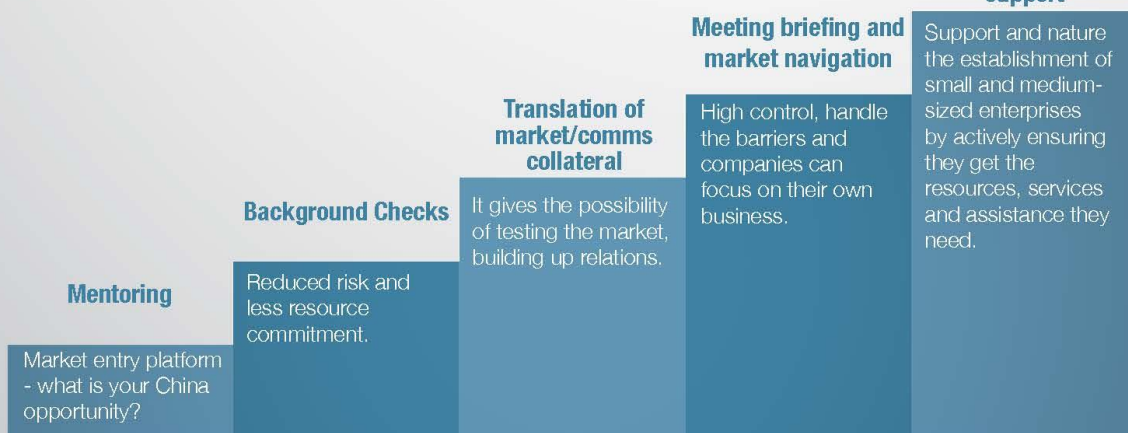
High-level exchange meetings included:

- bilateral high-level officials meeting with the Mayor of Changchun;
- media cooperation discussion with Changchun TV and radio station;
- Changchun Xinglong Free Trade Zone Visit;
- Exchange conference with Changchun Tourism Bureau; and
- Campus Visit to Jilin Huaqiao University of Foreign Languages and Beihua University.



Warrnambool China Bureau Service Offering Step-by-step market support

In China meeting support and commercial insight support



Business in China workshops and support

Tourism is a key focus area for economic growth. The bureau provided five tourism-focused workshops to 270 local businesses from the Great South Coast from July 2017 to February 2018.

Workshop Participants

- Marketing Masterclass (Great Ocean Road Tourism conference) 160
- Ni Hao: Welcoming Chinese Visitors Business Workshop 60
- Ni Hao Port Fairy Program 6
- Warrnambool Caravan Park Tourism Business Workshop 4

Workshop participants included representatives from accommodation houses, wine cellars, hospitality and retailers. Participants were provided Chinese market trends and practical market knowledge including how to provide quality travel experience to Chinese tourists and how to engage with Chinese tourists via Chinese social media.

Warrnambool China Bureau

A growing number of businesses in the Great South Coast are expressing interest in exploring growth opportunities in the China market but the size and complexity creates significant barriers to success. Succeeding in and with China is a long-term journey which requires patience, professional market knowledge and prudent China market entry strategies.

In cooperation with Asialink Business the Economic Development Unit created a Step by Step Chinese Market Help Desk to support small and medium South West businesses better understand and access the China market business opportunities under the Warrnambool China Bureau.

This service has been accessed by some 25 businesses across a broad range of sectors such as wine products, restaurants, food and fibre, tourism businesses, health and aged care services, water management.
<https://www.standard.net.au/story/4868171/focus-on-china-tourism-linkages/>

Miura, Japan

Warrnambool and the Japanese city of Miura have had a formal sister city relationship for 25 years.

The two cities continue to have a number of exchange initiatives in place, including;

- Annual school exchange program between Miura Board of Education and Brauer College;
- Warrnambool resident installed as Cultural Exchange Representative in Miura City Hall, acting as Assistant Language Teacher (ALT) and international support officer;
- Plans are being developed to have a second Warrnambool resident to be placed in Miura City Hall in late 2018;
- Miura resident installed as Assistant Language Teacher at Emmanuel College; and,
- international association and community visits.

Knoxville, USA

Although Warrnambool City Council does not have a formal signed Sister City arrangement with the City of Knoxville, there continues to be co-operation between the two cities with shared interests in Sprintcar Racing.

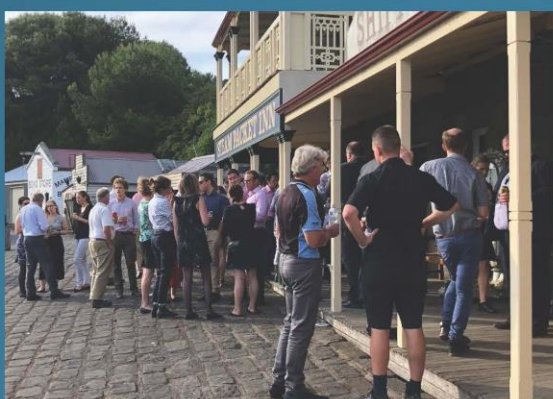
In 2017 Council provided the Premier Speedway with financial support to promote and market the City and the Warrnambool Premier Speedway at the Knoxville Nationals.





ASEAN Conference:

Economic Development Unit hosted an ASEAN Roadshow Event on Monday March 6th at Council Civic Centre. Attracting over 20 local business owners and operators, the event was facilitated by AsiaLink and featured a livestreaming of the Melbourne event to our Warrnambool audience. Warrnambool was only one of two regional cities across all of Australia to be chosen to host the satellite event.



Deakin Medical School Welcome:

Warrnambool City Council Mayor Cr Robert Anderson officially welcomed Deakin University's School of Medicine 2018 student intake at Flagstaff Hill on Tuesday 20th February.

Twenty three 3rd year students join the twenty 4th year students making it the single biggest cohort studying medicine in Warrnambool since the inception of the school eight years ago.

Our city's campus has produced four duxes to-date and has become the location of choice for students, with a waiting list to come here and study.



King's College Student Welcome:

A welcome to Warrnambool reception was held on March 16th for 19 students and 2 teachers from Shibuya High School in Japan who were visiting King's College. Mayor Anderson officially welcomed the group at the Civic Centre on the day with gifts presented as well and a meet and greet session with the students.



Deakin International Students Welcome Breakfast:

The Economic Development Unit alongside Mayor Robert Anderson and Cr. Sue Cassidy welcomed a contingent of international students studying at Deakin University at a welcome breakfast at the Pavilion Café and Bar. The welcome event was warmly received by the students and Deakin University Staff.

Small Business Support Initiatives

City Centre Business Support

Retail and Hospitality consultant Martin Ginnane provided workshops for traders situated in the City Centre Renewal businesses.

Mr Ginnane has over 35 years' experience working in and around the retail, fashion and hospitality sectors in Australia, Europe and America. In November 2017 Mr Ginnane provided 14 individual mentoring sessions and one open session attended by 30 business operators.

In February 2018 Mr Ginnane provided 16 individual mentoring sessions and two open sessions attended by a total of 30 business operators.



Placemaking

Consultant Andrew Hammond of Placefocus Workshop led a two-day workshop in late 2017 for 22 participants including traders, Councillors and Council staff.

The strategic workshops were aimed at helping participants gain a broader understanding of the key principles of placemaking. The workshop provided ways of empowering and enabling the community, the residents, the users, and the Council to take control of what we want to achieve through the city renewal and broader program and implement it.

Beers and Ideas

Beers and Ideas is a regular event night for celebrating, sharing and crowd-funding placemaking projects in Warrnambool. Attendees pay an entry fee in exchange for a drink and a vote. Four local people share their creative ideas for Warrnambool public spaces after which attendees vote on a preferred idea. The winning idea takes home the money raised at the door and are assisted by Council and

the community with the implementation of their idea.

To date 3 Beers and Ideas events have been held with a total of 290 attending.

Trader engagement

Council has hosted 8 trader consultation events with average attendance of 40 businesses per event.

900 recorded communications with traders via store visits, phone calls and emails between August and March 2018

Block Party

More than 3000 people attended the family focused Block Party event in Liebig Street (including a live DJ, touch-a-truck, face painting, and Tradie Town) and a variety of incentives and activations offered by traders throughout the day.

The million dollar draw also took place at this event with Zoe Penning drawing a \$10,000 prize.



SUNDAY 5 NOVEMBER- 11.00AM-3.30PM

BLOCK PARTY

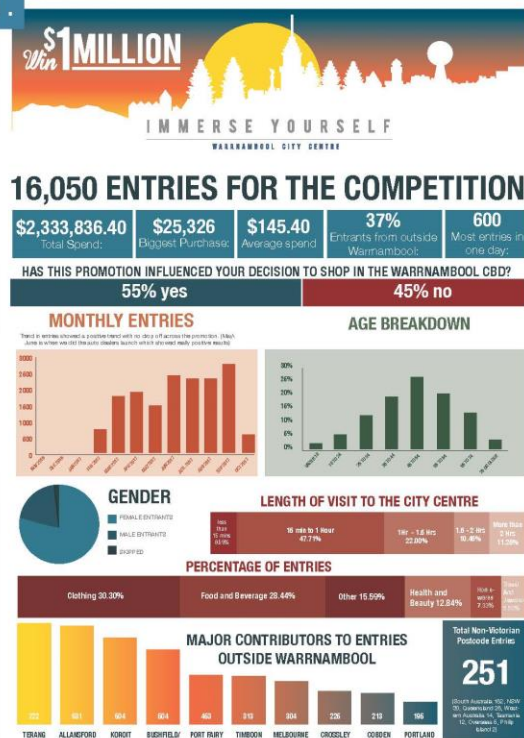
**LIVE DJ - DANCING ON THE STREETS WITH THE CHEESEBROTHERS
TOUCH-A-TRUCK ★ URBAN PLAY SPACE ★ FACE PAINTING
ART FACTORY ★ TRADIE TOWN ★ OUTDOOR FOOD COURT
THE \$1 MILLION DRAW PLUS OTHER PRIZES ON THE DAY**

WARRNAMBOOL CITY COUNCIL
IMMERSE YOURSELF
WARRNAMBOOL CITY CENTRE

WWW.CBD.WARRNAMBOOL.VIC.GOV.AU

2017 City Centre Renewal promotions

1.



3.

Fascinate us
—with your shopping selfie!—

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

So whether you're getting set for the Spring Racing Carnival or simply enjoying a little 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
- Grasshopper hot and cold canapés
- Five hour beverage package including beer, wine and soft drink
- Outdoor courtyard
- Peace beak per guest
- Course admission

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

WWW.CBD.WARRNAMBOOL.VIC.GOV.AU

3.

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 Crownre Grand Final Breakfast
- 2 x nights accommodation at the Crown Plaza Melbourne

AFL Authorised GF Promotion: GFAFL17/31

WWW.CBD.WARRNAMBOOL.VIC.GOV.AU

4.



1. The Immerse Yourself in Warrnambool's City Centre \$1million prize draw attracted more than 16,000 entries captured spending of \$2.3 million in the CBD.
2. The Fascinate Us with your Shopping Selfie capitalised on the horse racing carnival.
3. The Immerse Yourself in Footy Finals proved a popular promotion with 15,000 entries, an average transaction value of \$46 per entry and an estimated promotion value of \$690,000.
4. The \$1 million prize draw guaranteed the preliminary winner, Zoe Pennings, a minimum prize of \$10,000

2018 City Renewal Business Support:

CBDme:

CBDme.com.au was launched in consultation with traders to empower and highlight the background stories and people behind businesses in the CBD. This will be used in a variety of unique posters, cinema advertisements and radio. All promotional collateral is offered to traders for their own independent use.



Behind every Warrnambool business is a family.

CBDme

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

Find the Five:

Find the Five will be the central promotion in 2018, and will drive incentive to support CBD traders through a gamification concept. The competition will encourage shoppers to collect a number of tokens (5) by making purchases over \$10 in participating stores. Tokens will be distributed via a break open cards which will also feature an instant wins prize or a token symbol. Once the 5 specific types of tokens are collected the shopper will win a Major Prize.

GAME ONE

Find THE Five

Spend \$10 at participating city centre businesses to receive a Find the Five token.

Collect all five of icons to win \$1000.

Visit: www.CBDme.com.au for full terms and conditions





Visitor Economy Branch

The Visitor Economy Branch comprises the operations of:

- Surfside Holiday Parks
- Visitor Information Centre
- Flagstaff Hill Maritime Village
- Events
- Tourism Services

Events and Promotions



BeachFest

In its second year, BeachFest activities went from over five days to 25. This year's event included the Big Beach Bash beach cricket, volleyball, soccer, tennis, badminton, triathlons, sand sculpting, African drumming workshops, silent disco tours, DJs and sausage sizzles.

In 2018, 13 local sporting clubs, businesses and service clubs participated to provide 100 hours of activities and workshops to over 1,000 participants. Of these, 36 per cent were local, 62 per cent intrastate visitors and 2 per cent were international visitors. Participation in the program grew by over 50 per cent in part due to the significant increase in local club participation.



Summer Night Markets and Twilight Movies in the Park

The summer night markets offered a vast array of stalls, food and live music with up to 140 stall holders participating in the event. Fine weather for each of the five market nights ensured strong attendance.

Held in Lake Pertobe from Friday December 29 right through January. Two of the three movie nights proved successful with inclement weather deterring attendance at one screening.



Summer Guide

The team again worked with the community to compile a comprehensive guide of everything the city had to offer over the busy summer period. As well as one-off events, the guide included regular offerings such as the cinema, bowling alley and mini golf.



Other Events

The team staged another successful Australia Day in the Botanic Gardens, welcomed a stage of the prestigious Herald Sun Tour and delivered the growing South West Regatta. The events team also attracted and managed the Australian Local Government Womens Association Conference in October 2017 which was attended by 60 persons.



New traffic management procedures

With new traffic management and logistics legislation in place, event officers worked closely with event organisers to coordinate traffic management plans, along with covering associated costs. Some of the clubs/committees worked with include:

- RSL - Remembrance Day and Australia Day marches;
- Dennington Community Carols by Candlelight; and,
- Carols by Candlelight on the Civic Green.

This service will eventually tie in with the newly formed Event Control Group (ECG), which will act as a "one stop shop" for event organisers and centralise and streamline the Council departments that work on events and licencing.



Financially Supported Events

The Events and Promotion team continued to provide financial support to some of Warrnambool's biggest and popular events and clubs.

Melbourne To Warrnambool Cycling Classic

October 2017

Summer Night Markets

January 2018

Surf To Surf

January 2018

Wunta Fiesta

February 2018

Shipwreck Coast Fishing Classic

January 2018

Warrnambool Portuguese Festival

February 2018

Premier Speedway

Summer Season

Events strategy

After almost a year of consultation with stakeholders, the draft strategy provides a comprehensive guide with key objectives. In April 2018 the Draft Events Strategy will be on public exhibition and community feedback forums on the strategy will be facilitated by the Events Team.



- A guide to develop a vibrant events calendar for the
- Community and region;
- a framework for Council's decision-making and planning;
- Development of a new event funding model.

Event Procurement

Council is excited to announce the procurement of the following events which will boost the Warrnambool Visitor Economy in 2018-2019.

Nitro Circus Live: Next Level Tour

April 2018

Gymnastics Victoria Regional Championships

October 2018

Bmx Victoria State Championships

November 2018

Australian Caravan Association Annual Muster

October 2019





Digital Reach

During July 1, 2017 – February 20, 2018 social media followings for facebook and instagram averaged 60% growth, and a large number of website views.



Flagstaff Hill	3,658 - 14% growth		67, 059 views
Visitor Information Centre	1,052 - 30% growth	232 - 200% growth	72, 521 views
Surfside Parks	3,386 - 7% growth		166,338 views

Reviews

The following are average customer rating out of 5 stars, followed by the total number of reviews, as of April 2018.

	Flagstaff Hill	Lighthouse Lodge	Surfside Parks
Google	4.5 (157)	4.9 (7)	4.3 (147)
Tripadvisor	4.5 (719)	5 (55)	4 (115)
Facebook	4.5 (273)	-	4.3 (203)
Booking.com	4.5 (273)	4.7 (82)	4.5 (257)

Industry Development

Initiatives that engaged with and up-skilled the local Tourism Industry.

1. I am Warrnambool brand toolkit

Released July 2017

2. Industry Workshop: I Am Warrnambool Brand Toolkit

December 7th Civic Centre

3. Tourism Marketing Conference

August 10th Deakin University

Marketing Campaigns

National and international exposure targeting travellers, metro and regional Victorian families.

4. Great Ocean Road Whale Promotion

Online promotional packages, Electronic Direct Mail to whale blog database, media and social media campaign coverage, Postcard collateral and Signage Upgrades at Logans Beach.

5. Tastes Of The Great Ocean Road Winter

Social media competition, social media advertisements, Electronic Direct Mail, video promotion, menus and in-restaurant promotions.

6. Wander Victoria Regional Marketing Campaign

Partnership with Visit Victoria

7. Your Guide To Warrnambool Summer

Printed Summer Guide
4 x A Frame Billboards
Social media promotion
Online What's On
Summer Offers texted to Surfside guests prior to check in.

Advertising

National and international exposure targeting travelers, metro and regional Victorian families.

8. Let's Go Kids

Vouchers
Web listings
Wot's On
Voucher Redeemed

9. Destinations Victoria

Double page spread and editors pick feature.

10. Out & About

Features and editorial in Winter, Spring and Summer editions.

11. Prime 7

Flagstaff Hill TVC aired in regional Victoria for 5 weeks over Nov - Dec.

12. Ace Radio

20 Campaigns run

13. Jetstar Magazine

Full Page & editorial

Media

Free press negotiated to target Victorian metro and regional families.



14. The Sydney Morning Herald

6 Reasons to visit - by Richard Cornish



16. Sunrise 7

Weather cross to Logans Beach



18. Blogs

6 features were written by Influencers Silke Blogger and Matt Charlesworth.

15. Herald Sun

Holiday Coupons
Spring and Summer Holidays

17. Channel Ten's Offroad Adventures

Twice aired in December 2017





Surfside Holiday Parks

In the last 6 months Surfside Parks has seen a number of progressive changes, including:

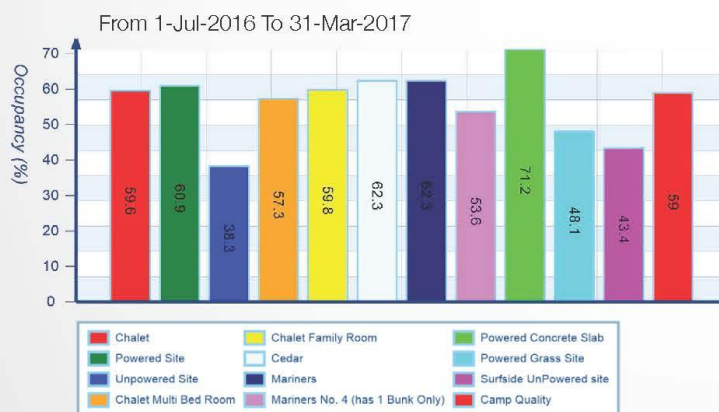
- Re-branding from Surfside and Shipwreck Bay to 'Surfside Holiday Parks'
- Surfside 2 (Previously known as Shipwreck Bay) can now be booked online
- Cabin renovations and upgrades including WiFi and Smart TVs
- The introduction of an Online Newsletter
- New Marketing Assets including video, photo shoots, virtual tours and collateral.

Visitation

A comparison of data collected from July to March in 2016-17 and 2017-18 shows that Surfside Holiday Parks serviced 2,848 more people compared to the previous year. Occupancy breakdown reports reveals a growing trend towards occupants opting for powered site over unpowered sites with an increase in all cabin and chalet bookings.



2017-18 Total
Occupants:
28,037



2016-17 Total
Occupants:
25,189

Summer Period

Average occupancy over the Summer period was up 9% compared to the previous year.

2017-18
83.1%
Occupancy

2016-17
74%
Occupancy

Christmas Visitation

Traditionally the busiest time for Surfside Holiday Parks, Boxing Day through to December 9th, was up 11%

2017-18
93.65%
Occupancy

2016-17
82.95%
Occupancy

Peak visitation comparison

In 2018 the Labour Day holiday proved busier than Boxing Day, which is traditionally the busiest check in day of the year, by 13%. This was due to the Junior Surf Life Saving Championships hosted by the Warrnambool Surf Club.

26.12.2017
87.81%
Occupancy:
3,093 people

10.03.18
74.5%
Occupancy:
2,525 people

Current Christmas Bookings

As of April 2018 there are only 9 camping spaces left across Surfside Holiday Parks, indicating a busy Summer season for 2018-19.

SURFSIDE 1
**560/
569**
Sites Booked - 9 site
available

SURFSIDE 2
**442
/442**
Sites Booked -
SOLD OUT



Flagstaff Hill Maritime Village

The Flagstaff Hill redevelopment project was completed in November 2017 which along with facility upgrades, introduced the new Night Show.

Visitation

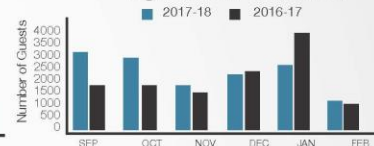
YTD (July 2017 – Feb 2018)

Visitation to Flagstaff Hill has been 24,046 day attendances (up 4% on same period last year) and 16,396 night show attendances (up 21% on same period last year).

FSH Day Attendance



Night Show Attendance



Events

Flagstaff Hill hosted 7 successful events in the past six months, which supported 9 local bands and many food stalls holders.

Re-Opening Open Weekend

November 2017
1,731 attended

Wednesdays On The Wharf

January 2018
630 attended across 4 events

New Years Eve On The Hill

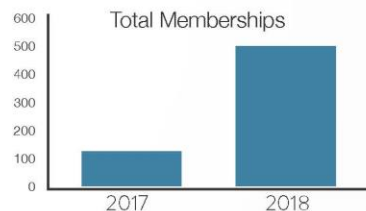
December 2017
776 attended

Day On The Hill Easter Festival

April 1st 2018
1,592 attended

Memberships

Membership program was overhauled in December 2017 with the introduction free membership for locals, discounted membership for neighbouring residence and better incentives for VIP memberships.



168 VIP Members

276 Local Family Memberships

63 Holiday Camper Members

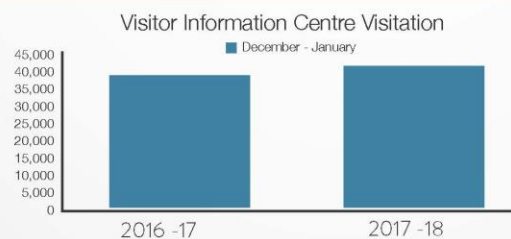


Visitor Information Centre

The Flagstaff Hill redevelopment delivered upgrades including a visitors lounge with device charging capability and the creation of an industry display area to promote local events and activities.

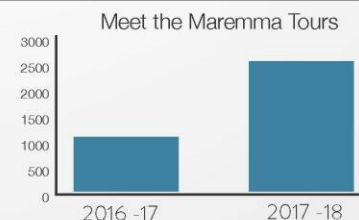
Visitation

An estimated 110,000 travelers to our region have visited the Warrnambool Visitor Information Centre in FY18.



Booking Service

Of the total 1965 booking taken in the period July 2017 - March 2018, 47% were Flagstaff Hill, 42% were Meet the Maremma Tours and 11% Accommodation.



Meet the Maremma Tours doubled its tour booking compared to the previous year with over 2,600 people booked in. This is due to a new tour format that is no longer weather dependent with a stronger focus on penguin conservation.

Industry Display Area

Warrnambool Racing Club - Woodford Cup Display

Released July 2017

Tourism Industry Breakfast

Released July 2017

Volunteers

In November 2017 a volunteer recruitment drive secured new group of active volunteers across the prescient.

April 2018:

63

volunteers





City Strategy

Work undertaken within City Strategy provides for the underpinning for Warrnambool's future in terms of development and land use planning. The work is always the basis for external funding and legislative planning change.

Structure Planning

City Strategy currently have several strategic planning projects underway. Projects are undertaken, co-ordinated and /or project managed in-house:-

East of Aberline – VPA funded = \$218,000 – Background Tech reports and Structure Plan support

The project will produce a Precinct Structure Plan (PSP) to guide future development and land use outcomes within the Future Urban Growth Area of Warrnambool. It will describe how land is expected to be developed, and how and where services are planned to support development. The project will also provide for a Development Contributions Plan which will be informed by the Structure Plan.

The VPA funding and partnership brings forward important strategic planning for a future urban growth corridor in Warrnambool. As the regional centre of the Great South Coast region, this initiative is another important piece of strategic planning that will ensure the growth of our City is planned in a sustainable way to meet the future needs of both existing and new residents.

Timeline / Status

- Seven (7) Background technical reports have been completed
- Draft Precinct Structure Plan (PSP) due mid 2018



North Wangoom Framework Plan

A review of the current planning controls for Wangoom Road North is currently being undertaken. A Strategic Framework Plan will be produced to provide guidance for future land use and development options across the area.

An 'open-house' community drop-in session was held on 15 August. Council and project officers were in attendance to speak directly to residents regarding the framework plan project, and their views on any particular issues within the area.

Approximately 50 residents attended throughout the evening, and provided the project team with information that will be used to inform the framework plan.

Timeline / Status

- Drainage and Land Capability modelling is currently being finalised.
- Draft Framework plan with development scenarios will be available for resident feedback between April and May 2017.



Logans Beach Framework Plan – implementation strategy

The Logans Beach Framework Plan was adopted by Council on 4th December 2017.

The next step for the Framework plan is to develop an implementation strategy which will facilitate its inclusion into the planning scheme.

Timeline / Status

- Draft Implementation Strategy due May 2018

Signage Policy

The Warrnambool Planning Scheme identifies the need to prepare an advertising signage policy. The new policy will guide consideration of advertising signage and ensure that the City's development standards for signage are robust and reflective of current practice so that the public domain is attractive, safe, and has a diversity of experiences for its users.

Open Space Contributions Policy

The Warrnambool Open Space Strategy (2014) recommends the development of an Open Space Contributions Policy as a short-term priority to address this issue. The project has commenced and will guide and direct the collection, spending and administration of collected open space contributions.

Policy Reviews

Environment Significant Overlay

The Warrnambool Planning Scheme identifies the need to review the schedules (1-4) to the Environmental Significance Overlay (ESO), to ensure consistency between schedules, and to ensure that the mapping boundaries are accurate.

The review of the ESO will provide an opportunity to strategically identify other areas currently supporting significant biodiversity or environmental value within the City of Warrnambool and where long-term protection of these values is potentially achievable through the use of the ESO.



City Development

City Development (Statutory Planning) provide statutory planning services which include the processing of planning permit applications, planning enforcement, development advice and preliminary planning advice.

The Warrnambool Planning Scheme sets out where developments and uses require a planning permit. There are a variety of instances where you may need a planning permit such as:

- The subdivision of land.
- Construction of outbuildings (sheds and garages).
- Construction and works relating to a dwelling
- The construction and use of a dwelling in many rural and rural residential areas.
- Development and use of a multi-unit development.
- Changing the use of the land - setting up a new business.
- Constructing, altering and sometimes painting a building located within a Heritage Overlay.
- Demolition of a building in a Heritage Overlay.
- Commencing or expanding a business without sufficient on site car parking.
- Constructing a tennis court or swimming pool.
- Applying for a new liquor licence or extending an existing licence.

	Planning Permit Applications Received	Decisions	Median Processing Days
Sep-17	22	17	38
Oct-17	25	14	47
Nov-17	28	35	25
Dec-17	13	15	32
Jan-18	13	18	57
Feb-18	22	21	46
	123	120	

Development Plans approved

- Amended Toohey Estate plan
- Amended Huntingfield Rd plan
- Amended Logans Beach Development plan



Subdivisions / Administration - City Building

Subdivisions and Administration

Currently managing approximately to 1 – 2 points of contact every 10 mins = up to 12 matters per hour x 7 = 84 separate matters per day.

We currently have approximately 90 subdivision applications registered which will allow for the creation of approximately 500 lots.

Approximately 200 letters were sent to residents in relation to the new Bushfire Management Overlay.

9 new subdivision applications were received and 17 applications were issued a statement of compliance which allowed for 64 lots to be created.



City Building:-

For the period 1 October 2017 to 31 January 2018:-

- The total value of construction work for building permits issued for properties in Warrnambool City Council was \$35,041,988.41.
- 189 Building Permits were issued for Warrnambool City Council properties. 143 were for residential (including 69 new dwellings) and 46 were for commercial projects.
- 11 section 29A Report & Consents on proposed demolitions were processed.
- 20 Report & Consent applications for proposed siting variations were processed.
- Enforcement action was initiated for 8 illegal constructions.
- Inspections were undertaken on 23 Liebig street buildings for the second stage of revitalisation works.





City Sustainability & Natural Environment

The City Sustainability and Natural Environment business plan will implement Council's aspirations and objectives to:

- be a carbon neutral organisation by 2040; investing in climate change preparedness; encouraging environmentally sustainable business; educating the community on Council's sustainability initiatives and partnering with the community on local sustainability projects.
- Plan for, implement and oversee the restoration, maintenance and enhancement of Warrnambool's Natural Environment through its biodiversity corridors, waterways, coast and natural flora and fauna;
- Improve Warrnambool's natural assets and investment for future generations;
- Embed and draw on traditional owner knowledge and heritage;
- Prepare and implement strategic framework and policy to underpin environmental outcomes



Green Warrnambool

The Green Warrnambool 2018 plan is currently underway. The plan will drive the future objectives and targets for Warrnambool to realise the following objective:-

- Warrnambool will be the most sustainable regional city in Australia

Significant community engagement is occurring as part of the W2040 project to help drive the development of the Green Warrnambool plan.



Climate change

Implementation and management of Council's Climate Change Action Plan is ongoing. The Climate Change Action Plan outlines the ways in which we will achieve our target of reducing Council's emissions by 30% by the year 2020.



Smart Buildings

- The 2017-2018 Smart Building Opportunities Report has been developed to evaluate Council buildings energy usage and identify opportunities for efficiencies. With an estimated 25% increase in electricity prices the aim of the Report is to focus investment to reduce Council's risk the financial impacts of this increase on Council as well as abate GHG emissions in line with our Climate Change Action Plan.
- The Smart Buildings Opportunities Report proposes larger scale efficiency projects such as further street lighting retrofits, large scale solar and other infrastructure works with the aim of future proofing Council against the proposed electricity cost increases.



Plastics Free

Advocacy on behalf of Council for a ban on plastic bags is ongoing. This has included campaigns aimed at state and federal governments for legislative action, and at the community through the moderately successful Live Plastic Free campaign.

Coles and Woolworths announced in July 2017 that they are phasing out the use of single use plastic bags within the next 12 months. In October 2017, the Victorian State Government announced that it will ban single use plastic bags. In December 2017 the Department of Environment, Land, Water and Planning (DELWP) released its 'Reducing the impacts of plastics on the Victorian environment' discussion paper for comment.



Upcoming Challenges

- Use of sustainable transport modes - cycling, walking, public transport
- Up take of energy efficiency programs and practices by the community and business.
- Reducing Council's emissions by 30% by the year 2020

Natural Environment



Moyjil – Point Ritchie

Funding secured for the replacement of the beach access through the DELWP Coastal Public Access and Risk Grants.



Native Vegetation

Review of the Warrnambool Coastal Vegetation Management Plan underway with the progress report identifying that nearly three quarters of the ninety two actions are underway way or ongoing. This reflects the ongoing work of the WCC Parks Gardens & Environment Team and community groups such as the Warrnambool Coastcare Landcare Network.



Belfast Coastal Reserve Coastal Management Plan

Parks Victoria has released the Belfast Coastal Reserve Draft Management Plan for community feedback. WCC staff have assisted with community consultation which included an Open House session at the Pavilion.



Middle Island

A lot of time and energy has been invested into the Middle Island Project by the Working Group and WCC since the devastation to the penguin population last year. The tour format has been revised and is proving successful, two new puppies (Mezzo & Isola) have begun training to become guardian dogs, the monitoring of the penguin population and the 2017-18 breeding season is underway and showing good signs for the colony with a population estimate of 100 and moulting commenced.



Cleaner Beaches Program

A beach clean from Levy's Beach was coordinated by the Warrnambool & District Landcare Network Facilitator, Matt King. More than 100kg rubbish was collected by volunteers.

5.3 WARRNAMBOOL EVENTS STRATEGY 2018 - 2022**PURPOSE**

This item seeks Council adoption of a new Warrnambool Events Strategy.

EXECUTIVE SUMMARY

Events play a critical role in community health and wellbeing, creating economic stimulus, encouraging community pride and participation, and generating legacy infrastructure and capacity.

Events around Victoria and Australia are changing rapidly and profoundly. The increasing availability of local events, growth in targeted 'interest group' events and competition in the domestic tourism market has all combined to dramatically impact visitation to, revenue from and sponsorship awarded to events.

Consequently Council has worked with key stakeholders to review its Events Strategy – refer **Appendix A**, to ensure Council is best placed to maximise its investment into events and remain relevant and competitive in an increasingly crowded landscape.

The review considered the funding mix Council allocates to events, the return on investment, lifecycle and potential for growth of events and the market segments attracted to different types of events.

The review determined that while the type of events Warrnambool is hosting, supporting and creating is strong, the mix needs to change, to ensure Council delivers on its objectives. With the recent decision not to continue with Fun4Kids, significant funds will be channelled into a new portfolio approach which will allow new events, targeting grown markets to be seeded and supported by Council, broadening the type and spread of events throughout the year.

MOVED: CR. NEOH
SECONDED: CR. CASSIDY

That Council Adopt the Warrnambool Events Strategy 2018-2022.

CARRIED - 7:0

OBJECTIVES OF THE STRATEGY

The strategy presents a framework through which Council can:

- Ensure our City's events schedule reflects Council's objectives;
- Plan for divestment or enhanced involvement in a specific event;
- Provide a seasonal events calendar to ensure a spread of season, location, function and activation while maintaining amenity and sustainability;
- Strategically procure events on value for money terms and apply relevant performance measures;
- Create a timetable and mechanism for planning that allows a long term view of our events schedule;
- Develop capability within the community and industry to plan and deliver events;
- Develop partnerships to increase investment and support of events in the Warrnambool region; and
- Promote Warrnambool as a highly desirable place to live, work, visit and play.

RELATED STRATEGIES

It is important that any new Events Strategy aligns with a number of other strategies that all commonly seek to enhance the economic and social value of events such as:

- Warrnambool City Council Plan
- Warrnambool Economic Development and Investment Strategy 2020
- Warrnambool Destination Action Plan
- WCC Active Warrnambool Strategy
- WCC Open Space Strategy & Site specific Masterplans/Projects
- WCC Asset Management Strategy
- Great Ocean Road Regional Tourism Strategic Master Plan
- Victorian Visitor Economy Strategy

BENEFITS AND IMPACTS OF EVENTS

Events and Festivals provide benefits such as:

Economic/tourism benefits

- Multiplier effect of tourism dollar (new dollars injected into the community)
- Attracting external funding for support (eg. sponsorship)
- Employment of local skills base increasing job opportunities (i.e. musicians, artists)
- Opportunity to improve skills base through volunteer work
- Fundraising opportunities for local groups and organisations
- Capacity for promotion of region, leading to consideration of re-location of business
- Potential catalyst for relocation (visitors relocating to their tourism destination to acquire improved quality of life)

Cultural/social benefits

- Celebration of 'unique' aspect of community
- Increased social cohesiveness
- Evokes a sense of community pride and ownership
- Cultural enrichment and broader social outlook – interaction with other people, ideas and cultures

COUNCIL'S ROLE IN EVENTS

Warrnambool City Council plays a number of roles in delivering events as a:

- *Provider* – funding and organising Council driven events;
- *Investor* – providing assistance to other groups (financial or support);
- *Promoter* – actively promoting events through media and public relations activities; and
- *Leader* - Council provides civic leadership and governance through advisory and cooperative arrangements for external events.

The development of clear guidelines and methodologies for the assessment of the level of support is critical to the ongoing sustainability of the Warrnambool events program. If produced well, events can be accessible activities that invite participation from a diverse range of groups with material economic benefit for our City. The successful management of events can be complex, as events are now expected to meet a range of requirements. Those who attend events also bring with them a wide range of expectations in relation to the event in which they participate or attend

EVENT CONTROL GROUP

A key element of the Strategy is the creation of an Event Control Group (ECG) that is tasked with assessing event proposals and providing a recommendation to Council. Importantly, this single point of contact for event owners and organisers, provides a professional and streamlined administrative and permit issuing process for events conducted on high profile WCC managed spaces, such as the Civic Green and Lake Pertobe.

The following criteria provides a summary of how the ECG will assess event proposals and ensure transparent, flexible, and accessible decision-making by WCC Officers. The event proposal will be considered if it satisfies the following Strategic Principles:

- The proposed event meets the earlier identified criteria of building on at least one of the City's strengths, attracting a key market segment, meeting at least one of the portfolio Guiding Principles, and contributing to at least two of the Council Plan Success Criteria;
- The event and its organisers meet the required legislative and regulatory requirements;
- The proposed event will provide community, social, cultural, economic, tourism and profile benefits;
- It will contribute to making Warrnambool a vibrant and great place to live;
- It will encourage creativity and innovation;
- The proposed event acknowledges and respects the City's natural environment;
- The event opportunity is unique to Warrnambool;

- The proposed event provides opportunities to showcase the I AM WARRNAMBOOL destination brand including our natural environment, sport, food and wine, arts and culture and heritage;
- The event opportunity includes entrepreneurial approaches and planning for long-term self-sufficiency; and
- implementation of best practice event management including respecting local amenity and minimising adverse impacts.

This decision-making criteria will help Council to:

- ensure Council has the correct mix and spread of events across the year to future-proof the event portfolio;
- ensure Council delivers those events which are right for Warrnambool with an appropriate geographical spread across the city;
- maximise and utilise city infrastructure;
- improve our success rate in attracting state and national events to the city against fierce competition;
- demonstrate the genuine value of hosting events;
- build capacity opportunities for local event stakeholders, businesses and suppliers; and
- maximise opportunities for local suppliers.

CONSULTATION / COMMUNICATION

Community and stakeholder consultation has occurred throughout the development with;

- Workshop & feedback from Councillors, MEG (Business Units that engage or sport events)
- Current event partners (those that WCC currently fund and/or support)
- Warrnambool & region event owners (WRC, Speedway, Surf2Surf, WUNTA)
- Sporting Club's & Organisations (Football/Netball, Cycling, WSLC) RSL, Schools
- Strategic supply chain to event promoters/owners and contractors
- Media & sponsor partners
- Peak bodies such as state level event stakeholders (including Victoria Events Industry Council and Business Events Victoria)

The consultation also included 32 days of public exhibition during March and April, 13 community and internal workshops and feedback sessions as well as 18 face-to-face meetings with keys stakeholders and event partners. Further to this 24 responses were received via the "Have Your Say" website survey of Warrnambool.vic.gov.au

A variety of communications methods were also employed to attract feedback and input on the strategy, including social media, regional radio and television news and editorial segments, generating 5 specifics *The Standard* articles throughout March and April. The record of consultation is shown at **Appendix A** of the Strategy.

FINANCIAL IMPACT

All future funding of existing and new events will need to meet the objectives of the Warrnambool Events Strategy 2018-2022 and be subject to Council budget approval.



Warrnambool

A Cosmopolitan City by the Sea

Events Strategy 2018-2022



www.warrnambool.vic.gov.au

Connect to Council



Warrnambool Events Strategy 2018 -2022

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EXECUTIVE SUMMARY

This five year strategy provides for a collective vision for Warrnambool to become known as one of regional Victoria's most event friendly destinations, that can host a diverse and balanced calendar of events.

Attracting visitors, boosting the visitor economy, building community connectedness whilst enhancing this cosmopolitan city by the sea for all to enjoy.

Council acknowledges that events, regardless of scale, play a critical role in community health and wellbeing, creating economic stimulus, encouraging community pride and participation, and generating legacy infrastructure and capacity for our region.

Events around Victoria and Australia are changing rapidly and profoundly. The increasing availability of local events, growth in targeted 'interest group' events and competition in the domestic tourism market has all combined to dramatically impact visitation to, revenue from and sponsorship awarded to events.

Consequently Warrnambool City Council (Council) has worked with key stakeholders to review its Events Strategy to ensure Council is best placed to maximise its investment into events and remain relevant and competitive in an increasingly crowded landscape.

The review considered the funding mix Council allocates to events, the return on investment, lifecycle and potential for growth of events and the market segments attracted to different types of events. The review determined that while the type of events Warrnambool is hosting, supporting and creating is strong, the mix needs to change to ensure Council delivers on its objectives.

Council has agreed to focus on four key goals of:

LIFESTYLE: Develop a diverse, vibrant and inclusive annual calendar of events and activities that promote the region as a highly desirable place to live, work and invest.

TOURISM AND MARKETING: Encourage, support and develop events that increase visitation and enhance the profile of the region as a destination to experience.

ECONOMY: Develop partnerships and support events that provide maximum benefit to the city and deliver a sound return.

INVESTMENT: Invest in events that align with the city's strategic goals and outcomes and that maximise the existing assets and facilities.

This strategy has a clear and straight forward objective to spread the investment across a mix of events and to ensure existing and new events are supported and assessed. Through supporting our local community organisers, building capacity and skill sets as well as attracting new events, the portfolio will grow in a sustainable and creative manner during the coming five years.



*A Cosmopolitan City
by the Sea*

Enriching
Attracting
Entertaining





Council recognises events play an important role in enriching the cultural fabric of our community. They act to bring people together, foster creativity and provide opportunities for new experiences and understanding. In doing so, events encourage connectedness and greater participation.

Events also play an important part in generating community pride and sense of place. All are important indicators of community wellbeing and quality of life.

Events also provide economic benefits. They are an essential driver of visitation and a catalyst for infrastructure investment. They raise the profile and reputation of our destination.

Council's aspiration is for Warrnambool to be a must visit destination for high yield market segments. For this to occur, Warrnambool must be a place alive with festivity and offer our community and visitors a combination of significant tourism events, a range of community events that celebrate our unique attributes and various celebrations.

This strategy provides a guide to the development of a vibrant events calendar for our community and region. It explains why and how Council supports events and includes a framework for Council decision-making and planning, key priority areas and an outline of Council's roles. It also establishes a clear pathway for Council to maximise outcomes and optimise its resources, while outlining the activities associated with identifying, attracting and supporting community and tourism events in Warrnambool.

In developing this Events Strategy, Council consulted extensively with other council business units involved in events as well as with other relevant stakeholders (**APPENDIX A Community Consultation List**).

This consultation has included workshops with:

- current event partners;
- event owners;
- tourism operators;
- community organisations;

- peak bodies; and
- state-level event stakeholders.

The following topics were consistently raised during these consultation sessions:

- The importance of a robust, diverse and fresh events program to tourism success
- The increasingly crowded regional events market
- The need for innovation, capacity building and private sector involvement
- The recognition of event lifecycles and the consequent need for clear, measurable community benefits
- Shortage of skilled volunteers and committee members pose a significant issue to event compacity

This strategy has been developed to support the sustainability of the events program, ensure events and festivals can continue to evolve and meet the needs of the community, visitors and the local economy.

Recognising it is not financially viable to support all events, Council will prioritise its support to events that deliver key priorities within the Events Strategy.

Council reviewed the event funding process as part of the development of this strategy. This Event Strategy has formulated a new funding model Festivals and Events Fund (FEF), which will allow Council to develop existing events, while also allowing for the consideration of new opportunities.

This funding model will ensure that Council is capitalising and building on previous event successes to deliver economic, social, sporting and cultural legacies for the city. It recognises that across the event sector, it is only generating the right mix of significant and community events that Warrnambool will realise its vision of being a cosmopolitan city by the sea.

Consequently, a new funding application process has also been adopted, which will assist community groups and organisations in aligning their events to Council's, and therefore the community's goals and expectations and streamline the application process.



STRATEGIC ALIGNMENT AND PARTNERSHIPS

VISION

Warrnambool has a diverse, vibrant and inclusive portfolio of events that make its people proud of who they are and where they live. Events are understood as positive social and economic drivers of community wellbeing and on quality of life.

INTENT

To increase community participation, pride, economic and infrastructure benefits and add to the cultural fabric of the Warrnambool region.

This strategy will provide the City of Warrnambool with a clear direction to build on its foundation of events success and achieve greater social, economic and cultural benefit from its events portfolio.

OBJECTIVES

- Generate a diverse and vibrant annual calendar of events
- Identify and attract new, iconic event/s to Warrnambool that drive tourism visitation
- To ensure measurable community benefits are derived from events including community:
 - » connectedness
 - » participation
 - » tolerance and understanding
 - » pride in place and reputation
- Support the development and sustainability of existing events
- Support individuals, community groups, organisations and businesses to deliver high quality events in the city
- Support and promote the Warrnambool brand "A Cosmopolitan City by the Sea"
- Strengthen the city's appeal as an enviable place to live, visit and invest
- Develop partnerships to increase investment and support of events in the city
- Ensure alignment with local, regional and state plans and strategies



Summer Night Markets

Tarerer Festival



STRATEGIC GOALS

GOAL 1: LIFESTYLE

Warrnambool has a diverse, vibrant and inclusive annual calendar of events and activities that promote the region as a highly desirable place to live, work and invest.

GOAL 2: TOURISM AND MARKETING

Encourage, support and develop events that increase visitation and enhance the profile of the region as a destination.

GOAL 3: ECONOMY

Develop partnerships and support events that provide maximum benefit to the city.

GOAL 4: INVESTMENT

Invest in events that align with the city's strategic goals and outcomes.

STRATEGIC ALIGNMENT

The Events Strategy has been developed in consideration of and aligns with relevant local, regional and state community, business, and tourism plans and strategies. It supports the strategic objectives in:

- Warrnambool City Council Plan 2017 – 2021
- Warrnambool Economic Development and Investment Strategy 2020
- Warrnambool Destination Action Plan
- Great Ocean Road Regional Tourism Strategic Master Plan
- Victorian Visitor Economy Strategy
- Visit Victoria Strategic Plan
- Warrnambool City Council Health & Wellbeing Plan 2017 -2020
- Warrnambool City Council Asset Management Strategy
- Warrnambool City Council Public Art and Cultural Management Plan
- Warrnambool City Council Environmental Sustainability Strategy
- Warrnambool City Council Recreation Plan
- Warrnambool City Council Botanic Gardens Materplan
- Warrnambool City Council Lake Pertobe Master Plan



Warrnambool City Council Plan 2017 - 2021 provides an overarching structure for all City programs and services. The Events Strategy aligns with the following Key Priority Areas and Objectives:

KEY PRIORITY 2: Foster a healthy city that is socially & culturally rich

- Increase community health and social connections
- Encourage and support participation in sport, recreation and physical activity
- Develop community programs that have a health & wellbeing focus and respond to community need
- Recognise the importance of indigenous culture to the region and explore with Great Ocean Road Regional Tourism the potential for an increased Aboriginal tourism offer
- Deliver inclusive community engagement activities which provide a variety of opportunities to participate

KEY PRIORITY 3: Maintain and improve the physical fabric of the city

- Create a more vibrant city through activating high-quality public spaces

KEY PRIORITY 4: Develop a modern economy with diverse and sustainable employment

- Develop and circulate economic data and analysis to business and industry

- Support the development of new tourism and economic development proposals
- Enhance the visitor experience
- Partner with Great Ocean Road Regional Tourism and other stakeholders to implement the recommendations of the Warrnambool Destination Action Plan
- Produce and implement a marketing strategy to promote Warrnambool in partnership with Great Ocean Road Regional tourism industry
- Continual Improvement of the Events Planning Guide

KEY PRIORITY 5: Practice good governance through openness and accountability

- Achieve a low-risk financial sustainability rating through the preparation of the annual budget and ongoing monitoring of the financial performance
- Develop policies, strategic plans and processes to address local and regional issues, guide service provision and ensure operational effectiveness

Related Strategies and Plans

The Events Strategy supports and complements a number of other regional strategies:

Warrnambool City Council Economic Development & Investment Strategy 2020

- Develop product and experiences to match visitor demand and improve seasonal dispersal
- Work with partners to investigate the attraction of new major events worthy of further development – including sporting, cultural, food and agricultural events and conferences
- Support the growth of creative industries and awareness of their economic value across our business community



Australia Day Celebrations

**Warrnambool City Council Health & Wellbeing Plan
2017-2021:**

Increase opportunities and encourage people to participate in active travel, sport and active recreation

- Increase opportunity for all people to participate in and feel connected to their community
- Improve access to services and programs that support health and wellbeing of all residents
- Increase activities to identify, create and support local employment opportunities

Shipwreck Coast Master Plan

**Victoria's Tourism and Events Industry Strategy
2020**

Priority 4: Major Events and Business Events: The attraction of business events to Regional Victoria creates economic benefit for the destination. The Victorian Government supports regional cities in this sector through funding of a regional business events program

VTIC Policy Agenda

- Regional Victoria will have a compelling tourism events offering that attracts more visitors to stay longer and travel further

PARTNERSHIPS AND STAKEHOLDERS

Event organisers and visitors are at the core of this Events Strategy. Regular communications and consultation will occur with event organisers, and ongoing feedback sought from event visitors on their experiences in Warrnambool.

Internal and external stakeholders will be coordinated and collaborated with to ensure positive outcomes and successful delivery of Council's objectives. The Event Strategy will be delivered in partnership with a range of stakeholders.

- A range of Council Directorates and Service Units
- Event organisers
- Event venue operators
- Visit Victoria
- Victorian Tourism and Events Industry
- Great Ocean Road Regional Tourism
- The local tourism industry



Key stakeholders were involved in an analysis of the current approach to developing and attracting events as well as a scan and review of current and related tourism, event and economic development strategies. Key state-level events and tourism bodies were consulted on emerging trends, future growth markets and government priorities.

An audit and review of all Council's existing events considered attendance patterns over recent years, long term business plans, expenditure, community involvement, organisational succession planning, and revenue and funding mixes.

Feedback was sought by Council at several workshops (internal and community-based) to gain a better understanding of the benefits as well as challenges being faced by event organisers in the city.

Finally, Council reviewed the return on investment of events against the measures of economic impacts, overnight visitation, enhanced liveability and branding potential.

SWOT ANALYSIS OF CURRENT LANDSCAPE

STRENGTHS

- Waterfront and Cultural heritage
- Indigenous Culture
- Open Green Spaces
- Natural Environment
- Plethora of creative arts people
- Strength of the local sports industry

OPPORTUNITIES

- Online portal for event organisers
- Corporate conferences, business events, retreats
- Embrace the bay (foreshore), heritage and culture
- Increased arts and cultural events
- Improved council processes

WEAKNESSES

- Limited venues with the capacity to cater for large attendance numbers
- Uneven spread of events
- Limited venues suitable for conferences
- Volunteer burnout
- Community engagement and participation

THREATS

- Level of competition from regional destinations for events and conferences
- Increased competition for funding and sponsorship
- Decreasing participation in event activities by the community including volunteers

CURRENT MARKETS

Overseas visitors are predominantly from New Zealand, the United Kingdom, Western Europe and the growth markets of China, India and developing Asian countries.

The interstate tourism market offers the most opportunity for regional Victoria accounting for:

- 9.6 million overnight visitors
- 27.9 million visitor nights which equates to \$3.3 billion in overnight expenditure
- 26 million day trips which contribute to \$2.5 billion in expenditure

Over the past decade and a half, visitation yield has decreased across all domestic travel segments, while outbound travel has increased from 4.2 million to 8.6 million overseas departures. Specific market segments primarily drive this long-term decline from capital cities, who are choosing outbound destinations over regional Victoria.

Contributing factors to the decline in regional tourism which relates to events include increased options, particularly for those in large regional centres or capital cities, such as:

- Out of category competition, i.e. dining out
- Strong local events calendars, convincing people to stay local
- The decline in traditional family holidays and increase in day trips, short breaks and trips related to interests and hobbies

While these factors have contributed to a decline in intrastate visitation, they also pose an opportunity, as they highlight the desires of the modern traveller.

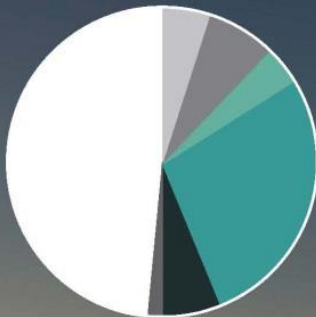
Further, the most substantial segments of travellers who are participating in these changed behaviours are those known as Lifestyle Leaders.

Warrnambool Visitors by Location



■ Melbourne ■ Regional Victoria
■ Interstate and International

Warrnambool Events by Category



■ Hallmark ■ Arts and Culture ■ Business
■ Community ■ Entertainment ■ Food and Wine ■ Sport

Warrnambool Calendar of Events by Month



■ Events ■ Event Days

Total Funding by Month



NYE celebrations



CURRENT INVESTMENT

Council invests in a range of events each year

Existing significant events on Council's calendar include:

- Grand Annual Sprintcar Classic
- May Horse Racing Carnival
- Wunta Fiesta
- Melbourne to Warrnambool Classic
- Tour of the South West
- Sports carnivals (many and varied)

Conservative estimates indicate that the existing significant events in Warrnambool add more than \$20 million per year to the local economy and increase the number of room nights occupied by 500,000 annually.

This is in addition to the estimated \$15 million per year that regional events generate in economic impact through their visitation spend and the extra room nights.

Council has historically supported regional events through its recurrent events budget. These events exhibit different characteristics to significant events.

Nevertheless, these events all serve to grow the region's reputation for supporting and hosting an extensive events program and play an essential role in facilitating community well-being, attracting visitors and generating business activity.

Council also provides financial support to a range of small and community events.

CURRENT EVENT ORGANISATION STAFFING AND PROCESSES

Not-for-profit organisations organise a significant number of events with a smaller portion of events run by council and private enterprise. The high proportion of events run by not-for-profit groups means that the event is reliant upon community volunteers with limited professional event experience. There is also a high turnover rate due to "volunteer burnout", which impacts the growth of events. Further, some event organisers, either volunteers or private enterprise do not understand processes required for appropriate completion of applications, including those seeking cash and in-kind support. These groups will benefit from support including training and assistance with applications.

REVIEW FINDINGS AND RECOMMENDATIONS

The consequent findings determined that one-off events bring the least return on investment, followed by annual events at particular times of the year that had not been recently refreshed, or appealed to a low spend demographic.

Council has since determined that a new approach to event attraction be required, which will be guided by the Council Plan. This new approach will involve:

- A higher level of long-term planning
- A portfolio approach, where each portfolio group has its own set of criteria and return on investment measures
- Build on Warrnambool's existing natural, community and infrastructure strengths
- Specifically targeted market segments
- Staging or hosting events during specific low occupancy periods



Tourism has been identified as a key growth sector across the nation, particularly for regional centres, at all levels of government. Tourism events are a key driver behind visitation and can be an effective tool in increasing tourism numbers during off-peak seasons.

Warrnambool City Council has identified tourism events as a core component of a broader strategy to raise awareness and increase visitation to Warrnambool and its surrounding region, as well as brand Warrnambool as an attractive place to visit, live and invest.

Warrnambool has identified the visitor economy as being fundamental to the economic success of the city and events are one of the core pillars of the visitor economy.

Warrnambool must plan its development and progress in a disciplined way – balancing its responsibility with a

due commitment to time and public money. A diverse and rich events calendar attracts a diversity of people, which in turn increases the range of people who would consider Warrnambool as a place to live and invest.

Events may create legacy infrastructure and activate open spaces, which can be of great value to communities long after the event has finished.

THE OPPORTUNITY OF EVENTS

There are four main benefit streams associated with events:

Immediate economic benefits: Events can deliver immediate economic benefits by bringing new money into the economy.

City branding: Hosting events has beneficial impacts on a city's image and can be a cost-effective way of promoting the city's brand to potential visitors and investors.

Social wellbeing: Events make cities more vibrant and interesting places to live, bringing people and communities together and give them a sense of identity and place.

Legacy benefits: Accelerating economic and social development and triggering investment in legacy infrastructure or investment, i.e. upgrade a park to hold events and the community benefits, this can deliver over the long term.





PORTFOLIO APPROACH TO EVENTS

The benefits of an improved events portfolio extend well beyond the immediate social and economic impacts - the bigger picture is a vibrant city that is a highly desirable place to live, work and invest.

Warrnambool's event portfolio encapsulates these outcomes in the following vision statement:

Warrnambool has a diverse, vibrant and inclusive portfolio of events that make its people proud of who they are and where they live. It understands the positive, social and economic outcomes events can deliver and their impacts on quality of life.

Given the link between social wellbeing and long-term economic growth, Warrnambool needs to strike a careful balance between events that result in increased economic activity and events that make Warrnambool a more exciting and attractive place to live.

NEW OUTCOMES FROM EVENTS

Warrnambool has identified four key outcomes for its events portfolio.

1. Expand Warrnambool's economy - tourism yield will increase, and as a result, the community will reap more benefits.
2. Grow visitor nights in Warrnambool - attract

inter and intrastate visitors to Warrnambool and encourage them to extend their stay.

3. Enhance Warrnambool's liveability - support a diverse events calendar that contributes to making Warrnambool a desirable place to live, work and invest.
4. Increase opportunity for the branding of Warrnambool to the desired market, by using events as a platform for promoting Warrnambool to a wide, targeted audience of potential visitors and investors.

NEW TARGET MARKETS

The desires of the modern traveller include increased short breaks related to interests and hobbies and experiences relating to accommodation, activities and food and beverages. The most substantial segments of travellers who are participating in these changed behaviours are those known as Lifestyle Leaders.

Lifestyle Leaders are white collar, skilled professionals that are higher than average in affluence and discretionary spend, are well educated and are more likely to take leisure trips (4.2 leisure trips per year compared to the Australian average of 3.9). Further, when they do travel, they spend around 20% more than the average Australian traveller, travel based on interest or triggers (hobby, interest area or passion) and make up about one-third of the Australian population.

This market segment is culturally curious and regularly seeks out new experiences and therefore is a high event attendee.

The traditional tourism Roy Morgan Value Segments that display Lifestyle Leader behaviours are:

- Visible achievers
- Socially aware
- Young optimists
- Traditional Family Life value segment included when driven to take short trips for children's hobbies and sports

The new Events Strategy will deliberately attract, support and develop events attractive to these high yield markets.

NEW BENEFITS CRITERIA

The events portfolio will be a mixture of established successful events, new events that have the potential for development, providing a longer event lifecycle, and national events.

When developing the portfolio consideration will be given to the events that will bring the following benefits:

- Fit with the Warrnambool brand
- Ability to build on, highlight or strengthen Warrnambool's unique characteristics
- Market segment it will attract
- Origin of the event
- Frequency of event
- Time of year of the event
- The potential for the event to generate long-term legacy benefits

THE NEW PORTFOLIO

Annually Council aims to present at least one major event each year, at least four significant events, two business events and a range of medium to small events or activities.

THE GUIDING PRINCIPLES

Events will focus on one or more of the following six guiding principles:

- Family friendly
- Nature and marine-based
- Heritage
- Artistic and creative
- Active outdoor and sporting
- Business and/or Conference

In most instances, the council will work in partnership with one or more organisations to deliver the events.

All events should be contributing to at least two of the event benefits so across a year the full program should support all benefits as outlined through:

- Direct and immediate benefit to the local economy
- Provide opportunity for city branding to a wide audience of potential visitors and investors
- Cultivate social wellbeing by bringing people and communities together and giving them a sense of identity and belonging
- Leave a legacy – elevating the host's stature and accelerate its economic and social development

DEFINITIONS

Significant events will make an important contribution to Warrnambool's events calendar and image. They will help build Warrnambool's sense of place as a cosmopolitan city by the sea, enhance its cultural and environmental heritage (including its stunning topography and location), and its unique sense of

identity, while supporting its diversity. They will be major attractions for residents and visitors.

- Significant events will bring major economic benefits and international profile to the city
- Significant events will contribute largely to building strong communities and people's connection to the city
- Significant events will contribute to celebrating Warrnambool's identity
- Significant events will support Warrnambool's key strategic directions

Local and community focused events will support social interaction, community involvement and strengthen community networks; and some will have economic benefits as well. The majority of event visitors will be local.

One-Off special events will attract both locals and visitors from outside the city. They will generate significant economic, tourism, social, community and cultural benefits. These events may have a regional, state or national profile. Special events differ from significant events in their tendency to be one-off opportunities which can showcase the municipality, for example national/state sporting events.

Business events has been the broad term used by associated tourism bodies when discussing the Meetings, Incentives, Conferences and Exhibitions (MICE) industries. The Business Events Council of Australia defines a business event as "any public or private activity consisting of a minimum of 15 persons with a common interest or vocation held in a specific venue or venues, and hosted by an organisation(s). This may include but not limited to: conferences, conventions, symposia, congresses, incentive group events, marketing events, special celebrations, seminars, courses, public or trade shows, product launches, exhibitions, company annual general meetings, corporate retreats, study tours or training programs".

Business events represent a high yield component of the visitor economy and can provide significant and regular contribution to the host destination including:

- High yielding business for industry - the business events sector is regarded as one of the highest yielding market segments because of the high yield per delegate spend
- Incentive for repeat visitation - business events promote a destination to investors and decision makers, who would otherwise not have come to the destination
- Mid-week inflows to venues and businesses - which means that local industry and businesses have greater opportunity to benefit from the event tourism industry
- Opportunities for pre and post event touring - increasing economic impact for the region



EVENT CLASSIFICATION AND ANALYSIS

The following table outlines the event classification system Council uses to categorise the city's events portfolio. This enables Council to strategically explore new event opportunities that stimulate the visitor economy and support community development.

Characters of Event Classifications

Evaluation Criteria	Event Category Matrix			
	Significant Events (Tier 1)	Regionally Significant Events (Tier 2)	Regional Events (Tier 3)	Community Events
Positioning	<ul style="list-style-type: none"> National or state marketing tools Supports destination brand showcasing regional attributes 	Positioning Warrnambool as an attractive event destination showcasing regional attributes	<ul style="list-style-type: none"> Triggers some destination brand support Positions Warrnambool for other events Builds reputation as an events destination 	Minimal
Recognition	National/State	National/State	State	Local
Occurrence	<ul style="list-style-type: none"> Recurrent One off event with a strong brand recognition to Warrnambool 	Recurrent or one off	Recurrent or one off	Recurrent or one off
Visitor Nights	Capacity to generate 3,000 visitor nights	Capacity to generate in excess of 1,000 visitor nights	Capacity to generate 500 visitor bed nights	Limited in terms of economic value
Economic Impact	<ul style="list-style-type: none"> Significant economic impact in excess of \$1 million Economic value clearly measurable 	Economic value measurable	<ul style="list-style-type: none"> Economic value over \$500,000 Economic measurable 	Limited mostly local
Media Exposure	<ul style="list-style-type: none"> National/state coverage Live/delayed TV coverage 	<ul style="list-style-type: none"> State level media exposure with potential for some national coverage Delayed highlights media package 	<ul style="list-style-type: none"> Regional coverage outside Warrnambool Warrnambool media coverage 	Limited mostly local
Participants/visitors from outside the region	More than 60% participants/visitors outside the region	At least 50% of participants/visitors from outside the region	Between 30% and 50% of participants /visitors outside the region	Up to 10% participants/visitors outside the region

DETERMINING OUR PRIORITIES

Priority support from the Warrnambool City Council will be given to events that are able to generate substantial tourism, economic, profile, community, social or cultural benefits. Specifically, these benefits will be:

- Attracting and securing new events where a cost-benefit analysis indicates a substantial and satisfactory return on investment
- Supporting, developing and maximising the value of existing events that already deliver significant benefits
- Emerging events when they have the potential to deliver substantial benefits
- Encouraging events in off-peak and shoulder tourism seasons to provide the sought-after impacts when demand is traditionally lower

Significant and community events will receive council support. A relatively higher proportion of the event funding budget will be allocated to significant events to reflect the higher operating costs and the more significant and broader economic and tourism returns they generate.

Council will undertake a cost-benefit analysis on all events seeking significant support from Warrnambool City Council, with the key focus being on attracting and supporting events that deliver the highest yield and return on investment.

Council will work with existing event organisers who have been receiving ongoing annual funding to ensure these events demonstrate renewal and initiatives that contribute to the outcomes sought within this strategy.

Recognising that community and professional event organisers deliver events, the Warrnambool City Council will:

- Implement transparent, proactive and customer focused event compliance programs to support all event organisers
- Value and actively facilitate collaborations and

- partnerships with key stakeholders
- Promote and support only best practice event management

EVENT SUBMISSIONS – DECISION MAKING CRITERIA

Council has established an Event Control Group (ECG) that is tasked with assessing event proposals and providing a recommendation to council.

Some event opportunities will arise at very short notice, outside the (ECG) meeting cycle, or requiring a prompt response from Council. Therefore Council needs an agile, flexible approach to react quickly and balance such opportunities with ongoing commitments.

The following criteria will guide the ECG in its assessment of event proposals and ensure transparent, flexible, and accessible decision making by Council.

The event proposal will be considered if it meets the following principles:

- The proposed event meets the earlier identified criteria of building on at least one of the city's strengths, attracting a key market segment, meeting at least one of the portfolio guiding principles, and contributing to at least two of the Council Plan success criteria
- The event and its organisers meet the required legislative and regulatory requirements
- The proposed event will provide community, social, cultural, economic, tourism and profile benefits
- It will contribute to making Warrnambool a vibrant and great place to live
- It will encourage creativity and innovation
- The proposed event acknowledges and respects the city's natural environment
- The event opportunity is unique to Warrnambool
- The proposed event provides opportunities to showcase the I AM WARRNAMBOOL destination

brand including our natural environment, sport, food and wine, arts and culture and heritage

- The event opportunity includes entrepreneurial approaches and planning for long-term self-sufficiency
- Implementation of best practice event management including respecting local amenity and minimising adverse impacts

This decision-making criteria will help Council to:

- Ensure Council has the correct mix and spread of events across the year to future-proof the event portfolio
- Ensure Council delivers those events which are right for Warrnambool with an appropriate geographical spread across the city
- Maximise and utilise city infrastructure
- Improve our success rate in attracting state and national events to the city against fierce competition
- Demonstrate the genuine value of hosting events
- Build capacity opportunities for local event stakeholders, businesses and suppliers
- Maximise opportunities for local suppliers



COUNCIL'S ROLE IN EVENTS



LEADER

Council champions, coordinates and advocates an event focus for the City and is a catalyst for partnerships.

PROVIDER

Council organises a series of significant regional events for the community and its visitors, as well as provides potential venues, open-spaces and in-kind support for festivals and events.

HOST

Council invests in events organised by others through targeted funding programs.

FACILITATOR

Council empowers and develops event organisers and community groups through skills development, information and regulatory advice, and relationship management.

PARTNER & STAKEHOLDER

Council works with event organisers, community groups, businesses and individuals to support events and create new opportunities.

COMMUNICATOR AND PROMOTER

Council champions event initiatives and their benefits to stakeholders; utilising Council's marketing and communications resources to promote and generate audiences.

ENABLER

Council to wherever possible assist in supporting and permitting events to occur and be receptive to innovative and new concepts

APPROVE

Council coordinates the event approval process, ensures regulatory requirements are met and acts as main point of contact for event organisers.

EVENT DELIVERY

Council delivers Council owned events.

THE NEW PLAN

GOAL 1: LIFESTYLE

Develop a calendar of events that supports Warrnambool's strengths and identity, and enhances a vibrant atmosphere that promotes the region as a highly desirable place to live, work and invest

ACTION	TASKS
Increase capacity of local events industry	<ol style="list-style-type: none"> 1. Work with event organisers to identify training opportunities beneficial to them. 2. Deliver two community capacity building workshops annually. 3. Deliver one event organiser, supplier, venue manager networking event annually. 4. Develop an online event guide to assist event organisers. 5. Review and update event guide quarterly.
Develop a balanced calendar of events	<ol style="list-style-type: none"> 1. Review and update calendar of events. 2. Identify and support the growth of two significant events where the primary driver is social and cultural benefits. 3. Identify and support the growth of two significant events where the primary driver is economic benefit. 4. Identify and secure two national or state sporting events. 5. Maintain and promote Warrnambool calendar of events.
Improve Council's ability to respond to event industry needs	<ol style="list-style-type: none"> 1. Establish a senior cross-organisational team (Event Control Group) to manage the Council's involvement in the event endorsement and support. 2. Develop an event portal as part of the Council website. 3. Develop and implement online event and permit application forms. 4. Provide a "relationship manager" as the key point of contact for event organisers.
Maximise the value of existing significant events and enable them to grow	<ol style="list-style-type: none"> 1. Secure investment from Council, other levels of government and private sector stakeholders to optimise the growth potential of existing significant events. 2. Develop a stronger partnership with state government as a priority. 3. Foster long-term commitments by event organisers/promoters through offering longer-term funding.
Support a range of large and small community events	<ol style="list-style-type: none"> 1. Continue to support existing popular events. 2. Support local community and event organisers to establish new events to fill gaps.

GOAL 2: TOURISM AND MARKETING

Encourage, support and develop events that increase visitation and enhance the profile of Warrnambool as a destination

ACTION	TASKS
Establish Warrnambool as a business event and conference destination	<ol style="list-style-type: none"> 1. Produce a Warrnambool event and conference guide. 2. Participate in one event conference expo annually. 3. Deliver one famil per year for event organisers to visit venues, open spaces and tourism facilities. 4. Deliver one famil per year with Professional Conference Organisers. 5. Facilitate two workshops annually with conference venue owners/operators.
Collect Evidence	<ol style="list-style-type: none"> 1. Participate in regional research initiatives to monitor changes in visitation and market behaviours. 2. Partner with Great Ocean Road Regional Tourism to monitor and track visitor trends and develop actions to address them. 3. Work with industry to capture Warrnambool centric trends.
Event Infrastructure Plan	<ol style="list-style-type: none"> 1. Undertake an infrastructure and asset audit to identify strategic priorities for future infrastructure investment, and incorporate into Council's capital works and asset upgrade programs. 2. Identify and facilitate agreements.
Significant Event Development	<ol style="list-style-type: none"> 1. Identify key events that show potential to elevate to signature event status (based on event monitoring).

GOAL 3: ECONOMY

Develop partnerships and support events that provide maximum benefit to the city

ACTION	TASKS
Event attraction	<ol style="list-style-type: none"> 1. Identify new significant event opportunities. 2. Undertake a gap analysis of the 'type' and 'timing' of events required to fill identified gaps in the calendar year. 3. Attract and host events that support our shoulder periods and activate quiet seasons.
Measuring event value and impact	<ol style="list-style-type: none"> 1. Develop an event visitor survey template for use by event organisers. 2. Implement an event survey protocol to capture data to enable analysis of achievements against strategic objectives. 3. Record and assess return on investment for all Council funded events.
Identify and support the growth of two significant events where the primary driver is economic benefit	<ol style="list-style-type: none"> 1. Support an identified key portfolio of events and assist them to be more strategic. 2. Work with event organisers to identify potential for growth. 3. Secure investment from Council, other levels of government and private sector stakeholders to optimise the growth potential of existing significant events. 4. Foster long term commitments by event organisers/promoters through offering longer-term contracts.

GOAL 4: INVESTMENT

Invest in events that align with the city's strategic goals and outcomes

ACTION	TASKS
Provide event funding to support growth and development of new and significant events	<ol style="list-style-type: none"> 1. Conduct review of current event funding procedure. 2. Establish and implement a funding model (Festivals and Event Fund) and robust assessment framework to support the city's investment in events. 3. Secure investment from Council, other levels of government and private sector stakeholders to optimise the growth potential of festivals and events.
Retain existing significant events	<ol style="list-style-type: none"> 1. Develop a retention (future proofing plan) to nurture current events. 2. Work with other levels of government and private sector stakeholders to overcome any obstacles to the successful delivery of events. 3. Commence contract renewal no later than 12 months prior to contract expiry date. 4. Provide a "relationship manager" as the key point of contact for event organisers.
Event Evaluation	<ol style="list-style-type: none"> 1. Develop and implement an event evaluation program.
Investment and Partnerships	<ol style="list-style-type: none"> 1. Develop an event infrastructure investment plan that supports future event growth and sustainability.



The new Festivals and Events Fund will be Council's funding program for festivals and events conducted within the municipality. This program will provide seed funding to assist with the establishment of new event initiatives and also supports the development and growth of established events.

The aims and objectives of the Festivals and Events Fund will be to:

- Provide financial assistance to conduct established professional and quality festival or event activities
- Improve the quality of life experiences for communities within the municipality by increasing access to quality festivals and events
- Promote cultural diversity and greater awareness, appreciation and participation in activities
- Promote a sense of pride and community identity
- Stimulate visitation and tourism to the area and increase economic and social development opportunities
- Contribute to the recognition of the city as a region to host festivals and events
- Create an environment for innovation and creativity

Guidelines and applications will be open
October 1, 2018 for events commencing
January 1, 2019

Appendix A - Event Strategy Consultation List

Abrijo Warrnambool
Ace Radio
All Fresh Seafood & Poultry
Amelda's Tower Hill
Anchor Belle Motel
Atmosphere Events
Atwood Motor Inn
Aus Music Festival
Austin 7 Car Rally
Austral Place 88
Australian Schools Triathlon Challenge
Australian Caravan Club
Bastion EBA
Baulch Motor Group
Bayside Lodge
Bendigo Bank
Best Western Colonial Village Motel
Best Western Olde Maritime Motor Inn
Bicycle Network Victoria
Big4 Hopkins River Caravan Park
Blue Whale Motor Inn
BMX Victoria
Board Riders Festival
Business Events Victoria
Capitol Cinema
Carols by Candlelight
Carols by the Merri
Cattleya Thai Restaurant
CFA State Championships
Charles on Victoria Street
Cheese World & Museum Allansford
City Memorial Bowls Club
Coastal Vibe Apartments
Coates Hire
Coles Coaches
Comfort Inn Warrnambool International
Comfort Inn Western Warrnambool
Cooks retreat warrnambool
Corangamite Shire
Crayola
Cycling Victoria
Daktari Surf & Dive
Darriwill Farm Warrnambool
Deakin University
Defy Fitness
Discovery Holiday Parks
Downtown Motel
Economic Development Database
Elm Tree Motel
Emmanuel College
Events Geelong
Fairholme Apartments

Figtree Holiday Village
Flagstaff Hill Lighthouse Lodge
Flying Horse Bar & Brewery
Food Truck Fiesta
Fresh Market
Friends of the Warrnambool Botanic Gardens
Gateway Motor Inn
Gem Show
George Taylor's Store
Girt By Sea Warrnambool
Great Ocean Road Regional Tourism
Great Ocean Road Ten Pin Bowl
Hampden Football Netball League
Hopkins Hideaway
Hose Electrical
Hotel Warrnambool
Images Restaurant Café & Cocktail Bar
Inside the Brick
Lady Bay Resort
Lighthouse Theatre
Loco Group
Logan's Beach Apartments
Loop Studio
Macey's Bistro
Mahogany Motel
McKinnon Quarries
Melbourne to Warrnambool Committee
Mid City Motel Warrnambool
Mini Golf by the Sea
Moonmother Productions
Motel Warrnambool
Moyné Shire
Ngataniwarr Welcome Mural
Oktoberfest
Pavilion Café & Bar
Piccolo Restaurant
Picken Designs
Pinky's Pizza
Pippies By the Bay
Port Fairy Folk Festival
Portugese Festival
Premier Speedway
Pronto Fine Food Merchants
Red Spoon Thai Eatery
Regional Development Victoria
Riverview Holidays
Rotary Daybreak
SC Dragons
SCOPE Galleries
Scott Consulting
Scripture Union Kids Holiday Program
Shipwreck Coast Fishing Classic

Sinclair & Wilson
South West Sports Assembly
South West TAFE
Southwest Explorer
Sports Marketing Australia
Statewide Waste
Suferfest
Summer Markets
Sungold Field Days
Sungold Milk
Surf 'T' Surf
Surfside Holiday Park
SWCH Rentals
Tait's Legal
Taylors Surfodesty
The Australian Event Symposium
The F Project
The Liebig Asian Restaurant
The Loft
The Standard
The Surf Co.
Timor Street Market
Tower Hill Challenge
Victorian Dance Festival
Victorian Events Industry Council
Visitor Economy Advisory Committee
Visit Victoria
Warrnambool Buslines
Warrnambool Show Society
Warrnambool & District Historic Car Club
Warrnambool Art Show
Warrnambool Athletics Club
Warrnambool Beach Backpackers
Warrnambool BMX Club
Warrnambool Bus Lines
Warrnambool City Council Airport Reporting/
Works Safety Officer
WCC City Renewal Placemaking Officer
WCC Communications Officer
WCC Construction Engineer Infrastructure Services
Warrnambool City Council Construction
Supervisor Infrastructure Services
WCC Coordinator Asset Management
WCC Coordinator Building Services
WCC Coordinator City Assist
WCC Coordinator City Sustainability
WCC Coordinator Destination Marketing
WCC Coordinator Lake Portobe
WCC Coordinator Local Laws Traffic Fire and
Animal Control
WCC Coordinator Municipal Depot Operations
WCC Councillor Kylie Gaston

WCC Councillor Susan Cassidit
WCC Councillor Tony Herbert
WCC Curator Exhibitions Warrnambool Art Gallery
WCC Director City Growth
WCC Director Warrnambool Art Gallery
WCC Economic Development Administrator
WCC Flagstaff Hill Village Activation Coordinator
WCC Grants Officer, Economic Development Unit
WCC Manager Capacity Access & Inclusion
WCC Manager City Amenities
WCC Manager City Strategy & Development
WCC Manager Communications
WCC Manager Community Planning & Policy
WCC Manager Economic Development
WCC Manager Infrastructure Development & Projects
WCC Manager Recreation & Culture
WCC Manager Revenue and Property
WCC Municipal Building Surveyor
WCC Recreation Planner
WCC Rural Access Officer
WCC Senior Recreation Planner
WCC Service Manager Lighthouse Theatre
WCC Strategic Waste Management Officer
WCC Team Leader Parks Gardens and Environment
WCC Team Leader Trees and Botany (Parks and
Gardens)
WCC Technical Officer Infrastructure Services
WCC Volunteer Program Coordinator, Access Aging
and Inclusion
WCC Youth Development Planner
WCC Coordinator Community Programs
Warrnambool District Cricket Association
Warrnambool Gift
Warrnambool Golf Club
Warrnambool Greyhound Club
Warrnambool Hire Motor Boats
Warrnambool Holiday Park
Warrnambool Holiday Village
Warrnambool Motocross Club
Warrnambool Organ Festival
Warrnambool Party Hire
Warrnambool Racing Club
Warrnambool RSL
Warrnambool Surf Lifesaving Club
Warrnambool Toy Library
Warrnambool City Council Health & Local Laws
Winter Solstice Surf Film Festival
Worn Gundidj - Tower Hill
Warrnambool Greyhound Club
Wunta

REVIEWING THE PLAN

The Warrnambool City Council Events Strategy is a living document and will be reviewed as part of the strategic planning process to ensure that it continues to meet the changing needs of the community and the evolving events and tourism sectors.

CONTACT DETAILS

Visiting us in person
Visitor Economy Office
89 Merri Street, Warrnambool
Open from 8.30am - 5pm, Mon-Fri.

Postal address
Warrnambool City Council
P.O Box 198
Warrnambool 3280

Telephone
03 5559 4800

Website
www.warrnambool.vic.gov.au

Email
events@warrnambool.vic.gov.au



5.4 WELCOMING CITIES MEMBERSHIP**PURPOSE**

This report recommends Warrnambool City Council becomes a member of the Welcoming Cities Network.

EXECUTIVE SUMMARY

- Building a 'Cosmopolitan City by the Sea' is the vision driving Warrnambool City Council's Council Plan. A number of key objectives sit behind this vision including Fostering a healthy city that is socially and culturally rich; and developing a modern economy with diverse and sustainable employment.
- Consistent with Council's vision and such objectives is *Welcoming Cities*, an initiative launched in early 2016, that seeks to support local councils, business and industry, and their communities, to leverage the ideas and innovation that come from being welcoming and inclusive.
- *Welcoming Cities* is an independent initiative founded by the Scanlon Foundation and Welcome to Australia.
- *Welcoming Cities* exists to help Councils and their communities:
 - Share globally leading policy and practice;
 - Build relationships with other cities in Australia and internationally;
 - Tell the good news stories of community cohesion and economic growth; and
 - Benchmark and advance welcoming efforts through internationally accredited frameworks.
- There are presently 13 Local Government members of *Welcoming Cities*, most of whom are larger and/or metropolitan Councils including City of Monash, City of Whittlesea, City of Darebin, City of Melton and Moreland City Council.
- A growing number of community organisations, businesses and other government agencies also support and partner the Welcome to Australia and *Welcoming Cities* network. A listing is shown at **Appendix A**.
- Local councils participate as *members* of the *Welcoming Cities* network, while community organisations, businesses and other government agencies can get involved as *supporters*.
- A central element of the Welcoming Cities offering is the recent launch in March 2018 of the *Australian Standard for Welcoming Cities* (shown in full at **Appendix B**).
- The Standard is organised under 6 categories (Leadership, Social and Cultural Inclusion, Economic Development, Learning and Skills Development, Civic Participation, and Places and Spaces).
- Each category contains principles, criteria and indicators that can be applied by Council through existing or new policies and practices. It is expected that criteria will often be met through the support of, or in collaboration with local stakeholders.
- Importantly, the Standard recognises the important and complementary work of various other Standards, Plans, Charters and Networks such as Reconciliation Action Plans, Age and Child friendly cities, and Rainbow Tick.
- Over future decades, economic and skills growth in Metropolitan and Regional Australia will be driven by approaches to welcoming efforts for people of all backgrounds to feel valued and to fully participate in social, civic, and economic life.
- Initiatives such as participating in the Welcoming Cities network forms an important plank to further understand the governments and agencies, business and industry, and our community's current successes and approaches to welcoming efforts.
- There is no financial cost to become a member of Welcoming Cities.

MOVED: CR. CASSIDY
SECONDED: CR. HERBERT

That Council becomes a member of the Welcoming Cities Network.

CARRIED - 7:0

APPENDIX A**WELCOMING CITIES AND WELCOME TO AUSTRALIA PARTNERS****LOCAL GOVERNMENT MEMBERS – WELCOMING CITIES**

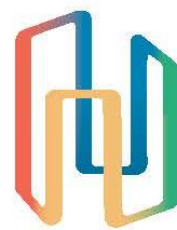
City of Monash, Lake Macquarie City Council, City of Whittlesea, Ararat Rural City, City of Darebin, City of Melton, Glenorchy City, Port Adelaide Enfield, City of Greater Bendigo, Moreland City Council, City of Canning, City of Stirling, Hume City Council

THE AUSTRALIAN STANDARD FOR WELCOMING CITIES (March 2018)

Version 2.0

March 2018

The Australian Standard for Welcoming Cities



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Welcoming Cities

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Australia

Cover Artwork: Andrew Hill.

Uncle Tom Trevorrow, accompanied by Major Sumner, introduces new arrivals to the lands of the Ngarrindjeri nations, 2012.

Image and name of Uncle Tom used with the permission of his family.

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Introduction

Australia is a multicultural success story.

Our standards of living and levels of social cohesion rank among the highest in the world. Australia's population is one of the most culturally and linguistically diverse, while the First Nations peoples of this country represent more than 250 language groups and the oldest continuous culture.

Over the next 35 years, it is anticipated that migration will maintain sustainable population growth, and drive economic and skills growth in Australia. Migration is projected to:

- Contribute \$1.6 trillion to Australia's GDP
- Lead to a 60 per cent increase in the population with a university education
- Add almost 16 per cent to the workforce participation rate¹

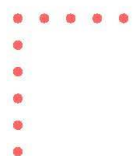
Migration and settlement also solves a massive problem for the 100 regional and rural towns across Australia who are grappling with significant population and economic decline². Migration will help them to:

- Increase local populations and add to cultural vibrancy
- Revitalise local businesses and services
- Attract increased funding and investment

However, as a nation, we cannot afford to rest on historical success and it would be naïve to assume that migration trends might continue by default.

¹. The Economic Impact of Migration, Migration Council Australia, 2015.

². The Missing Migrants, Regional Australia Institute, 2016.



5



The continued success of multicultural Australia will depend on our ability to foster social cohesion as our population and cultural diversity grows.

Although local councils are best placed to understand the complexity and diversity of their communities, they often engage in this work with limited resources and support. We have created The Australian Standard for Welcoming Cities to support local councils and their communities in the advancement of Australia as a welcoming, prosperous and cohesive nation.



Welcoming Cities

Vision

A network of welcoming and cohesive cities and regions where everyone can belong and participate in social, cultural, economic and civic life.

Mission

Supporting local councils and community leaders to leverage the ideas and innovation that come from being welcoming and inclusive.

Objectives

1. Receiving communities are welcoming and actively engage with migrant communities.
2. Local councils have comprehensive plans and active messaging for cultural diversity and inclusion in policy, multi-sector engagement, activities and economic development approaches.
3. Local councils and community stakeholders have networks and resources that facilitate effective planning for welcoming and inclusion.
4. Local councils are committed to facilitating a whole-of-community approach to building social & cultural inclusion, economic engagement and civic participation.

Welcoming Cities supports local councils and community leaders through a network built around:



Knowledge Sharing

Supporting local councils and communities to learn from each other and access resources, research, policies, and case studies.



Partnership Development

Brokering meaningful multi-sector partnerships that foster a sense of belonging and participation for all members of the community.



Celebrating Success

Showcasing leading practice through case studies and a national award that acknowledges welcoming efforts.



Standard + Accreditation

Setting the National Standard for cultural diversity and inclusion policy and practice in Local Government.

Local councils participate as **members** of the Welcoming Cities network, while community organisations, businesses and other government agencies can get involved as **supporters**. Both members and supporters access key offerings of the network.

Building social cohesion requires contribution and collaboration from all community stakeholders and the role of local councils is to invite and facilitate this interaction.

The Standard

Scope

The Australian Standard for Welcoming Cities is a central element of the Welcoming Cities network. The Standard establishes the framework for local councils to:

- benchmark their cultural diversity and inclusion policies and practices across the organisation;

- identify where and how further efforts could be directed; and,
- assess progress over time.

The other elements of the network support as well as enhance the purpose of the Standard.



The Standard is applicable to all local councils in Australia. This includes cities, shires, towns, or municipalities. Councils can access and progress through the Standard according to their capacity and resources. We describe these stages (from lowest to highest) as **Established, Advanced, Excelling, and Mentoring** (see Assessment, p. 22).

The extent to which local councils measure their activity against the Standard will be based on their understanding of their community's needs. It is noted that local councils are already addressing

elements of the Standard. The Standard validates existing efforts and recognises the connections to fostering cultural diversity and inclusion.

We also recognise the important and complementary work of various Standards, Plans, Charters and Networks. Such as, Reconciliation Actions Plans, Age-friendly Cities, Child-friendly Cities, and Rainbow Tick. The Australian Standard for Welcoming Cities seeks to intersect with, rather than duplicate, their efforts.

The Standard

Terms and Definitions

For the purpose of this document, the following terms and definitions apply.

accessible information

Information that is culturally sensitive and available to communities in many languages, including simple Australian English and in formats relying on icons, symbols, and images, to convey content and meaning. Distribution is via a wide range of channels and mediums including digital, in-language radio, community media, traditional media, printed materials, and via trusted agents within communities.

culturally diverse groups

Individuals, groups and communities that are indicative of the cultural and linguistic diversity of people in the local council area.

local council/s

The local government authority (LGA) that is being assessed against the Standard. Local councils can include cities, shires, towns, or municipalities.

migrant/s, migrant community/ies

Individuals of any immigration status born overseas. They can include culturally and linguistically diverse (CALD) people, refugees, people seeking asylum, and temporary or permanent residents.

receiving community/ies

All Australian-born residents not covered under the definition of migrant community. This includes Indigenous communities and previous generations of migrants.

social cohesion

The willingness of members of a society to cooperate with each other in order to survive and prosper. Social cohesion broadly incorporates five domains:

- belonging;
- social justice and equity;
- participation;
- acceptance and rejection legitimacy; and,
- worth.

social inclusion

The act of enabling all groups of people within a society to have a sense of belonging and to be able to participate in community life. It is based on fundamental values of equity, equality, social justice, and human rights, as well as on the principles of acceptance and embracing diversity.

substantive equality

Principles that seek to address systemic discrimination in service delivery; recognising that policies and practices put in place to suit the majority of clients may appear to be non-discriminatory but may not address the specific needs of certain groups of people. In effect they may be indirectly discriminatory, creating systemic discrimination.

volunteering

Time willingly given for the common good and without financial gain. Including, activities which are ad hoc, informal, non-organised, private or within small communities.

Welcoming City

A local council that has committed to, communicated, planned, built and/or sustained a welcoming community; and is assessed and accredited as such.

The Standard

A Guide to Reading the Standard

The Standard is organised under the following six (6) categories:



Leadership



Social and Cultural Inclusion



Economic Development



Learning and Skills Development



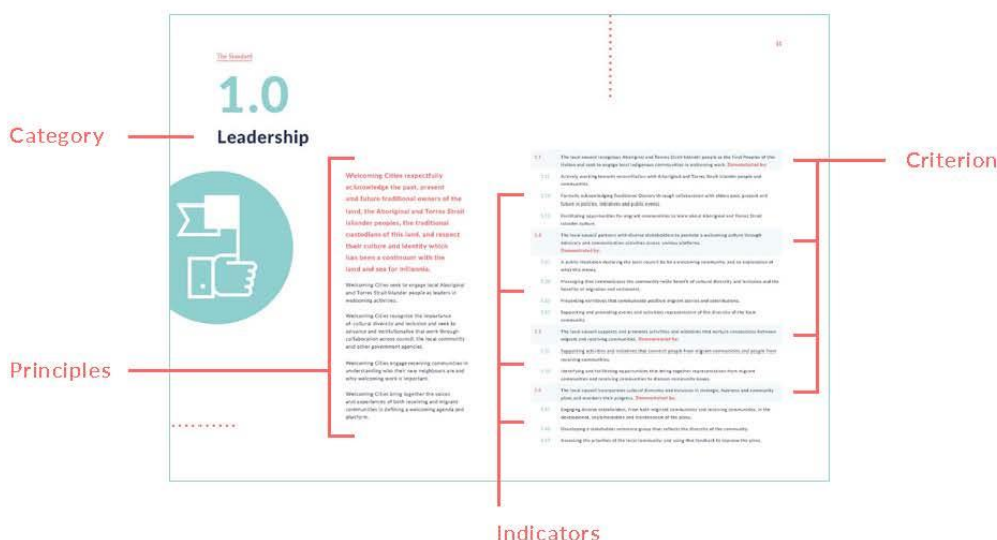
Civic Participation



Places and Spaces

Each category contains principles, criteria and indicators that can be applied by a local council through existing or new policies and practices.

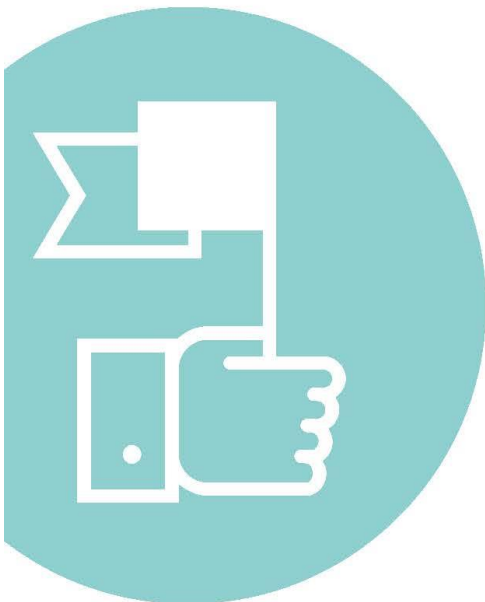
The Standard is also framed around the local council as a facilitator of community stakeholders. It is expected that criteria will often be met through the support of, or in collaboration with, local stakeholders.



The Standard

1.0

Leadership



Welcoming Cities respectfully acknowledge the past, present and future traditional owners of the land, the Aboriginal and Torres Strait Islander peoples, the traditional custodians of this land, and respect their culture and identity which has been a continuum with the land and sea for millennia.

Welcoming Cities seek to engage local Aboriginal and Torres Strait Islander people as leaders in welcoming activities.

Welcoming Cities recognise the importance of cultural diversity and inclusion and seek to advance and institutionalise that work through collaboration across council, the local community and other government agencies.

Welcoming Cities engage receiving communities in understanding who their new neighbours are and why welcoming work is important.

Welcoming Cities bring together the voices and experiences of both receiving and migrant communities in defining a welcoming agenda and platform.



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- 1.1 The local council recognises Aboriginal and Torres Strait Islander people as the First Peoples of this Nation and seek to engage local Indigenous communities in welcoming work. **Demonstrated by:**
 - 1.11 Actively working towards reconciliation with Aboriginal and Torres Strait Islander people and communities.
 - 1.12 Formally acknowledging Traditional Owners through collaboration with elders past, present and future in policies, initiatives and public events.
 - 1.13 Facilitating opportunities for migrant communities to learn about Aboriginal and Torres Strait Islander culture.
- 1.2 The local council partners with diverse stakeholders to promote a welcoming culture through advocacy and communication activities across various platforms. **Demonstrated by:**
 - 1.21 A public resolution declaring the local council to be a welcoming community, and an explanation of what this means.
 - 1.22 Messaging that communicates the community-wide benefit of cultural diversity and inclusion and the benefits of migration and settlement.
 - 1.23 Presenting narratives that communicate positive migrant stories and contributions.
 - 1.24 Supporting and promoting events and activities representative of the diversity of the local community.
- 1.3 The local council supports and promotes activities and initiatives that nurture connections between migrant and receiving communities. **Demonstrated by:**
 - 1.31 Supporting activities and initiatives that connect people from migrant communities and people from receiving communities.
 - 1.32 Identifying and facilitating opportunities that bring together representatives from migrant communities and receiving communities to discuss community issues.
- 1.4 The local council incorporates cultural diversity and inclusion in strategic, business and community plans and monitors their progress. **Demonstrated by:**
 - 1.41 Engaging diverse stakeholders, from both migrant communities and receiving communities, in the development, implementation and maintenance of the plans.
 - 1.42 Developing a stakeholder reference group that reflects the diversity of the community.
 - 1.43 Assessing the priorities of the local community and using that feedback to improve the plans.

The Standard

2.0

Social and Cultural Inclusion



Welcoming Cities facilitate relationships between migrant and receiving communities that address racism and promote social cohesion.

Welcoming Cities ensure that all residents have equitable access to council services and cultural assets by removing barriers to participation in community life.

Welcoming Cities facilitate diverse cultural expression and support residents to participate in the community.

- 2.1** The local council's policies and practices actively include and engage both receiving and migrant communities. **Demonstrated by:**
 - 2.11** Collecting and analysing demographic data to determine the cultural, religious and linguistic composition of the local community.
 - 2.12** Ensuring that the development, implementation and review of council policies, strategies, programs and initiatives are compliant with Federal and State legislation for racial and religious non-discrimination and take into account the principles of substantive equality.

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- 2.13 Conducting reviews to identify and revise any policies or practices that exclude or disenfranchise migrant communities.
- 2.14 Providing accessible information on, or referral to, community support services and programs.
- 2.15 Supporting initiatives that empower individuals to prevent, and respond effectively to, racism and discrimination.
- 2.2 The local council facilitates diverse cultural expression through a range of activities and observances. **Demonstrated by:**
 - 2.21 Celebrating community festivals, cultural events, and religious observances that represent diversity and encourage dialogue.
 - 2.22 Encouraging programs and initiatives that bring together diverse cultures and support opportunities for cultural expression and intercultural understanding.
- 2.3 The local council facilitates language access. **Demonstrated by:**
 - 2.31 Assessing language needs for migrant communities to increase access to services and activities.
 - 2.32 Engaging accredited translators or interpreters in council services and related events.
 - 2.33 Providing information on council services, and resident information guides in community languages.
 - 2.34 Providing accessible Council feedback and complaints processes.
 - 2.35 Providing accessible information on dispute resolution and local by-laws.
 - 2.36 Advocating to other tiers of Government and associated agencies to ensure that essential information and services (such as emergency management information) are accessible to migrant communities.
- 2.4 The local council partners with government, business and community stakeholders to promote affordable, safe and accessible housing, health, justice and transport services for all residents. **Demonstrated by:**
 - 2.41 Referral to accessible information on, and promotion of, preventative health programs, public health risks, and community recreational activities.
 - 2.42 Advising stakeholders in the development of local community housing and affordable housing initiatives.
 - 2.43 Advising stakeholders and transport services to identify accessible and affordable transportation services.
 - 2.44 Advising the local police service to build positive connections with migrant communities through crime prevention information sessions and community liaison.
- 2.5 The local council is committed to embedding broader diversity and inclusion approaches across the organisation and recognises that there are often additional barriers and vulnerabilities faced by Aboriginal and Torres Strait Islanders, women from migrant backgrounds, younger and older people from migrant backgrounds, people living with disability, and/or people who identify as LGBTI. **Demonstrated by:**
 - 2.51 Cross-departmental initiatives and strategies that address barriers to access and inclusion and the additional challenges of inter-sectionality in policy and practice, across a range of areas.

The Standard

3.0

Economic Development



Welcoming Cities recognise that economic growth relies on an inclusive economy that encourages the active participation of all its residents.

Welcoming Cities facilitate access, by both receiving and migrant communities, to opportunities for employment, business development and entrepreneurship.

Welcoming Cities value the unique talents and experiences that people of all backgrounds contribute to their communities.



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- 3.1 The local council employs a workforce that is inclusive and diverse. **Demonstrated by:**
 - 3.11 Identifying and addressing barriers and unconscious bias, which may limit diversity and inclusion in employment practices.
 - 3.12 Highlighting the value of a diverse workforce and encouraging applicants from diverse backgrounds to apply.
 - 3.13 Exploring innovative ways of promoting job opportunities to reach a broad and diverse range of potential applicants.
- 3.2 The local council advances local business sourcing and contracting. **Demonstrated by:**
 - 3.21 Addressing the barriers for local businesses to access council tendering and contracting opportunities.
 - 3.22 Reviewing procurement policies and practice and identifying opportunities to engage local suppliers.
- 3.3 The local council partners with the local business community to identify strategic opportunities for economic development and to encourage local jobs for local people, including those from migrant communities. **Demonstrated by:**
 - 3.31 Supporting and facilitating networking events, business development workshops, mentoring and other activities that grow local skills, knowledge and commerce.
 - 3.32 Partnering with employers, local chambers of commerce, financial institutions, employment services, and other relevant community based organisations to identify needs and opportunities.
 - 3.33 Supporting and advocating for strategies to monitor and prevent labour exploitation.
 - 3.34 Working with employers, local chambers of commerce and other relevant community based organisations to identify and address barriers to local employment.
- 3.4 The local council supports both receiving and migrant communities to advance economic development opportunities. **Demonstrated by:**
 - 3.41 Supporting and referring to business incubator, entrepreneurship programs and other initiatives to identify and grow enterprise opportunities.
 - 3.42 Supporting and promoting cultural initiatives and activities that draw visitors to the community.

The Standard

4.0

Learning and Skills Development



Welcoming Cities support both receiving and migrant communities to develop the skills, assets, and opportunities required to foster social cohesion.

Welcoming Cities facilitate partnerships with, and referrals to, local service providers that value learning and inclusion.

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- 4.1** The local council works closely with community facilities such as schools and libraries to support learning and inclusion for migrant communities. **Demonstrated by:**
- 4.11** Advocating for and supporting programs and initiatives that connect diverse migrant communities to existing support services including education, health, and settlement services.
 - 4.12** Facilitating programs and initiatives that ensure library and/or related services are accessible, and support targeted learning opportunities for migrant communities.
 - 4.13** Supporting learning and skills development opportunities for children and young people from migrant communities through collaboration with schools and other services.
- 4.2** The local council encourages learning and skills development opportunities that enable people from migrant communities to participate in community life. **Demonstrated by:**
- 4.21** Referral to information on English language learning opportunities.
 - 4.22** Encouraging and supporting programs and initiatives that provide opportunities for migrant and receiving communities to share their history, ideas, knowledge and experience to grow cultural understanding.
 - 4.23** Identifying and delivering professional development for council staff that increases their capacity and skills to engage with and respond appropriately and effectively to the needs of a culturally diverse community.

The Standard

5.0

Civic Participation



Welcoming Cities actively encourage all residents to participate in civic life.

Welcoming Cities identify opportunities to engage people, such that civic leadership reflects the diversity of the community.



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| 5.1 | The local council communicates their roles and responsibilities, and advances civic participation for both receiving and migrant communities. Demonstrated by: |
| 5.11 | Providing accessible information on the role and responsibilities of local councils and civic engagement opportunities. |
| 5.12 | Encouraging and supporting the participation of culturally diverse groups in public council meetings and forums. |
| 5.13 | Promoting and supporting the participation of representatives from culturally diverse groups, including young people and seniors, in council committees, advisory and reference groups. |
| 5.2 | The local council supports and celebrates the attainment of citizenship. Demonstrated by: |
| 5.21 | Promoting information about pathways and processes for obtaining Australian Citizenship to migrant communities. |
| 5.22 | Hosting, promoting and celebrating citizenship ceremonies (where applicable). |
| 5.3 | The local council supports all eligible residents to enrol to vote and participate in local government elections. Demonstrated by: |
| 5.31 | Working with the State Government and/or Electoral Commissions to eliminate barriers to voting. |
| 5.4 | The local council supports people from both receiving and migrant communities to celebrate and participate in volunteering. Demonstrated by: |
| 5.41 | Identifying and supporting volunteering opportunities that engage people from migrant communities and receiving communities, in order to encourage dialogue and relationship building. |
| 5.42 | Recognising and celebrating diverse volunteer contributions that may not be reflected in formal and traditional concepts of volunteering. |

The Standard

6.0

Places and Spaces



Welcoming Cities value public spaces and facilities that enhance liveability, social cohesion and inclusion of all residents.

Welcoming Cities engage all community members in design processes for urban planning.



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- 6.1** The local council ensures that public spaces and facilities are safe and accessible to all residents.
Demonstrated by:
- 6.11** Consulting with culturally diverse groups to explore how council spaces and facilities may be more accessible, inclusive, and responsive to community needs and aspirations.
 - 6.12** Assessing development applications against non-discriminatory access requirements regulated under the Building Code of Australia, and guidelines under the Disability Discrimination Act.
 - 6.13** Ensuring that both receiving and migrant communities are consulted in the urban planning process.
- 6.2** Public spaces and facilities encourage community interaction, and facilitate diverse cultural expression and celebration. **Demonstrated by:**
- 6.21** Enabling the use of public spaces and facilities by people who represent the diversity of the community.
- 6.3** The local council works to recognise Aboriginal and Torres Strait Islander and migrant heritage in public spaces and facilities. **Demonstrated by:**
- 6.31** Supporting initiatives that communicate the significance of cultural stories in public spaces and facilities.

Assessment

The table below illustrates how a local council can move through the different stages of Welcoming. Local councils will be re-evaluated every 3 years.

Councils will be able to consult with experts to help them implement the policies and practices required to improve their standing as a Welcoming City.

Stage	Implementation	Evidence	Validation	Assessment
Committed				
<p>A Committed local council has publicly stated their intent to champion the principles of Welcoming.</p> <p>Committed local councils join a network of like-minded peers, and gain the benefit of support and experience to chart their progress and identify the next steps towards becoming a Welcoming City.</p>	Nil	Commitment form	Signed by either the Mayor or CEO and submitted to Welcoming Cities	Nil
Established				
<p>An Established Welcoming City has taken action towards becoming a more connected and cohesive community.</p> <p>Established Welcoming Cities have cemented their status as a key member of the network and driver of cultural change. They have a clear assessment of their current position.</p>	Criteria and indicators of the Leadership category are met	Plan in place to meet further criteria and indicators	Signed by Mayor and CEO and submitted to Welcoming Cities	Self Assessment

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Stage	Implementation	Evidence	Validation	Assessment
Advanced				
<p>An Advanced Welcoming City is celebrating success in initiatives and policies that foster economic, social and cultural inclusion.</p> <p>Advanced Welcoming Cities are projecting their reputation as a leader of the sector and are prominent members of the network.</p>	<p>Criteria and indicators of the following categories are met:</p> <ol style="list-style-type: none"> 1. Leadership 2. Social & Cultural Inclusion 3. Economic Development 	<p>Documented policies, programs or initiatives to meet criteria and indicators</p> <p>Plan in place to sustain existing criteria as well as meet further criteria and indicators</p>	<p>Signed by Mayor and CEO and counter-signed by the CEO of an agreed and matched peer Mentoring council</p>	<p>Peer Assessment</p>
Excelling				
<p>An Excelling Welcoming City is setting and achieving targets across its full range of services and partnerships.</p> <p>Excelling Welcoming cities are achieving at a high level, and serve as an example of success for other councils.</p>	<p>Criteria and indicators of all categories are met</p>	<p>External assessor has viewed all documented policies, programs or initiatives and spoken to all policy, program or initiative 'owners'</p> <p>Welcoming Plan (or similar) in place</p>	<p>Recommendation from approved WC assessor</p>	<p>Formal External Assessment</p>
Mentoring				
<p>A Mentoring Welcoming City is confidently embedding the framework and its principles across the organisation.</p> <p>Mentoring Welcoming Cities lead the sector by example, lending their considerable expertise to build the capacity of their peers.</p>	<p>Sustaining the criteria and indicators of all categories with evidence of innovative and positive impact</p>	<p>External assessor has viewed all documented policies, programs or initiatives and spoken to all policy, program or initiative 'owners'</p> <p>Welcoming Plan (or similar) in place</p> <p>Tangible evidence is provided of innovative and positive impact e.g. community surveys</p>	<p>Recommendation from approved WC assessor</p>	<p>Formal External Assessment</p>

Development and Accreditation

The International Social and Environmental Accreditation and Labelling (ISEAL) Alliance defines a Standard as a "document that provides, for common and repeated use, rules, guidelines or characteristics for products or related processes and production methods, with which compliance is not mandatory".

ISEAL views a Standard as a powerful market-based approach for creating positive social, environmental, and economic change, and driving transformation in how entities deliver goods and/or services. A Standard defines what is expected and sustainable for a particular sector, drives and maintains change with a verification process, and has additional tools and activities in place for tracing certified goods and/or services. Through all of this, a Standard brings together all entities in the ecosystem and builds their capacity as they move from baseline to higher performance standards.

Standards are living documents that reflect societal understanding of good practice for a given sector or industry. As such, the Standard will evolve over time. New insights gained from implementation of the standard, plus increased interest from stakeholders due to uptake of the Standard, will yield new knowledge and improvements that need to be integrated into the Standard's requirements. Common practice is to review a standard every three to five years.

The development of The Australian Standard for Welcoming Cities has been guided by ISEAL's Codes of Good Practice and Credibility Principles. In the development of this Standard, Welcoming Cities has extensively consulted international, national and local stakeholders, including peak bodies, government associations, commissions and all tiers of government.



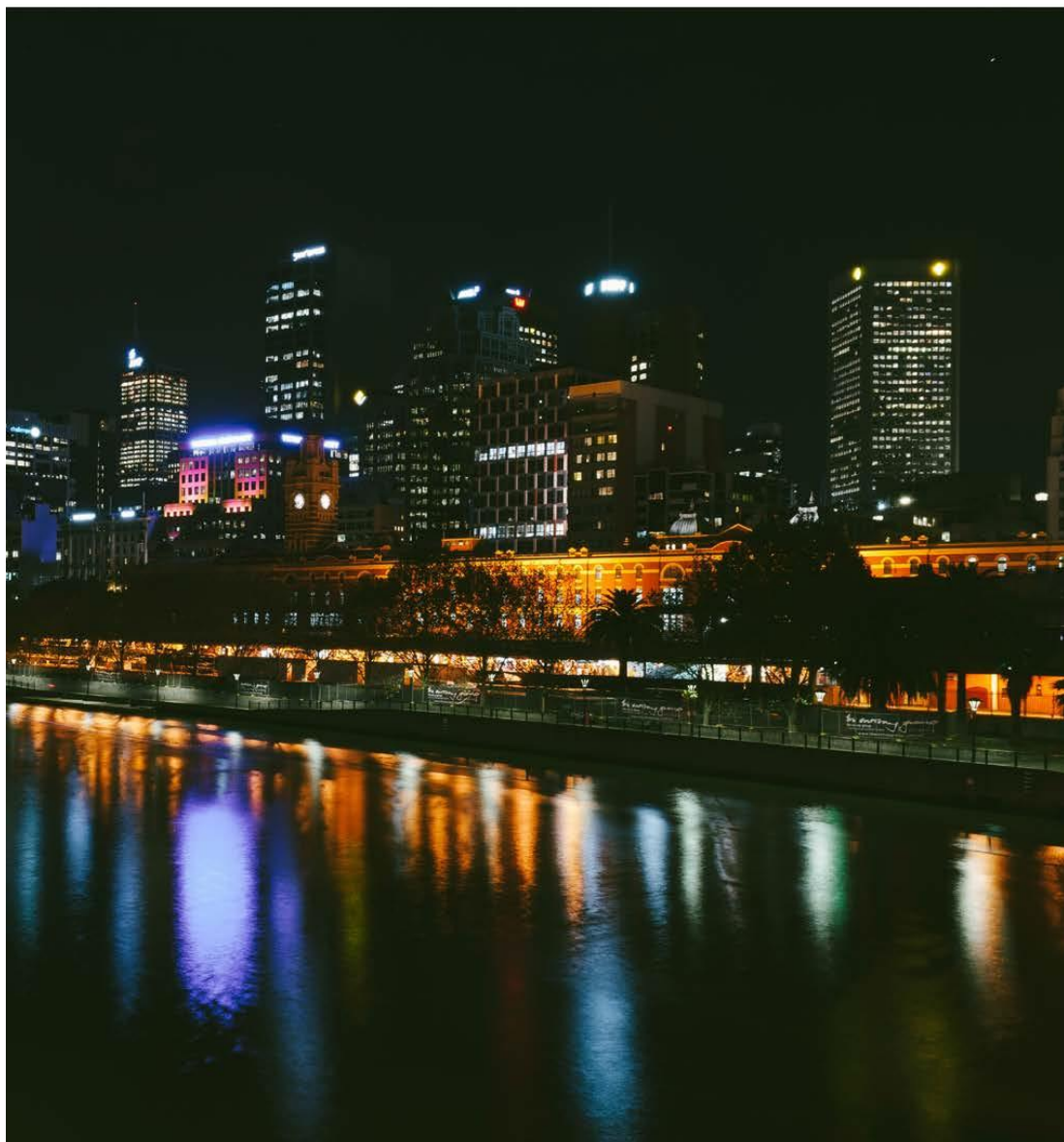
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References

Australian Centre of Excellence for Local Government 2015	Building Social Cohesion in our Communities
Australian Government Department of Social Services 2016	National Settlement Framework
Centre for Multicultural Youth 2007	Inclusive Local Government
Cities of Migration 2017	Building Inclusive Cities
Cultural Development Network 2016	Framework for Cultural Development Planning
EUROCITIES 2014	Integrating Cities Toolkits
Intercultural Cities Australasia 2017	Australian Intercultural Standards and Index
Migration Council Australia 2015	The Economic Impact of Migration
Multicultural Youth Advocacy Network (Australia) 2016	National Youth Settlement Framework
Myriad Consultants 2014	The Role Of Local Government In Settlement And Multiculturalism
Regional Australia Institute 2016	The Missing Migrants
Scanlon Foundation 2016	Australians Today
Victorian Government 2015	Strategic Framework to Strengthen Victoria's Social Cohesion and the Resilience of its Communities
Welcoming America 2017	The Welcoming Standard and Certified Welcoming

Advisory Committee

[Chair] Dr Sev Ozdowski AM

University of Western Sydney

Dr Ali Nur

Refugee Council of Australia (RCoA)

Allan Mills

Deloitte Australia

Anthea Hancocks

Scanlon Foundation

Bianca Nutt

Municipal Association of Victoria (MAV)

Dewani Bakkum

Settlement Council of Australia (SCoA)

Dr Emma Campbell

Federation of Ethnic Communities' Councils of Australia (FECCA)

Huss Mustafa OAM

Commonwealth Bank of Australia

Mohammad Al-Khafaji

Welcome to Australia

Nadine Liddy

Multicultural Youth Advocacy Network (MYAN)

Rebecca Wickes

Monash University

Acknowledgements

Welcoming Cities is an independent initiative founded by the Scanlon Foundation and Welcome to Australia.



Thank you to the numerous people and organisations who have contributed to the development of The Australian Standard for Welcoming Cities.

We would particularly like to acknowledge the contributions and advice from:

Australian Human Rights Commission	Australian Multicultural Council	Cities of Migration
Deloitte Australia	Federation of Ethnic Communities' Councils of Australia	Immigration New Zealand
Monash University	Municipal Association of Victoria	Office of Multicultural Interests, Western Australia
Reconciliation Australia	Refugee Council of Australia	Regional Australia Institute
Settlement Council of Australia	Victorian Government	Welcoming America

5.5 TENDER NO. 2018031 – FIXED PRICE LUMP SUM TENDER PUBLIC AMENITIES**PURPOSE*****To consider Tender No. 2018031 PUBLIC AMENITIES RENEWAL 2018 - SWAN RESERVE & BOTANIC GARDENS*****EXECUTIVE SUMMARY**

- Council has sought tenders for the renewal of two public conveniences identified through the public conveniences condition audit.
- The tender was advertised through Tenderlink on 23 February 2018 and closed on 23 March 2018.

MOVED: CR. HERBERT**SECONDED: CR. NEOH**

That Council accept the tender submission from Mount Kimberly Pty Ltd T/A Kimberly Constructions for Contract No. 2018031 – Public Amenities Renewal 2018 – Swan Reserve and Botanic Gardens in the amount of \$545,400 excluding GST.

CARRIED - 7:0**BACKGROUND**

The Warrnambool City Council invited tenders from suitably qualified builders for a fixed price lump sum contract to build green field public toilets at the Botanic Gardens and Swan Reserve.

The tender was advertised through Tenderlink on 23 February 2018 and in the Warrnambool Standard and on the Warrnambool Council website.

At the close of tenders on Friday 23 March 2018 at 2:00pm the following tender submissions were received:

Tenderer
Mount Kimberly Pty Ltd trading as Kimberly Constructions
BDH Constructions
BC Bolden Constructions

All tenders have been submitted exclusive of GST.

DISCUSSION

The tender submissions associated with this project were evaluated by a panel consisting of:

Name	Position
Benjamin Storey	Manager Facilities and Projects
Paul Wickson	Coordinator Building Strategy and Services (Chair)

EVALUATION CRITERIA

Tender submissions were assessed based on the respondent's performance or tender response in the following areas:

Criterion	Weighting
Performance Capability	30%
Contractor Internal Systems	20%
Organisational Capacity	30%
Time Management	15%
Local Benefit	5%
Total	100%

All tenders were assessed using Council's Value for Money ratio.

POLICY/LEGAL/STATUTORY IMPLICATIONS

The requirements of Section 186 of the Local Government Act have been complied with for this tender. Accordingly there are no other policies, legal or statutory implications associated with this tender process.

OFFICER DIRECT OR INDIRECT INTEREST

No officers or contractors involved in the preparation of this report have identified a direct or indirect interest in matters to which this report relates.

RISK ASSESSMENT

The tenderers were evaluated as to the potential risks associated with delivering the contract works.

SOCIAL CONSIDERATIONS

There are no significant social implications anticipated to arise from the acceptance of this tender.

COMMUNICATIONS

There are no communication issues associated with the acceptance of this tender.

5.6 PEDESTRIAN SERIOUS CASUALTY AREA PROGRAM

PURPOSE

To seek direction from Council on additional funding for the TAC funded Pedestrian Serious Casualty Area Program.

EXECUTIVE SUMMARY

- In late 2016 Council was asked by VicRoads on behalf of the TAC to express any interest it had in applying for funding under the Pedestrian Serious Casualty Area (PSCA) Program. The program offers funding to local government to improve pedestrian safety within activity nodes.
- In response to this request Council developed a project proposal which largely leveraged funding from Council's renewal program and sought to improve the functionality of a number of existing pedestrian crossings, provide 'zebra' crosswalks on key roundabouts and to slow traffic through the central activities area. These project options responded directly to the intent of the program.
- Council has been offered a grant from the TAC for \$733,000 towards a total project of \$1,673,900. Council has \$600,900 available through its renewal programs to contribute towards this project and requires an additional allocation of \$340,000 before it can consider accepting the grant offer.
- The PSCA projects would support other initiatives being considered by Council to improve footpaths in the CBD.
- Council has been in discussion with the funding agency to vary the grant allocation in relation to some treatment options in accordance with discussion held at the Special Briefing of 4 September 2017. No additional TAC funding is available however, scoping of the projects nominated in the original application has been modified and agreed to in principal.
- The amended offer has reduced Council's additional contribution from \$495,000 to \$340,000 and removed the Fairy Street / Koroit Street roundabout pedestrian safety improvements from the project scope. These figures also make allowance for escalation over the last 12 months.

MOVED: CR. HULIN
SECONDED: CR. HERBERT

That Council:

- (i) **Support the proposed scope variation and agree to enter into a funding agreement with the TAC for the Pedestrian Serious Casualty Area (PSCA) Program for the projects outlined in Appendix A.**
- (ii) **Agree to fund the remaining \$340,000 contribution through Council allocations as part of the 2018/2019 budget process.**
- (iii) **Agree to consider the prioritisation of footpath redevelopments that are funded through the Car Parking Fund in locations adjacent to these works.**

CARRIED - 7:0

BACKGROUND

In late 2016 Council was asked by VicRoads on behalf of the TAC to express any interest in applying for funding to improve pedestrian safety in the Warrnambool CBD through the Pedestrian Serious Casualty Area Program.

Council were advised at the time that there was no defined limit to funding applications but works had to meet specific safety outcomes and that a co-contribution was required.

Council submitted an expression of interest and following several review processes by the TAC and VicRoads, which saw amendments and refinements to Council's proposal, we now expect funding to be formally offered.

In September 2017 a briefing report was provided to Council highlighting the funding shortfall for the program.

CURRENT STATUS

Council officers have been in discussion with Vic Road's Officers in relation to the projects outlined in the funding program. Following these discussions it was agreed to remove proposed zebra crosswalks at the intersection Koroit Street/Fairy Street. The removal of this project would have minimal impacts on the benefits of project as no pedestrian accidents were recorded at this location. All other projects were considered to have significant benefits to the program.

ISSUE

Council has been offered a grant from the TAC for \$733,000 towards a total project of \$1,673,900. Council has \$600,900 available through its renewal programs to contribute towards this project and requires an additional allocation of \$340,000 before it can consider accepting the grant offer.

KEY CONSIDERTIONS

When reviewing the projects proposed under the program consideration must be made to the impacts of the Benefit Cost Ratio (BCR) for delivering the works. The BCR is used by the TAC and VicRoads to prioritise funding applications. Factors that impact the BCR are the total estimated cost of the project, crash reduction factors that will apply to all road user crashes that are deemed to benefit from the treatment, growth factors within the municipality, and predicted project treatment life. The BCR for the funding application is currently 4.6, and this should be maintained.

The original project proposal contained 15 discrete projects in 5 categories. These are described as follows:

- (i) Zebra crosswalks at the Koroit Street/Fairy Street, Kepler Street/Koroit Street, and Kepler Street/Timor Street roundabouts.
- (ii) Speed Limit Changes to 40km/h – Gateway Treatments in Liebig Street (30km/h), Lava Street, Koroit Street, Timor Street, Fairy Street, Kepler Street, Merri Street.
- (iii) Signalised Wombat Crossing Upgrades – Lava Street mid-block between Kepler Street & Liebig Street, and Koroit Street mid-block between Kepler Street and Liebig Street.
- (iv) Unsignalised Wombat Crossing Upgrades – Timor Street between Banyan Street and Liebig Street, Liebig Street between Timor Street and Smith Avenue.
- (v) Car Park Access - Flaherty Lane (Ozone Car Park)

Following discussions with VicRoads who manage the program for TAC it was agreed to remove cost and maintain the BCR that the Koroit Street/Fairy Street Intersection from the scope of the works.

Preliminary designs for each of the projects are provided in **Appendix A**.

With the removal of the Koroit Street/Fairy Street Intersection, preliminary costings for the program estimates that the total project cost is now \$1,673,900.

The program of works would be funded through a \$733,000 grant, \$535,900 allocation from the Road Rehabilitation Program, \$40,000 allocation from the Road Safety Strategy Program, and a \$25,000 allocation from the Line Marking Program.

The remaining \$340,000 contribution would need to be funded through other Council allocations and could be considered as part of the 2018/2019 budget process.

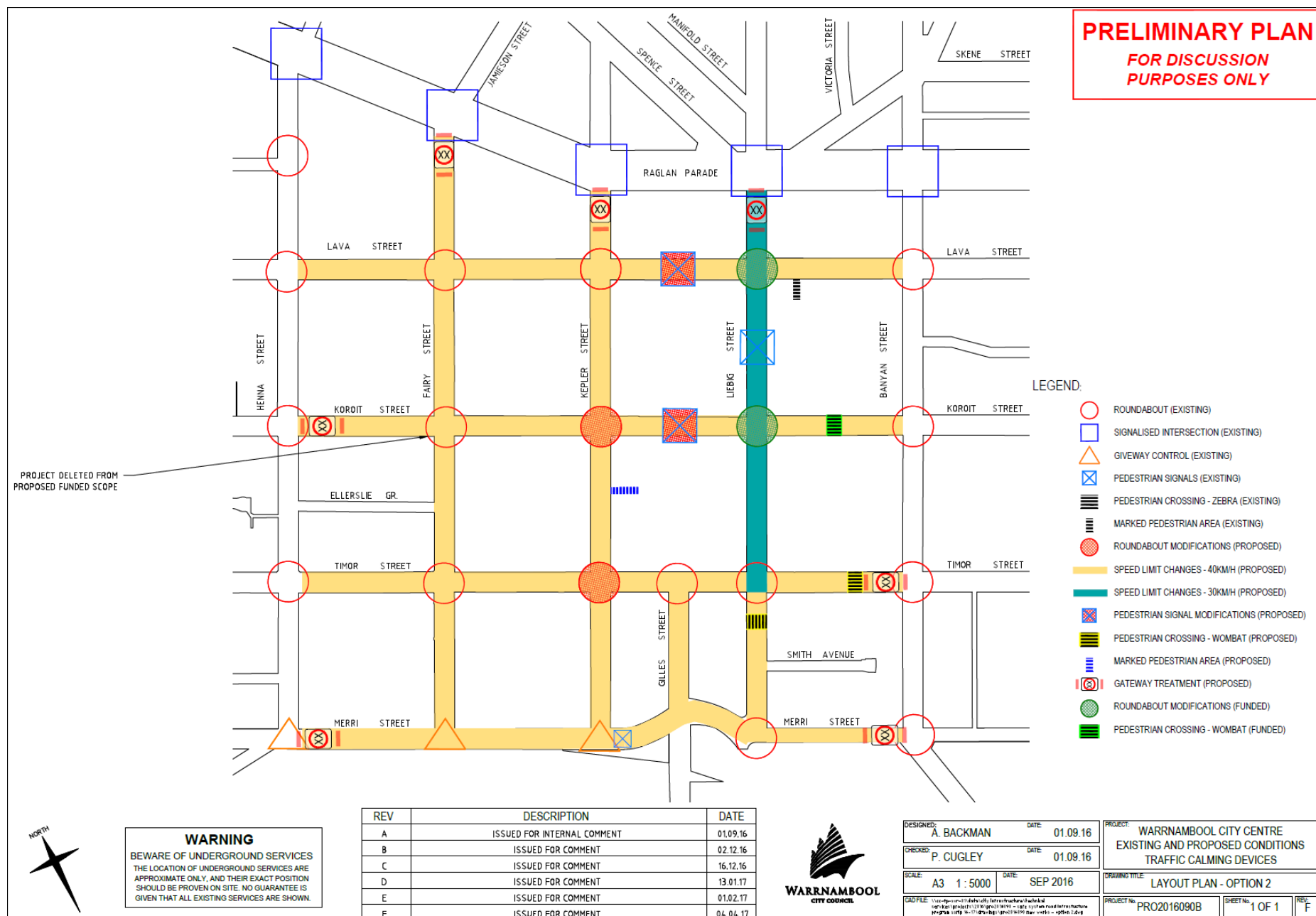
In support of the PSCA projects there are also opportunities for further enhancements at some locations, particularly the Koroit Street / Kepler Street roundabout where the footpath behind the kerb returns could be reconstructed with a bluestone paving treatment.

This treatment would deliver the full scope of works identified in the City Centre Renewal Project Stage 2 design for the Kepler Street / Koroit Street roundabout (**Appendix B**).

Council currently has funding allocated in future years through the car parking fund to improve pedestrian footpath areas and these could be allocated to footpaths adjoining key roundabout locations.

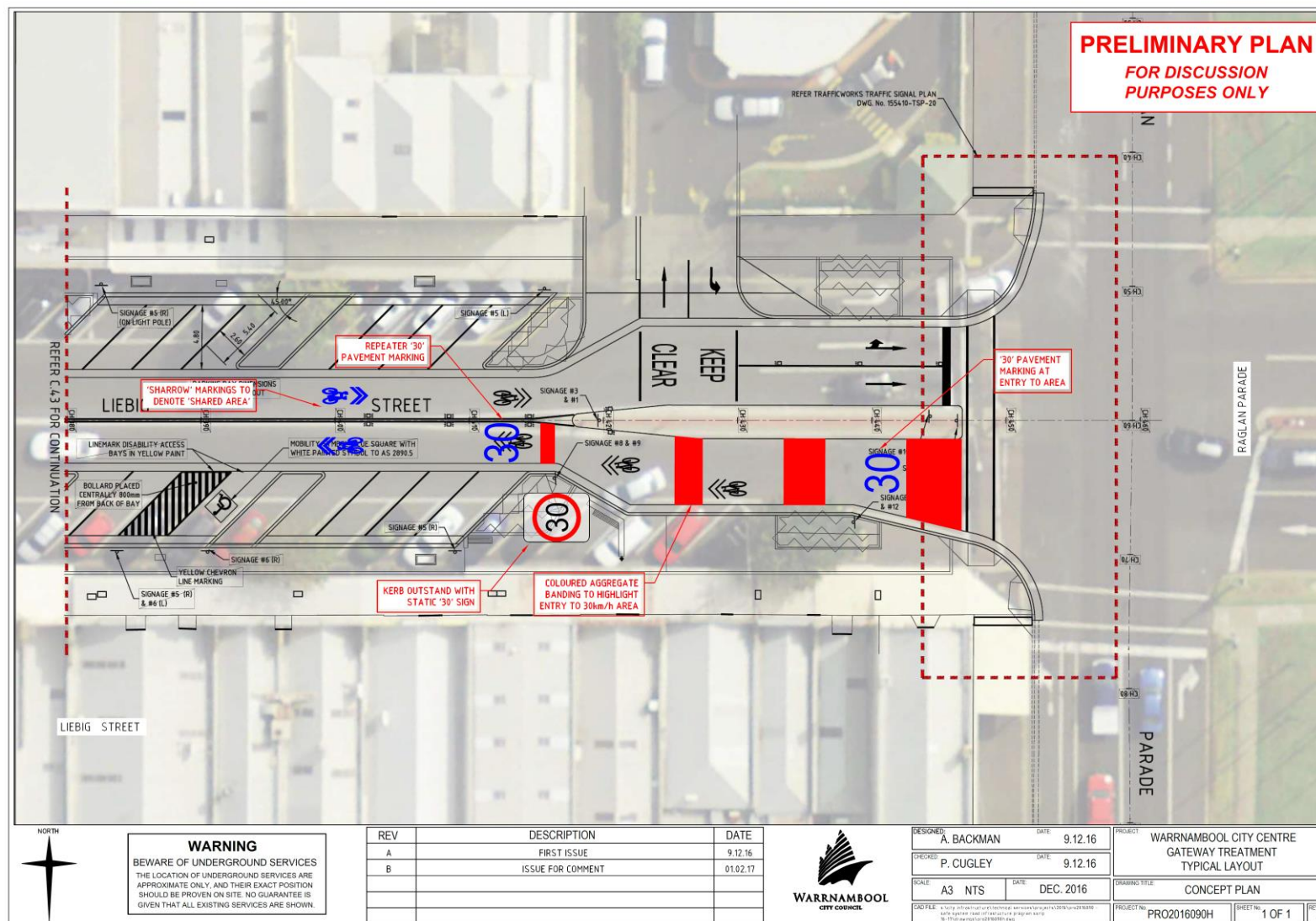
CONSULTATION / COMMUNICATION

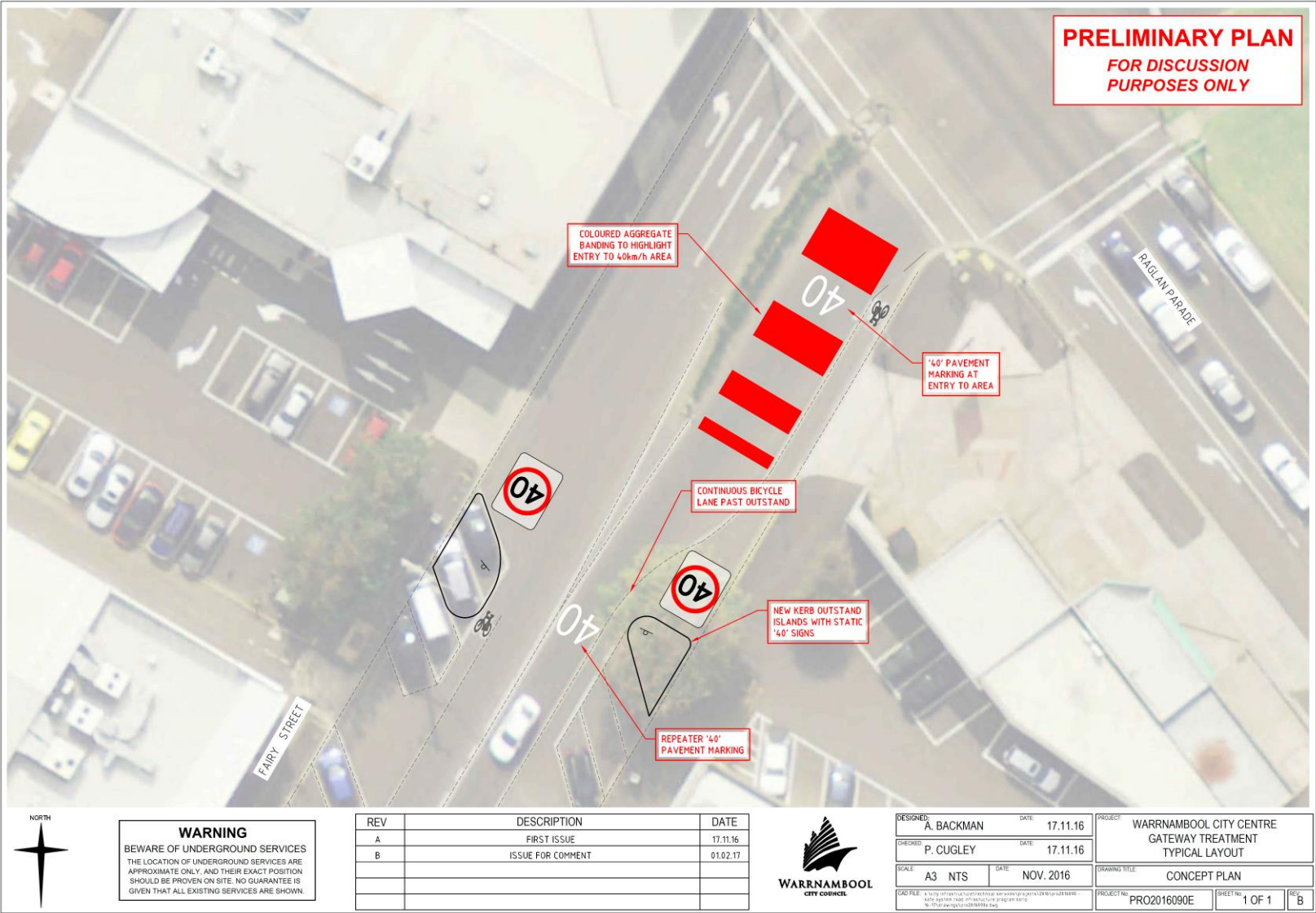
Council has been successful in gaining a funding offer in response to a broad Expression of Interest process and would now need to consult with the community on the final design outcomes.

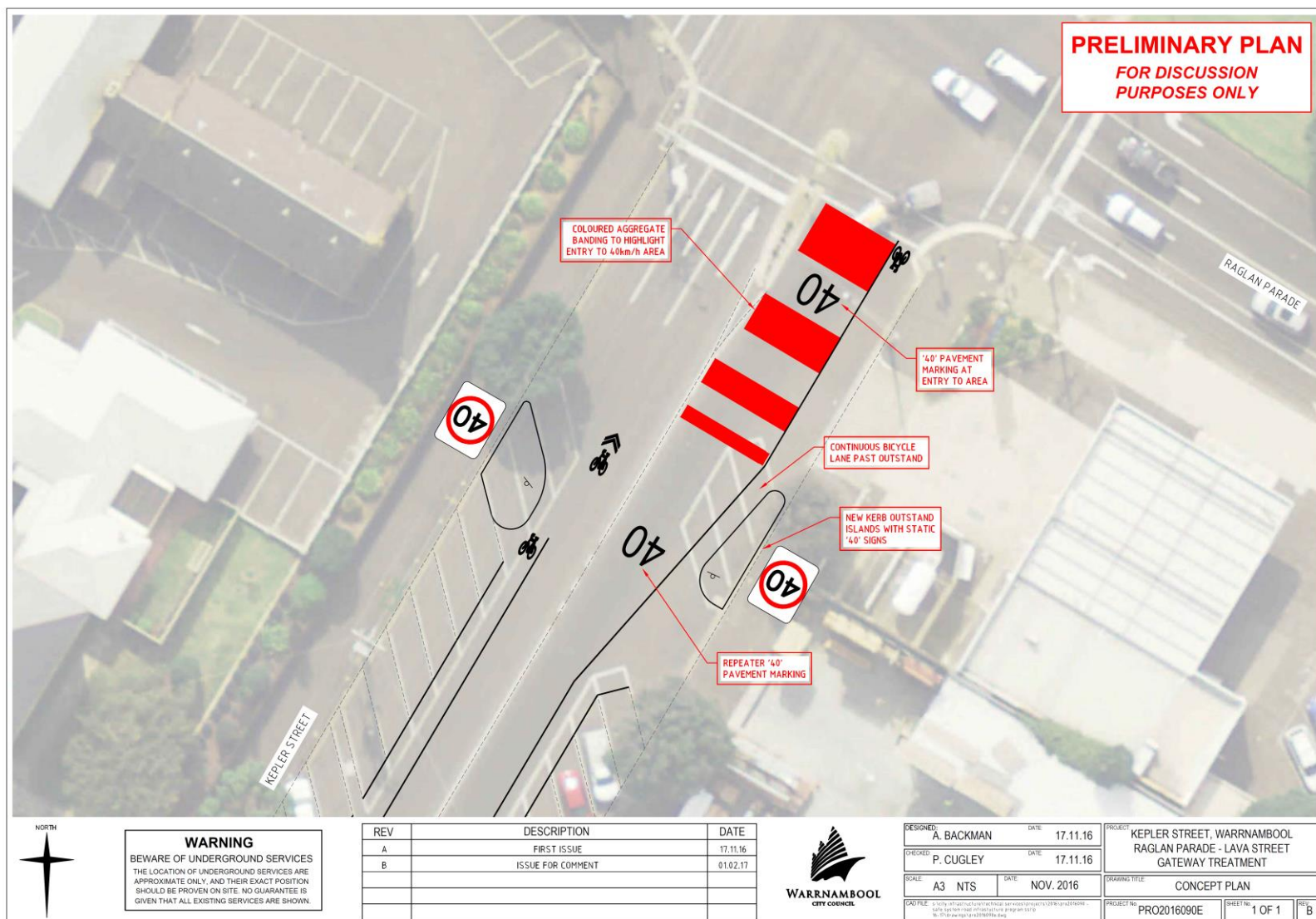


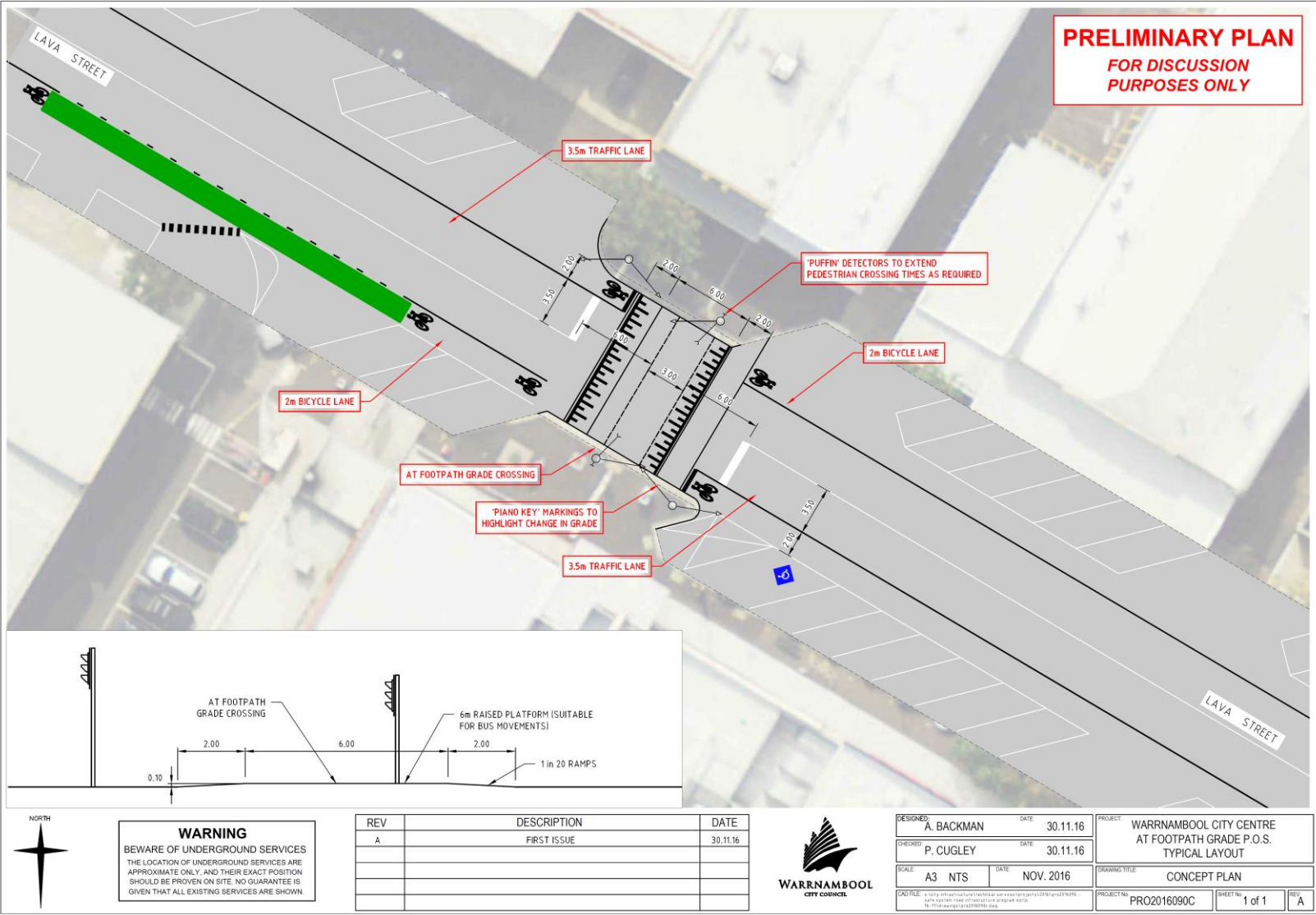


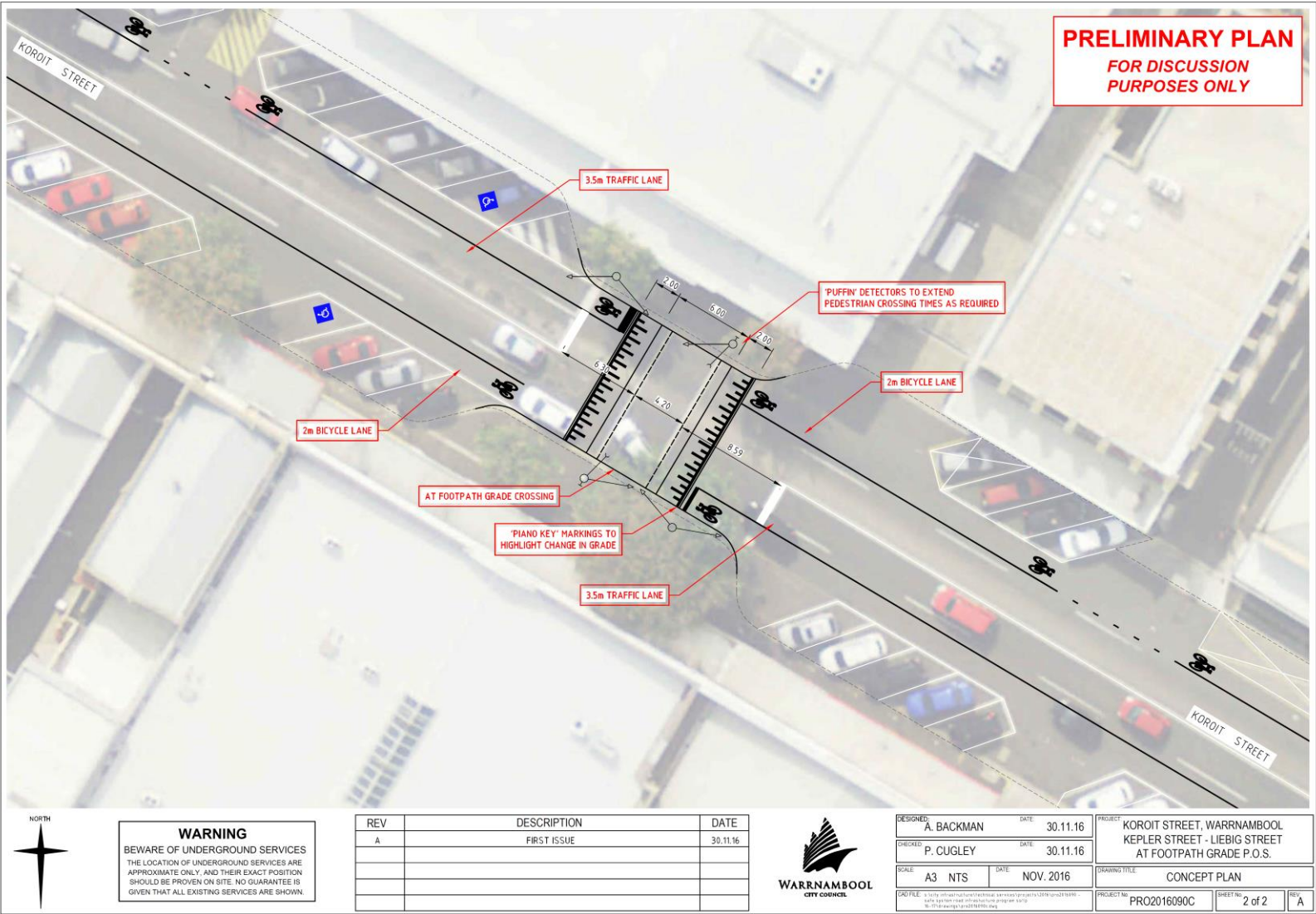


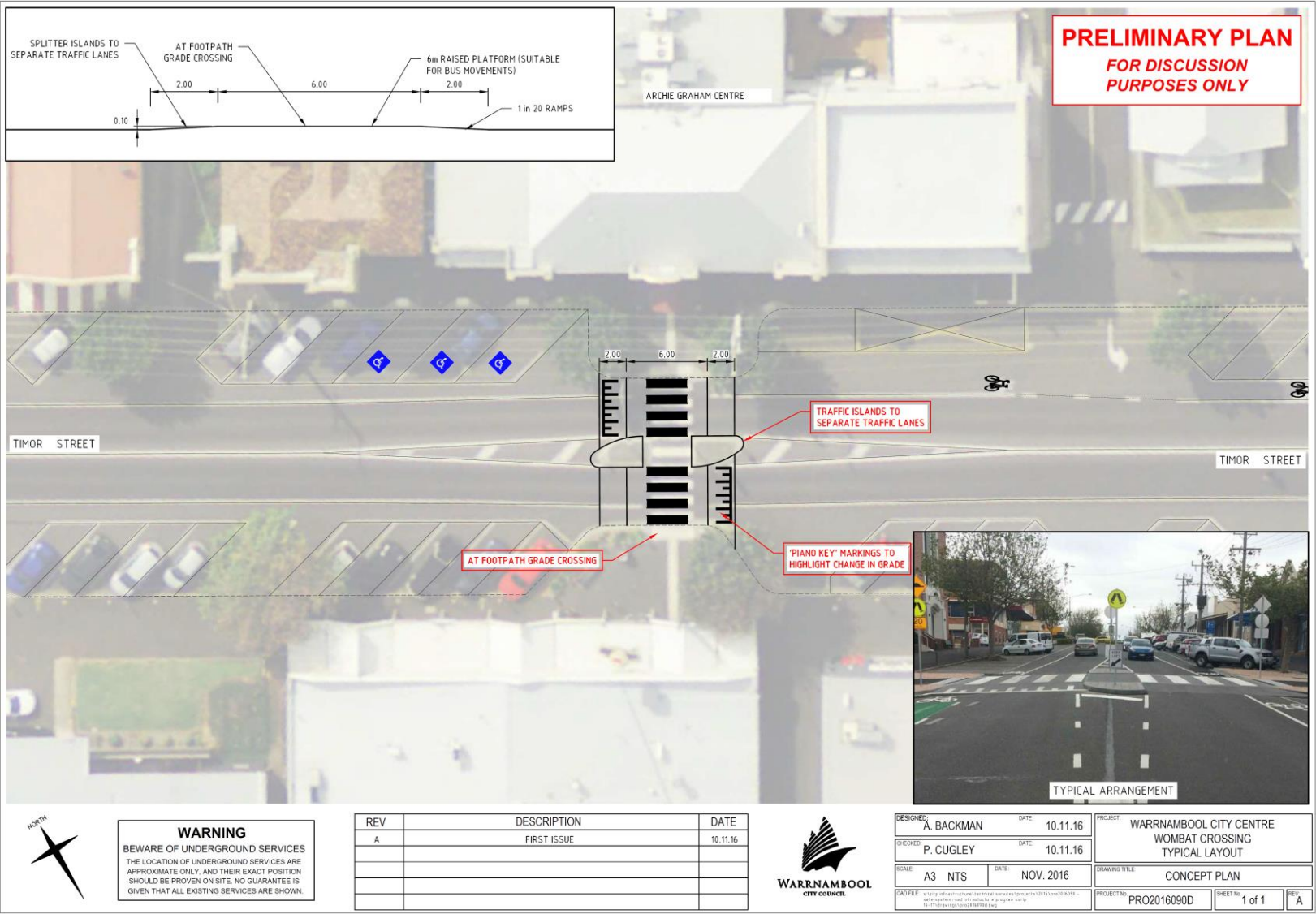


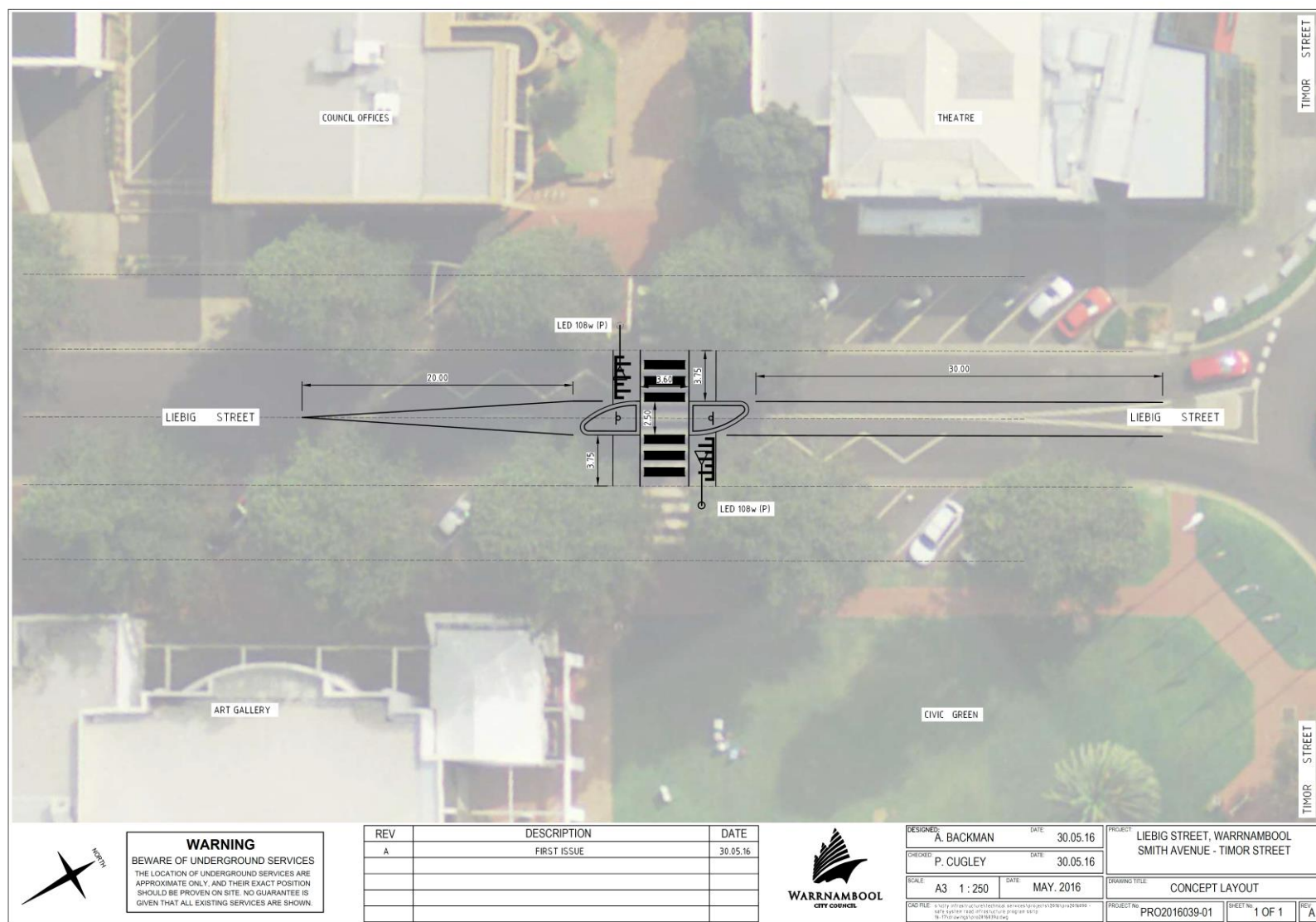


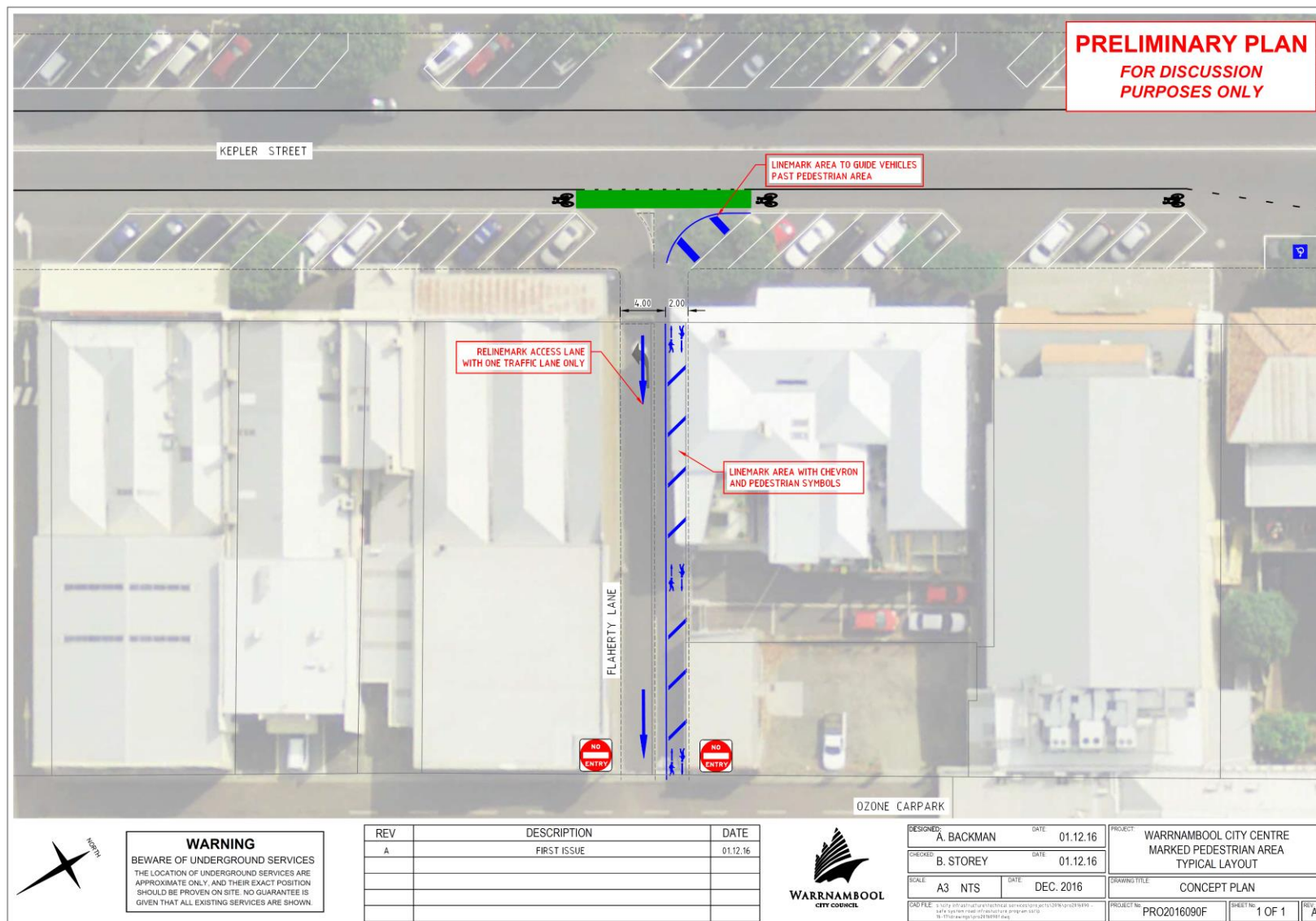


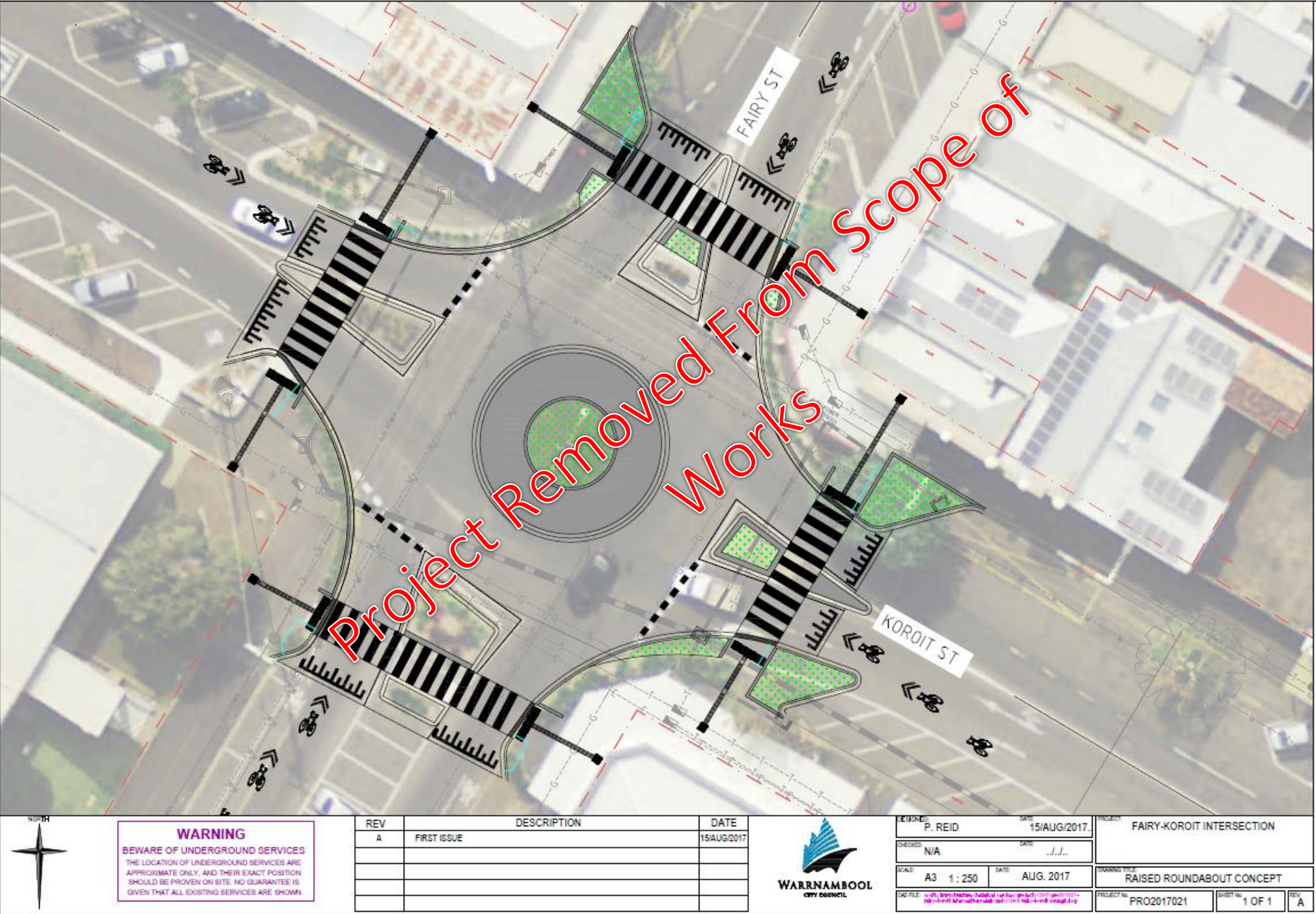


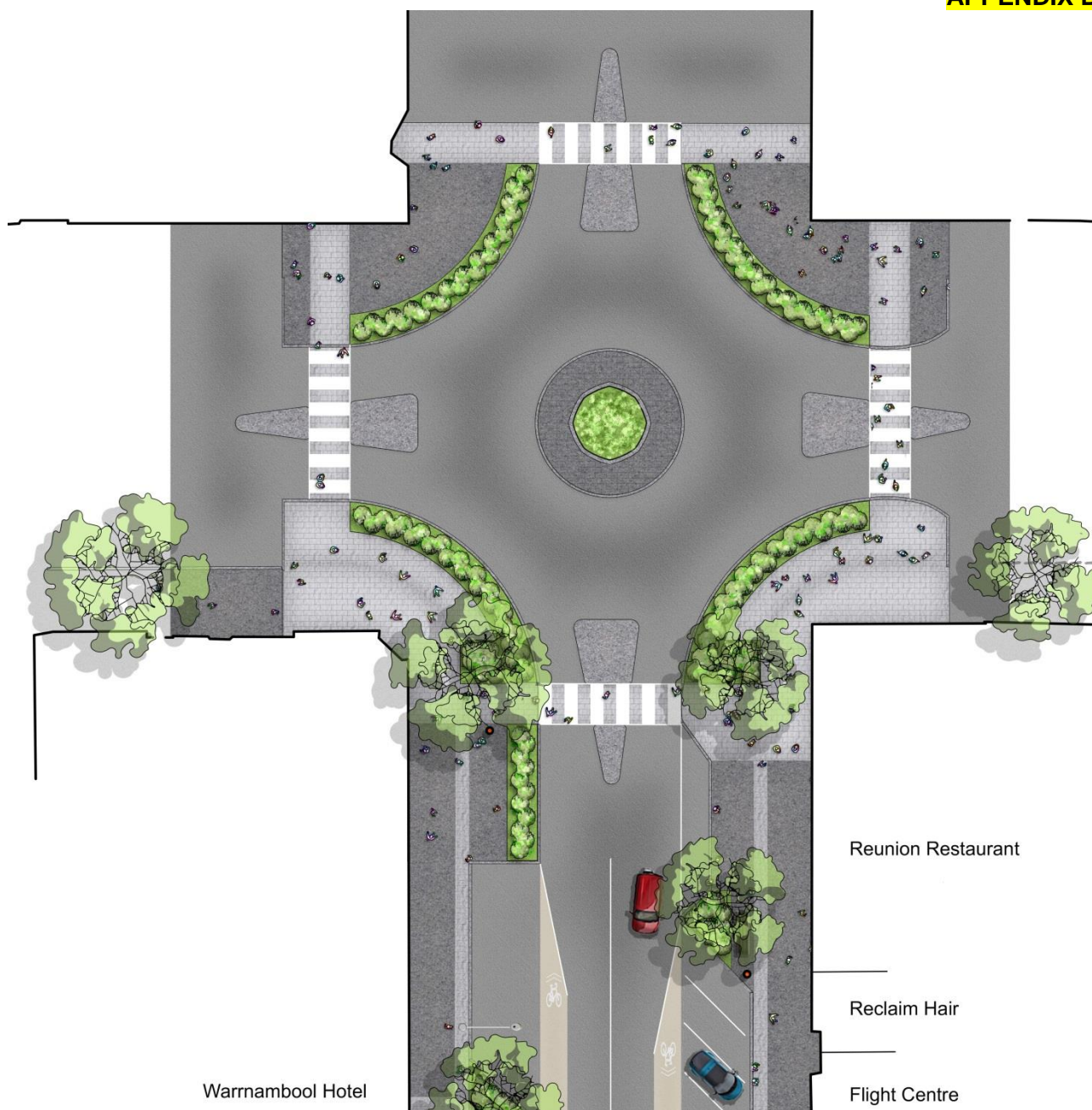












5.7 WASTE MANAGEMENT - FOGO PILOT UPDATE

PURPOSE

To provide an update on the FOGO pilot project and to seek Council approval for an extension to the pilot.

EXECUTIVE SUMMARY

- In March this year Council commenced a FOGO kerbside collection pilot in one of its 10 collection areas.
- The trial has now over 50% progressed and the service has been highly utilised with presentation rates similar to that of recycling collections and with weekly collections in excess of 20 tonnes.
- Bin contamination rates have been very low to non-existent in part due to excellent community practices, a strong education program and a vigilant collection contractor.
- High level of food waste in FOGO bins have been observed as part of the collection indicating a high take up of the kitchen caddy.
- The most significant cost of the trial has been the bin and caddy supply. The collection and processing costs are relatively low.
- The pilot has enabled gathering of information and feedback to precisely calculate costs, diversion rates and improvements to the service and rollout process.
- With the FOGO service provided under the pilot project set to end in June, Council needs to determine its position on both the continuation of the program and the further roll out as part of the 2018-2019 budget process.

MOVED: CR. HULIN
SECONDED CR. OWEN

That Council notes the positive take up of the FOGO service and agrees to extend the pilot collection service into the 2018/2019 financial year.

CARRIED - 7:0

BACKGROUND

Kerbside bin audits in Warrnambool over the last ten years have consistently shown that food waste comprises half of the weight of the domestic garbage bin.

As a state and federal priority, an increasing number of Victorian councils are implementing a FOGO kerbside collection service to mitigate against future landfill costs and to reduce greenhouse gas emissions.

Warrnambool City Council's kerbside waste collection service generates in excess of 6,000 tonnes of waste each year approximately half of which is either Food or Green Organic material. The cost of sending this material to landfill is in excess of \$160 per tonne and it is responsible for approximately 1/3 of Council's greenhouse gas emissions. The FOGO material is being reprocessed at about 1/3 of the cost of landfilling and provides a much better environmental outcome.

After considering implementing the service for a number of years, Council funded a FOGO Pilot for ten percent of Warrnambool households in north east Warrnambool in the Friday Green collection area.

The FOGO Pilot began on March 1st, 2018. Five collections have occurred and the pilot is at the halfway mark. The service has been very well accepted by participants, with excellent bin presentation rates, low contamination rates and positive feedback from participants.

Of 1,683 households only five did not want to be part of the pilot. The main reasons were, they felt they did not generate much waste and/or did not have room to store the extra bin. Other reasons included being old or frail and unable to deal with another bin.

ISSUES

Diversion of organic waste from landfill provides significant environmental and economic benefits to Council and the community. Significant effort and investment has been undertaken by Council to undertake the pilot which is proving to be very popular with residents.

The early indications from the FOGO pilot are that a permanent FOGO collection is both viable, environmentally beneficial and will be popular in the community.

If the trial finishes at the end of June residents in the trial area could be disappointed if the trial ends particularly after providing such strong support for the new service.

Completion of the trial on June 22nd, would also mean that bins must be collected and any landfill diversion that is currently occurring through residents changing their behaviour and placing food waste in the FOGO bin will be lost, thus reducing the financial and environmental outcomes of the trial.

Council will undertake a bin audit in May this year to more accurately verify the extent of food waste in the FOGO bin and quantify the diversion of food waste from landfill.

Council has set the pilot up in a way that it can continue and be progressively expanded without breaching procurement guidelines in the short term. If Council support a wider roll out of the program tenders would need to be let for the supply of bins, processing and collection in early 2019.

CONSULTATION / COMMUNICATION

Thorough and comprehensive communication with the participants in the trial area has occurred and is planned to continue in the short to medium term.

Initial letters and fact sheets were sent to residents in early December. These letters and fact sheets informed residents of their inclusion in the trial, the purpose of the trial and the logistics of the trial.

Follow up letters and fact sheets were sent in late January. This correspondence reminded residents that their bins would soon arrive. It also provided information about the compostable bags, where the FOGO would end up and about the composting process.

An A5 fridge magnet card was delivered with the bins outlining via photos and in list form exactly what is accepted in the FOGO collection.

Other communication about the FOGO Trial has occurred and includes:

- Two articles in 'The Standard'
- Three articles in C2C including a front page spread of Mayor Anderson
- Four Public notices
- A dedicated FOGO page on the WCC website
- City Assist staff briefed about the trial and assisted development of the Frequently Asked Questions sheet to reflecting queries received.
- A segment on the Coast FM breakfast show focussed solely on the trial and in particular use of the bags. This segment was replayed a number of times over the week following the broadcast.

A video demonstrating how to use the kitchen caddy and bags is also being developed. This will be available on the website.

During the pilot a concerted effort has been made to communicate with residents in the trial area. The FOGO team has also been readily available to answer any queries, and scheduling appointments to visit residents who may need extra help.

Our FOGO collection contractor has also worked tirelessly to communicate with residents about contamination in their FOGO bins by stickering their bins and forwarding addresses to FOGO staff the morning after collection to follow up with letters or visits.

Warrnambool Green Waste has also utilised its existing customer network to communicate with their clients who are in the trial area, explaining the system and talking through any contamination issues.

Council staff conducts door knocks and bin observations before each collection. Bins are stickered and letters written to residents where required. The team has also spoken to residents that they have come in contact with during these audits, about the trial and conversations have been very positive.

The FOGO Team has conducted:

- 172 house visits and,
- 320 bin inspections.

A survey will be sent to residents in May, to gain feedback about the pilot. The main purpose of the survey is to capture information that will help to improve any future FOGO services that are rolled out and to fine tune the existing service. The survey will also gauge the appetite for continuing the service and the price that residents in the trial area are willing to pay for this.

If the FOGO Pilot continues residents will be notified by mail in early June, so that the service can continue seamlessly. This opportunity will also be used to further reinforce education messages.

All communication, queries and requests about the trial have been captured. This information will form the basis of improvements to the service and to the education material.

CURRENT STATUS

The pilot to date has been overwhelmingly successful, with the community not only accepting, but also adapting to and embracing the new service. Most responses to the service have been positive, including visits to households, even when raising contamination issues. Residents have told us that they 'love' the service. Warrnambool Green Waste (WGW) claim that they have had no negative responses to the service. WGW have also had a handful of households telling them that the FOGO service has significantly reduced the fullness of their garbage bins.

FOGO TRIAL				
Week	1	2	3	4
Bin Presentation	1308 / 79%	1310 / 79%	1275 / 76%	1196 / 72%
Tonnes	22.38	20.38	20.36	21.38
No. Bins with only food waste (excludes mixed bins)	Not counted	180	186	145
No. of bins with Moderate contamination	13	0	4	3
No. of bins Fully contaminated	5	7	7	10

KEY CONSIDERATIONS

The pilot has been very well received and utilised in the trial area and participants are very positive about the service. Council now needs to consider if it will continue with the pilot project or if it will end the pilot and cease the service.

As part of future budget processes Council also needs to consider if it wants to commence with a stage roll out of a full service.

COUNCIL PLAN / STRATEGY ALIGNMENT

There is a strong strategic alignment to the Council Plan and other strategies in relation to continuing the pilot and moving towards a permanent municipal FOGO service.

Council Plan

1.1 Greenhouse gas emissions reduction of 30% from 2012 levels by 2030.

Council currently sends around 6,000 tonnes of waste to landfill every year. Of that, around 3,000 tonnes is organic, mainly in the form of food waste according to recent audit. The 3,000 tonnes of organic material represents approximately 4,000 tonnes of CO2 equivalent into the atmosphere every year. This equates to around 30% of all Councils CO2 emissions.

1.5.1 Undertake a food organics and green organics trial to divert organic material from landfill.

Given the initial success of the Pilot, extending the trial will ensure Council and the community will continue to reap the economic and environmental benefits of diverting organic material from landfill for reuse as compost for farming and domestic use.

Resource Recovery and Waste Minimisation and Management Strategy (RRWMMS)

Priority Action 11 of the (RRWMMS) – Supports the development of innovative and viable ways to increase recovery of priority materials including organics, wood/timber, plastics and textiles.

TIMING

The pilot expires on June 22nd 2018. With Council approval it is proposed to extend the pilot in the existing area until a decision is made on the broader roll out of the service as part of the budget process.

FINANCIAL CONSIDERATION

The cost of conducting the FOGO pilot is covered in the City Infrastructure budget allocation for 2017/18.

The cost to extend the service beyond June 22nd and to expand the service to a further 3 areas in 2018/2019 is proposed as part of the 2018/19 budget with a proposed allocation of \$390,000.

A permanent FOGO collection would be funded by the waste management charge. Savings in this charge are anticipated as more food waste is diverted from landfill. The cost per tonne delivered to landfill is around \$160 per tonne and rising sharply annually. The cost to transport, process and compost organic material and food waste is around \$55 per tonne.

RISK

The removal of service is likely to be unpopular. The FOGO service aligns with the Council plan and many other committed strategies of Council.

5.8 WARRNAMBOOL RECREATION PLAN 2007-17 AND ACTIVE WARRNAMBOOL STRATEGY ISSUES AND OPPORTUNITIES

PURPOSE

The purpose of this report is to present two documents – the Warrnambool Recreation Plan 2007-17 outcomes report and the Active Warrnambool Strategy Issues and Opportunities paper – that summarise work completed or being undertaken by Council under the sport, recreation and physical activity framework.

EXECUTIVE SUMMARY

- The “Warrnambool at Play” – refer **Appendix A** report has been prepared to highlight the achievements completed arising from the Warrnambool Recreation Plan 2007-17.
- The Active Warrnambool Strategy – refer **Appendix B** is under development and the Issues and Opportunities discussion paper summarises the completion of Stage 4 of the project.

MOVED: CR. NEOH
SECONDED: CR. HULIN

That the report be received.

CARRIED - 7:0

WARRNAMBOOL RECREATION PLAN 2007-17

The Warrnambool Recreation Plan 2007-17 (the Plan) included 84 recommendations grouped under the following seven key themes:

1. Planning for recreation
2. Managing recreation
3. Improving existing recreation infrastructure
4. Reviewing or relocating existing recreation facilities
5. Developing new and/or additional recreation facilities
6. Supporting clubs and organisations, and
7. Development new or improving existing public open space.

Of the 84 actions identified in the Plan, 62 were achieved, 17 were in progress or ongoing over the life of the Plan, and five were incomplete or the issue had changed.

Council was able to complete many infrastructure projects recommended in the Plan, including the extension to the Warrnambool Skate Park, the new BMX Track, transformation of Woodford’s Jubilee Park-Wurrumbit Birrng Yaar, and initial stages of the Brierly Reserve Master Plan Implementation, as a result of attracting external funding support to complement Council contributions along with those of clubs and organisations.

Council’s direct investment of \$2,994,071 to support the Plan’s implementation over the ten years resulted in expenditure of \$9,124,442 on the Plan’s recommendations, with \$6,130,371 leveraged from external sources (Government grants and Club contributions). This demonstrates that Council’s cash investment for those projects was approximately 33% – ie for every Council dollar invested, approximately 2 external dollars were leveraged for project implementation.

The “Warrnambool at Play” report, attached as **Appendix A**, provides an overview of the Plan’s achievements.

ACTIVE WARRNAMBOOL STRATEGY

The Warrnambool Recreation Plan will be succeeded by a new sport, recreation and physical activity strategy, Active Warrnambool. The Strategy is funded by Council and the Victorian Government.

Work on the Strategy commenced in 2017, with the completion of a background report. Following that, a formal Project Control Group was established, and community engagement commenced. Engagement to inform the Strategy has so far included conversations with five focus groups, key stakeholder meetings and written submissions. The engagement for Warrnambool 2040 also provided opportunities for engagement and data collection for the Strategy.

The Issues and Opportunities discussion paper (**Appendix B**) was completed in April and finalises the fourth stage of the project. It addresses the following questions:

- What is successful and what needs improvement?
- What needs to be done?
- What are the key issues that the Strategy needs to address?

The responses to the questions are presented under the project themes; Activity (participation in structured and unstructured physical activity); Facilities and Spaces; and Council Management and Programming.

The purpose of the Issues and Opportunities discussion paper is to provide Council, key project stakeholders and community engagement participants with a summary of the report findings. Following presentation of the discussion paper to Council, it will be circulated to key project stakeholders and community engagement participants.

NEXT STEPS

An Implementation Report is now being prepared to determine how the Issues and Opportunities report is to be addressed. The report will then be considered by the Project Control Group, and Internal and External Project Working Groups.

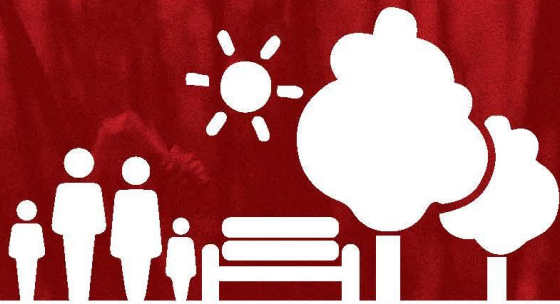
A further stage of community engagement will occur prior to the development of the draft strategy.

APPENDIX A

Outcomes of the Warrnambool Recreation Plan - 2007-2017



WARRNAMBOOL
at play

 A series of red silhouette icons including a sun, two trees, three stylized human figures, and a park bench, positioned to the right of the word "at play".


**Outcomes of the
Warrnambool Recreation Plan
2007-2017**

Supported by


www.warrnambool.vic.gov.au

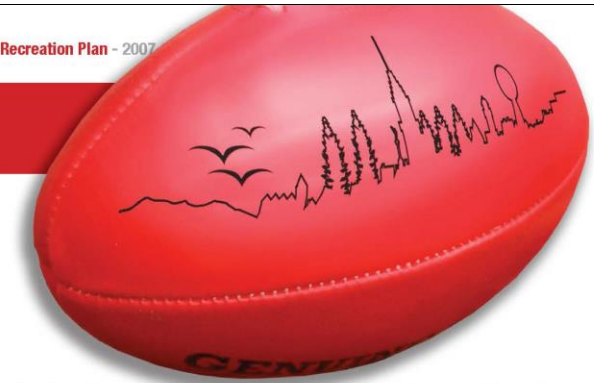
Connect to Council

Background

Warrnambool has a strong sporting culture and is recognised as a sporting town. Its access to the coast, the Merri and Hopkins rivers and its breadth of facilities help sustain the community's ongoing interest and participation in sport and recreation.

A large proportion of Warrnambool residents enjoy taking part in recreational activities, these activities are defined as any non-work activities which are optional, either structured or unstructured, and undertaken for personal benefit including social, physical or emotional wellbeing. They occur in publicly accessible spaces that are either active or passive.

As the manager of more than 400ha of open space including parks, gardens, playgrounds, sportsgrounds,



the foreshore and reserves, Council is a major provider of recreational opportunities.

To ensure plans and provisions were in place to effectively manage and maximise recreational opportunities Warrnambool City Council developed the Warrnambool Recreation Plan 2007-2017.

The Plan, formally adopted by Council in January 2008, summarised Council's role in recreation as being:

- a planning authority;
- a provider of recreation facilities and programs;
- a supporter of local clubs and organisations;
- a developer of recreation projects; and,
- a funder of local projects and community initiatives.

The Plan included 84 recommendations which were grouped under seven key themes. The themes were:

1. Planning for recreation.
2. Managing recreation.
3. Improving existing recreation infrastructure.
4. Reviewing or relocating existing recreation facilities.
5. Developing new and/or additional recreation facilities.
6. Supporting clubs and organisations.
7. Developing new or improving existing public open space.

The Warrnambool Recreation Plan will be succeeded by a new sport, recreation and physical activity strategy, Active Warrnambool.

Percentage of population engaged in physical activities	Warrnambool	Regional Cities	Victorian
Participation in organised physical activity	32.8%	29.5%	28.7%
Participation in physical activity organised by a sports club or association	17.2%	13.8%	9.8%
Participation in non-organised physical activity	69.2%	71.9%	70.5%
Non-organised physical activity – Walking	47.1%	54.9%	51.2%
Non-organised physical activity – Jogging or Running	16.1%	13.4%	14.0%
Non-organised physical activity – Cycling	12.6%	13.5%	11.8%

Outcomes of the Warrnambool Recreation Plan - 2007-2017

Summary of outcomes

The Warrnambool community is an active community with high rates of participation in sporting and recreational activities.

Over the life of the Recreation Plan a number of recreation facilities received significant upgrades, many of which were supported with funding provided by Victorian and or Federal levels of government.

Of the 84 actions identified in the Plan, 62 were achieved, 17 remain in progress and five are incomplete or the issue has changed.

Some of the major achievements include the relocation and/or upgrade of facilities for a number of sports including gymnastics, BMX, clay target and small bore rifle shooting. Other major recreation and open space improvements included the extension to the Warrnambool Skate Park, the transformation of Woodford's Jubilee Park-Wurrumbit

Birring Year, Payne Reserve, Cramer Street Place Space and Swan Reserve.

Urban expansion triggered the creation of new recreation spaces including Barton Court Play Space.

Smoking bans were introduced at sports grounds ahead of State Government legislation and master plans were developed for Brierly Reserve, AquaZone and Reid Oval.

Council was able to complete many of the projects as a result of attracting external funding support to complement Council contributions along with those of clubs and organisations. Council's direct investment of \$2,994,071 to support the Recreation Plan's implementation over the past ten years has resulted in expenditure of \$9,124,442 on the Plan's recommendations, with \$6,130,371 leveraged from external sources (Government grants and Club contributions). This demonstrates that Council cash investment for projects is approximately 33% – ie for every Council dollar invested, approximately 2 external dollars were leveraged for project implementation.

Financial contributions summary

No. of projects	Council	Clubs	Government	Other	Total
58	\$2,994,071	\$2,565,267*	\$2,633,429	\$931,675	\$9,124,442

Getting a move on - achievements

New boating and fishing jetties
– Mahonys Road, Jubilee
Park Allansford, Merri River
Dennington



New BMX track Jetty Flat



New sportsground lighting
– Harris Reserve, Friendly
Societies Reserve



Smoking bans at all sports
venues



Improved playing surfaces



New pedestrian bridges –
Daltons Road, Merri River at
Woodford and Lake Pertbobe



Upgraded skate park Viaduct
Road



Warrnambool has more than
350km of footpaths and cycling
lanes



Outcomes of the Warrnambool Recreation Plan - 2007-2017

Over the years Warrnambool people have placed a high value on recreational facilities. The table below shows an importance rating of council-delivered services, including recreational facilities.

	2013	2014	2015	2016	2017
Sealed local roads	n/a	n/a	n/a	n/a	81
Elderly support services	80	79	80	76	79
Emergency and disaster management	n/a	n/a	n/a	n/a	79
Waste management	78	80	78	77	77
Informing the community	76	76	75	76	77
Family support services	74	75	78	73	76
Population growth	77	77	75	76	76
Local streets and footpaths	77	78	79	77	76
Consultation and engagement	74	74	77	74	75
Parking facilities	74	76	75	75	74
Recreational facilities	73	74	75	75	74
Business, community development, tourism	73	75	76	76	73
Appearance of public areas	74	77	76	77	73
Environmental sustainability	72	73	73	71	73
Town planning policy	72	73	75	72	71
Business and community development	n/a	n/a	n/a	n/a	71
Tourism development	n/a	n/a	n/a	n/a	71
Traffic management	71	73	73	71	70
Lobbying	71	71	72	68	70
Enforcement of local laws	73	71	71	72	70
Planning and building permits	71	74	70	69	68
Arts centres and libraries	65	67	65	65	64
Community and cultural	62	65	65	64	63



Outcomes of the Warrnambool Recreation Plan - 2007-2017



The table below indicates how well the community feels Council performs in these service areas.

	2013	2014	2015	2016	2017
Appearance of public areas	82	77	77	76	74
Emergency and disaster management	73	74	72	70	73
Arts centres and libraries	78	77	76	74	72
Recreational facilities	75	74	72	72	71
Elderly support services	73	75	71	68	71
Waste management	73	71	74	70	70
Community and cultural	75	76	70	71	68
Tourism development	n/a	n/a	69	71	68
Family support services	72	73	68	67	67
Population growth	67	66	64	66	67
Enforcement of local laws	71	70	69	66	67
Business, community development, tourism	70	70	58	65	64
Environmental sustainability	68	67	65	63	63
Disadvantaged support services	68	68	63	61	63
Business and community development	n/a	n/a	54	58	62
Planning and building permits	62	61	60	58	61
Traffic management	65	62	62	57	61
Informing the community	62	61	58	55	60
Lobbying	60	59	55	54	59
Town planning policy	61	61	57	56	58
Local streets and footpaths	65	64	65	58	55
Consultation and engagement	58	58	50	51	55
Community decisions	n/a	n/a	50	51	51
Sealed local roads	n/a	n/a	53	49	49
Parking facilities	55	50	48	54	49

The consistently high scores recorded by Warrnambool over the past five years for recreational facilities are all above the Victorian average and remain above the average for Victorian regional centres despite a trend of marginal decline.

Outcomes of the Warrnambool Recreation Plan - 2007-2017



1. Recreation planning

Recommendation: link the Recreation Plan with other Council strategic plans

Annual actions arising from the Recreation Plan were included into the Council Plan. The Recreation Plan was also used in the development of the Health and Wellbeing Plan, Municipal Early Years Plan, Sustainable Transport Strategy, Open Space Strategy, Community Services and Infrastructure Plan, City Centre Structure Plan and Coastal Management Plan.

Recommendation: review or update various Council strategic plans

Council placed greater emphasis on the development of new plans rather than reviewing existing plans.

Recommendation: improve planning for walking and cycling in Council planning processes

Council is a member of the Barwon South West Regional Trails Working Group that was re-established in 2016. Barwon South West Regional Trails Master Plan (2009) and Growing Adventure Tourism in the Barwon South Region (2015) projects were completed along with Council's Sustainable Transport Strategy. Council has commenced the development of Principle Pedestrian Network Analysis

that will identify strategic pedestrian routes and prioritise works.

Recommendation: review the implementation of the Recreation Plan

Annual and mid-term plan reviews were provided to Council and reviews occurred in 2009/10, 2012/13 and the 2015/16 financial years.

Recommendation: undertake various identified feasibility and other formal planning processes

Design of an additional skate park facility - A skate loop was incorporated into the design of the East Warrnambool Neighbourhood Parks community infrastructure project, and works were completed in 2018. The Brierly Reserve Master Plan recommends the provision of a youth activity space that is intended to include areas to scoot and skate.

Consideration of Community Hubs at Brierly and Dennington Recreation Reserves - A Feasibility study for the Brierly Reserve Community Hub was completed and the St John's Primary School was identified as site for a future hub to be developed as part of the North Dennington Development Plan.

Planning and Investigation on the development of BMX/

Outcomes of the Warrnambool Recreation Plan - 2007-2017

Mountain Bike Facilities - In 2011 Council received interim approval from Department of Environment, Land, Water and Planning (DELWP) for the Warrnambool Mountain Bike Riding Club to conduct mountain bike riding activities at Thunder Point.

Council, in partnership with DELWP and Wannon Water completed the South Warrnambool Crown Land Precinct Future Directions Plan in 2014. The Plan recommended that the Warrnambool Mountain Bike Club be provided with a five-year license agreement and this was finalised in 2015.

The development of the new BMX track at Jetty Flat Reserve was completed in 2013, and included the demolition of the former Queens Road facility.

Assessment of the Warrnambool Rowing Club - Variable Hopkins River water levels led to an engineering investigation at the Warrnambool Rowing Club. This resulted in a plan to raise the floor above the flood level, the Club completed the works in 2017.

Recommendation: ensure that recreation planning is linked with structure planning

Recreation opportunities through the provision of open space and its embellishment have been considered as part of the North East, North of the Merri, Hopkins Point Road, Eastern Activity Precinct and North Dennington Structure Plans.

Now under development is the new recreation strategy, Active Warrnambool, which will consider the planning and investment in recreation and open space for the Urban Growth Corridor Precinct Structure Plan and inform the active open space requirements - and expected timing - for North of the Merri.



Outcomes of the Warrnambool Recreation Plan - 2007-2017



2. Managing recreation

Recommendation: develop and improve recreation policies

A range of policies were developed and implemented including:

A police framework around sports ground user fees and charges was implemented in 2009/10.

The Finals Use of Sports Grounds Policy was completed in 2008/09 and reviewed in 2011/12.

Application process around sport and recreation loans was reviewed with a sustainability assessment incorporated into the process in 2009.

A Capital Contributions Policy and Recreation Capital Works Plan were completed.

The Sports Grounds Management Review commenced in 2014 with the first stage of recommendations implemented in 2015. Work continues towards achieving improved consistency and equity in the provision and management of outdoor sports grounds. Council will consider Playing Fair – Developing a response to the Sports Ground Management Review in 2018.

Council commenced use of dedicated facility management software LINKS to assist with the allocation and use of sports grounds.

Recommendation: ensuring adequate resources are provided for recreation

The implementation status of the Recreation Plan has been provided to Council each year. The plan has received a recurrent budget of \$45,000-\$37,000 annually.

A part-time open space planning role was established in 2010. The position undertook the development Open Space Strategy 2014 and leads its implementation.

A full-time Recreation Planner position was established in 2014.

Ensuring effective community engagement - Comprehensive community engagement strategies were undertaken for the Warrnambool Skate Park Redevelopment project; Allansford Recreation Reserve, Jubilee Park Reserve Woodford, Briery Reserve, Lake Pertobe and Botanic Gardens Master Plans; Reid Oval Development Plan; Payne Reserve, Jubilee Park, Swan Reserve, Cramer Street and Barton Court Playspaces;



Outcomes of the Warrnambool Recreation Plan - 2007-2017

Aquazone Strategy 2025; Sports Ground Management Review; Introduction of Smoking Bans at Sports Grounds; and East Warrnambool Neighbourhood Parks Community Infrastructure project.

Establish rolling funding programs for the following areas:

Cycling - Participation in cycling was encouraged and investment in cycling safety was made with upgrades and extensions of the cycling lane network in the city centre, Merrivale, South Warrnambool, Albert Park, and Allansford.

Football/Netball – Football and netball continue to play an important role in Warrnambool's sporting life and 15 projects were completed over the past ten years including Stage One Redevelopment of Reid Oval. Two thirds of the projects involved infrastructure for netball – new netball change rooms and upgraded courts – to address gaps in infrastructure provision or changes to Australian Standards for the rapidly growing female-dominated sport.

In addition, the following projects were recently completed or are under way:

- Allansford Netball facilities (new netball courts, lighting and change rooms);
- Friendly Societies Park Sports Ground Lighting Upgrade.
- Dennington Recreation Reserve Pavilion Redevelopment

Council is a partner in the Great South Coast AFL, Cricket and Netball Strategy that began in 2017. The strategy will develop a hierarchy of sports grounds across the region and inform the standard and level that facilities are to be managed or developed to. It will inform renewal and development (where appropriate) priorities for sports ground assets over the next ten years. The project is due for completion in 2018.

Waterway Infrastructure – New boating and fishing pontoons were developed at Mahoneys Road, Jubilee Park Allansford, Hopkins River (Warrnambool Angling Club and Proudfoots) and the Merri River Dennington.

Paths and Trails – The following shared path and trails projects were completed over the past ten years:

- Various stages of the Russells Creek Trail
- Warrnambool to Port Fairy Rail Trail
- Boardwalk and pathways from Thunder Point, around Pickering Point through to the Merri River Sanctuary.
- Jubilee Park Reserve Woodford trail and upgrade of pathway to Bushfield
- Albert Park Trail Stage 1
- Brierly Reserve Shared Paths Stage 1 and 2
- Ziegler Parade Allansford shared footpath
- McGennans Car Park redevelopment including shared pathway upgrade and boardwalk development.
- St. James Park
- Balmoral Road to Marraki/Toohey Estate
- Pedestrian bridges at Daltons Road, Jubilee Park, Wellington Street, along with upgrades at Lake Pertobe.

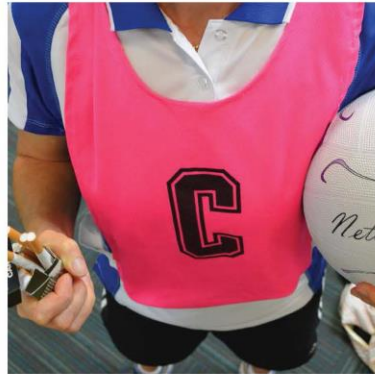
To improve delivery of projects and ensure better outcomes, coordination between Council branches has been improved with the establishment of the Recreation and Assets, Capital Works and Active Sustainable Places working groups. The groups provide staff from all directorates with opportunities to collaborate on recreation and open space matters.

In 2016 the Recreation and Assets Working Group, administered by the Recreation team, became responsible for a new land owner/manager consent assessment and referral process for maintenance, improvement and new works that Council or other organisations seek to undertake to any Council asset (except those associated with the Road Management Act). Many clubs and organisations seek to contribute to the facilities that they occupy through improvements to infrastructure however there were a range of issues including inappropriate and unauthorised works occurring.

The establishment of a formal process has reduced the timeframe for Council response to club requests and ensures the proposed works are implemented in line with the appropriate regulations and Council requirements. 72 consent applications have been assessed since the process was established in January 2016 (an average of 37 applications assessed per year).



Outcomes of the Warrnambool Recreation Plan - 2007-2017



Recommendation: encouraging multi-use of community facilities

Where possible, new facilities were designed more effectively to encourage use by a number of different groups. Examples include Jetty Flat Reserve Oval Redevelopment, Brierly Reserve Community Hub Feasibility Study, Reid Oval Multipurpose Netball Pavilion and Dennington Recreation Reserve Pavilion.

Joint use of existing facilities was supported for the following new clubs or groups:

- Warrnambool Plovers Rugby Club relocated to Brauerander Park (from Deakin University) in 2009.
- Warrnambool Angels Baseball Club utilised Allen Oval.
- Touch Football and Rugby League use of Friendly Societies Park and Deakin University.
- Relocation of the Warrnambool Gun Club and Warrnambool Small Bore Rifle Club to the Lake Gilliear Sport Shooting Complex.
- Increase in informal activities occurring in public open space ie extreme Frisbee, Park Run and informal petanque at Lake Pertobe.

Recommendation: identify and implement sustainable water use solutions

Council committed to considering sustainable water use at sport and recreation facilities in line with the Sustainable Water Use Plan.

Achievements included development of the Brauerander Park aquifer storage and recharge scheme. The grass bowling green at the Lawn Tennis Bowling Club was replaced with a synthetic grass surface, reducing the reliance on potable water. The installation of new automated irrigation systems at Brierly Reserve and Walter Oval.

Recommendation: investigate models of supporting Health and Wellbeing

The Warrnambool City Health and Wellbeing Advisory Group was established to provide advice to Council on the development, review, implementation of the Health and Wellbeing Plan and associated Action Plans.

Outcomes of the Warrnambool Recreation Plan - 2007-2017

AquaZone and the Archie Graham Community Centre participate in the Healthy Exercise Network with Lyndoch Living, South West Health Care and St. John of God Hospital. The Network's objective is to support people to transition from health settings to community based settings.

Council's Community Planning Unit participation in the South West Healthy Kids project.

Council developed a Smoking Policy in 2013 and in 2014-2015 the Smoke Free Sports Grounds local laws were rolled out.

In 2016 and 2017 Council participated in the H30 Challenge to promote water as the drink of choice instead of sugary drinks.

Range of initiatives focused on increasing health and wellbeing and incidental physical activity were implemented including; Healthy Communities (Federal Government funded 2012-14) physical activity and healthy eating targeting people with disabilities; Healthy Ageing project (State Government funded 2015-16) involved a range of initiatives from the Active Living Programs Plan; and the Active Hub program introduced 2015 as part of the Active Autumn initiative. The Active Hub program provides free unstructured activities and opportunities for clubs and organisations to promote their programs whilst activating public open spaces.

Council's Youth Service team in partnership with Warrnambool College, Victoria Police, and the Warrnambool Neighbourhood and Community House established the Western Bulldogs Community Foundation Whitten Project in Warrnambool in 2017. The program uses the Western Bulldogs Football Club as a vehicle to inspire, educate and mentor leaders for social change through a range of life, civic and sport experiences.

Recommendation: review Council's Recreation and Youth Advisory Committee

This action was completed in 2008/09.

The Sports Ground User Group forum was established in 2014 to assist with engagement for and implementation of the Sports Ground Management Review, and assist with communication around its general sports ground management.



Outcomes of the Warrnambool Recreation Plan - 2007-2017



3. Improve existing recreation infrastructure.

Recommendation: upgrade the existing outdoor 50m swimming pool at AquaZone

Sealing of the pool shell was completed in 2009.

Upgrading of the boiler was completed in 2011.

In 2015, the need for reconditioning of the following plant items was identified; circulation pumps; chlorine dosing pump; and heat boost pump. The works were completed in 2017.

The AquaZone 2025 Strategy provides future direction for facility's management and development, including the outdoor pool.

Recommendation: improve the current skate park to meet the needs of users

The Warrnambool Skate Park was redeveloped with the help of a \$60,000 Victorian Government grant. Council sought advice from the community around a design with a design and construction plans finalised in early 2011. The new Skate Park was completed in August 2011.

Recommendation: improve waterway infrastructure and football/netball facilities

Refer to comments in other sections above.



Outcomes of the Warrnambool Recreation Plan - 2007-2017

Recommendation: improve Access for All

Council's Disability Access Plan requires that all project renewal work address Universal Design requirements and improve existing access where practical. It recommends that disability access be upgraded to the following Council-owned facilities AquaZone, Warrnambool Stadium, Lake Pertobe, and Council-owned recreation facilities operated by Council or external groups.

A disability access infrastructure fund of \$50,000 per year was established in 2016/17. The following projects relating to recreation facilities have been completed over the past two years: AquaZone – installation of adult change table, installation of automatic sliding door to pool area and access audit. Warrnambool Stadium – installation of automatic sliding doors at the main entrance and to the netball courts. Cramer Street playground – installation of accessible path from an accessible parking bay to the playground.

Playgrounds with accessible features were installed at Marrakai Estate, Payne Reserve, Barton Court, Jubilee Park Woodford and Cramer Street.

Existing public amenities at Lake Pertobe, Payne Reserve and Jetty Flat Reserve were redeveloped to become more accessible. New amenities were developed as part of the Harbour Pavilion.

Two beach wheelchairs located at the Warrnambool Surf Lifesaving Club are available for free hire, thereby facilitating access to the beach for wheelchair users and other people with limited mobility.

Council's Rural Access team have facilitated a number of disability inclusion projects including:

- Establishment of the South Hurricanes AFL football team for footballers (male and female) with intellectual disability aged 14 years and over. The team, which has over 40 registered players, has regular training sessions throughout the season and plays matches against other teams in the Western Victoria All Abilities AFL League. The South Hurricanes are now auspiced by the South Warrnambool Football Netball Club.
- An annual All Abilities Triathlon, organised by the Warrnambool Tri Club. The event attracts 15 to 20 participants each year.
- An annual All Abilities Surfing Event, now organised by the local branch of the Disabled Surfers Association. This year's event attracted 38 surfers with disability, supported by over 70 volunteers.

Recommendation: undertake improvement projects at various community infrastructure facilities

Over the life of the plan 21 projects were completed. They included:

- Harris Street Reserve Sports Ground Lighting Redevelopment.
- Dennington Bowls Club Community Meeting Space Redevelopment.

- South West District Rifle Association 90m Rifle Range.
- New playgrounds at Payne Reserve, Jubilee Park Woodford, Barton Court and Cramer Street.

Recommendation: implement priority building audit recommendations at Council recreation facilities

Building condition audits were implemented on an annual basis. Since 2010, \$4.4 million was invested in building renewal at sport and recreation facilities and \$1.6 million in renewal of other sport, recreation and open space infrastructure.



Outcomes of the Warrnambool Recreation Plan - 2007-2017



4. Review or relocate existing recreation facilities

Recommendation: facilitate the relocation of the Springers Gymnastics Club from Queens Road Stadium

In 2008/09 the Club was successfully relocated to the Warrnambool Showgrounds.

Recommendation: assess the potential relocation the current BMX facility

The BMX Club was relocated from Queens Road to a new facility at Jetty Flat Reserve in 2012/13.

Recommendation: assist the relocation of Warrnambool Gun Club

The Warrnambool Gun Club (Clay Target Shooting) relocated from Staffords Road to a new facility at Lake Gilliear in 2009/10 with a financial contribution from Council provided towards the facility's development.

Recommendation: undertake an assessment of the Warrnambool Rowing Club facilities

Refer to comments in section above.

Recommendation: consider the appropriate location of the Warrnambool Trotting Track

The State Government advised the Club that it would need to vacate the site after its license expired in November 2017.



Outcomes of the Warrnambool Recreation Plan - 2007-2017



5. Develop new and/or additional recreation facilities.

Recommendation: provide additional and improved walking paths/trails to ensure that Warrnambool is connected and walking opportunities are improved for the whole community.

30.5 kilometers of new footpaths and shared trails were developed since 2010/11. Key additions include footpaths created in new residential areas and the establishment of the Warrnambool to Port Fairy Rail Trail. Shared pathways were also developed, creating new walking and cycling opportunities, in several parks including Albert Park, Brierly Reserve, Jubilee Park Woodford and the East Warrnambool Neighbourhood Parks.

The Foreshore Promenade was enhanced with an upgrade of the section between McGennans carpark and the Warrnambool Surf Life Saving Club.

Recreational walking is the most popular activity for Australians, therefore planning and resourcing for walking needs to be considered in the Active Warrnambool Strategy.

Recommendation: provide improved cycling opportunities

The South West Bike Safe Group was established in 2011 and it supported the local implementation of the Share the Road and 1m Matters campaigns.

The "Sustain the Bool" Travel Maps were produced showing travel times by bike.

Road widths, shoulders and intersections were improved for cyclists along Wangoom Road and Hopkins Point

Road as result of road improvements initiated through the Toohey, Marraki and Hopkins Point Estate developments. Connections to the Wangoom Cycling Circuit were also improved via the sealing of Horne and Aberline roads. Signage was installed to alert motorists to cycling activity along the Wangoom Cycling Circuit.

The Tour of South West Cycling Classic was established.

A number of residents benefited through increased access to accredited Aust Cycle training and opportunities for cycling participation through the Healthy Communities Initiative – Eat Well Be Active program. The Archie Graham Centre continues to offer cycling programs for older adults.



Outcomes of the Warrnambool Recreation Plan - 2007-2017

Council's Travelsmart program continues to encourage increased community participation in active travel through walk and ride to work/school days and the development of active travel plans with local schools. The program also funds Bike Ed training to teachers, parents and community members.

Council's Road Users Plan was reviewed and addresses the impact on road safety as Warrnambool develops, aligns Council strategies with the National and State Road Safety Strategies, and provides guidance for the assessment and delivery of road safety initiatives. The Moyne Warrnambool Road Share group delivered three projects annually which focused on bicycle safety: Safe Cycling Tips, 2&FluRO (campaign to encourage cyclists, joggers and pedestrian to wear fluorescent clothing when commuting and exercising) and Make Eye Contact at Intersections, as well as assisting with Bike Education and staging Community Bike Rides.

The Cycling Reference Group was established in 2016. It provides advice to Council regarding cycling in Warrnambool.

Recommendation: assess the future needs of soccer for Warrnambool

Council was unsuccessful in attracting funding for a feasibility study into the potential development of a regional synthetic soccer facility at Brauerander Park.



Recommendations: develop an additional accessible skate park facility for Warrnambool, and consider the development of community hubs at Brierly Reserve and Dennington Recreation Reserve

Refer to comments in other sections above.

Recommendation: identify mountain bike opportunities for the future

The following three plans were completed and provide support for the retention and enhancement of the mountain bike riding at Thunder Point Coastal Reserve.

- International Mountain Bicycling Association (IMBA) Trail Network Feasibility Assessment (2014)
- Dirt Art Trail Audit Report (commissioned by the Warrnambool Mountain Bike Club in 2015)
- Growing Adventure Tourism in the Barwon South West Region – Regional Trails Action Plan 2015-2025

The Dirt Art Audit recommended a trail enhancement proposal to improve the network's sustainability, safety and rider appeal. The Club submitted the proposal to Council in 2017 and preliminary feedback has been provided by Council and the Department of Environment Land Water and Planning.

Due to legislative requirements for the use and development of Coastal Crown Land and the significant cultural heritage values of the land that the network is situated on, it is expected that the full proposal will require a level of planning that will take time and potentially require funds before approval can be gained.

The Active Warrnambool Strategy should consider how the implementation of the proposal is best progressed.

Recommendation: improve access to fishing

Refer to comments in section above.

Recommendation: improve facilities at the Nestles Rowing Club and the Warrnambool Kayak Club

The proximity of the clubs' current facilities to the Merri River means there are EPA restrictions on the scope to develop toilet and shower facilities.

The Rowing Club has consent from Council to develop a small extension to its storage shed.

Outcomes of the Warrnambool Recreation Plan - 2007-2017

Recommendation: consider the future needs of the Warrnambool & District Drag Racing Association (WDDRA)

Council advised WDDRA that the Warrnambool Regional Airport would not be available for long-term use and development for drag racing activities. Warrnambool and Moyne Shire Councils supported the Club with the relevant statutory planning investigations into use of the former Koroit Racecourse site. The planning permit was refused by Moyne Shire Council in 2016 and that decision was upheld by the Victorian Civil and Administrative Tribunal.

Recommendation: investigate development of storage facilities for community groups

Requests of this nature are addressed on an individual basis.

Recommendation: develop improved facilities at Reid Oval

Reid Oval is Warrnambool's premier sportsground and the first stage of improvements to the facility were made in 2014.

In 2017 the Reid Oval Development Plan was produced following extensive consultation with a range of stakeholders.

The Plan describes the next three stages of development to improve the facilities to a regional standard. The project is a strategic priority of Council which will be reflected in the Active Warrnambool Strategy.

Council is currently undertaking a Preliminary Business Case for Investment to help secure funding from the Victorian Government.



Outcomes of the Warrnambool Recreation Plan - 2007-2017



6. Support clubs and organisations

Recommendation: improve community engagement processes and communication with community groups and clubs

Refer to comments in section above.

The Sports Ground User Group forum was established in 2014 to assist with engagement for and implementation of the Sports Ground Management Review, and assist with communication around its general sports ground management.

In 2015 a new online community directory and meeting place - Connect Warrnambool – was established. The website and associated social media has received multiple awards for technological innovation.

Recommendation: investigate sustainable models of volunteerism

Council's volunteer service continues to develop and seek resources to support strategies for sustainable volunteerism, including building the capacity of community organisations to meet compliance requirements and assisting clubs with information and practical support.

Recommendation: encourage sporting clubs and groups to become more financially sustainable

South West Sport supported individualized strategic planning development for a number of local clubs and associations.

Recommendation: clarify role and responsibilities with South West Sport

Council continues to work with South West Sport around the annual grants and funding forum and supports the South Games as host municipality on a four year basis.

Recommendation: provide ongoing support for the South West Academy of Sport

Council continues to provide funding to the academy to support local elite athletes. Council allocated \$10,000 its 2017/18 budget to help athletes participate at high level sports meetings and events.

Council also provides support of approximately \$10,000 per year to support resident's selection towards, or participation in National or International events through its Assistance to Individuals or Groups Participating in National or International events policy.

Outcomes of the Warrnambool Recreation Plan - 2007-2017

7. Develop new or improving existing public open space

Recommendation: improve open space planning and project management

Refer to comments in section above.

Recommendation: review the Open Space Plan

The Public Open Space Policy (2006) was reviewed and a new Open Space Strategy was endorsed by Council in 2014.

Recommendation: review the existing management plans for various sports grounds to ensure they remain relevant

Open space assets were audited and a plan was developed in 2013. The audit is being reviewed in 2018. This recommendation is superseded by the Great South Coast Regional AFL, Netball and Cricket Strategy that is underway.

Recommendation: plan for the future of Lake Pertobe

An extensive community engagement process for the Lake

Pertobe Master Plan was undertaken in 2016 and 2017 with input and ideas contributed by hundreds of people. The master plan will guide Council's work to maintain, renew, improve and manage this much-loved community space over the next 10 to 15 years.

The master plan is due for completion in 2018 and funding is being sought to implement its recommendations.

Recommendation: provide quality open space in growth development areas

The Plan recommended that all residential growth nodes have the following recreation infrastructure:

- Walking paths that meet the principles within the Plan.
- Access to waterways.
- Fishing platforms where appropriate.
- Appropriate playground infrastructure commensurate with the size of the community.
- Seating within parks.

This action was ongoing and used to inform the four precinct structure plans prior to the development of the Open Space Strategy in 2014. The recommendation is superseded by the Strategy's Open Space Infrastructure Guidelines.

Recommendation: develop management plans for sportsgrounds

Master plans were developed for Allansford Recreation Reserve (2010), Brierly Reserve (2012) and Reid Oval (2017).

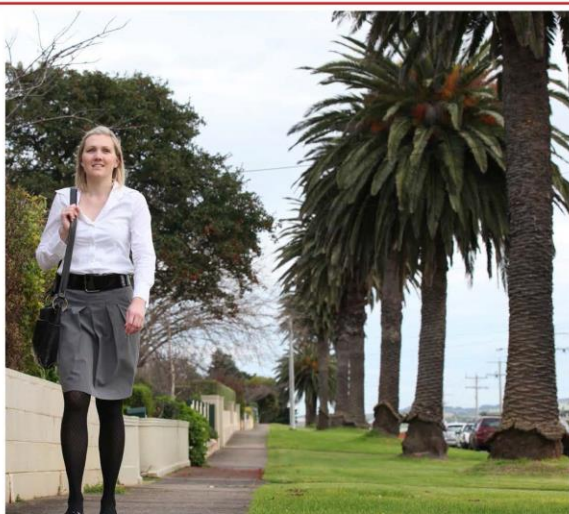
Recommendation: develop Jubilee Park Woodford so that it becomes a local park for the community

Council worked with the Woodford community, including the Woodford Primary School, to develop a master plan, which was completed in 2009.

A Friends of Jubilee Park Woodford Group was established by Council in 2009 (and operated until 2015) to support the community's involvement in the implementation of the master plan.

The first stage of the Master Plan was implemented and the once overgrown park received new shared pathways, boardwalks, feature trees, native grasses, formal entry points, seating, picnic tables and bicycle racks. Stage Two of the Master Plan implementation included a new playspace, social gathering space, pedestrian bridge and footpath connections.

The Reserve was also officially renamed to provide acknowledgement of the indigenous connection to the area in 2017 to Jubilee Park-Wurrumbit Birrng Yaar.



Outcomes of the Warrnambool Recreation Plan - 2007-2017

Recommendation: develop Brierly Reserve so that it becomes a hub of recreation opportunities for the neighbourhood

The Brierly Reserve Master Plan was adopted by Council in 2012 and the Feasibility study for the development of a Community HUB in 2013.

A 'Friends of Brierly Reserve' Group was established in 2013.

The first stage of Master Plan implementation was delivered in 2014/15 with the building of a new shelter and storage building for the western oval, tree removal, revegetation and shared pathways.

The second stage which included irrigation of the western oval and reestablishment of the bore water for irrigation was completed in early 2018.

Active Warrnambool should consider how further stages of the master plan can be delivered.

Recommendation: improve the facilities at Jubilee Park Allansford to meet the needs of the local community and visitors.

New jetties and fishing pontoons were installed along the Hopkins River at Jubilee Park.





Active Warrnambool will be Council's new sport, recreation and physical activity strategy.

The Active Warrnambool Strategy succeeds the Warrnambool Recreation Plan (WRP) 2007-2017. WRP contained 84 recommended actions of which 62 were achieved, 17 were in progress while five were not completed.

WRP resulted in 58 sport and recreation projects

Council funding:	\$2,994,071
Other government, club and philanthropic funding:	\$6,130,371
Total project funding:	\$9,124,442

Active Warrnambool will help achieve objectives in key

planning documents including Council's Health and Wellbeing Plan, Warrnambool 2040 and the Council Plan (2017-21).

Community engagement to inform Active Warrnambool has so far included conversations with five focus groups, key stakeholder meetings and written submissions. The engagement for the long-term Community Plan, Warrnambool 2040, also provided opportunities for Council to discuss sport, recreation and physical activity with the community and provide survey data on their sport and recreation participation preferences.

This document provides a summary of the Issues and Opportunities report. The report addresses the following questions:

- What is successful and what needs improvement?
- What needs to be done?
- What are the key issues?

Warrnambool – Demographic Profile

Warrnambool's population in 2016 was 34,245 people. The median age of residents is 40 years (lower than the Regional Vic average of 43 years. Its Aboriginal and Torres Strait Islander population is 1.7% (higher than the Regional VIC average of 1.6%). Persons born overseas (8%) and speaking a language other than English (4%) are lower than the Regional VIC averages of 11% and 6% respectively.

Between 2016 and 2036, the population is forecast to increase by approximately 12,000 (a total of 46,909 and 34.95% growth), at an average annual change of 1.51%. A significant proportion of this growth (9,000) is expected to occur in the area north and northeast of Warrnambool (6,000 people), southeast of Warrnambool (1,600 people), and in Dennington (1,400 people). In 2016, the dominant age structure was persons aged 20 to 25 (6.9% of total persons). The largest increase in persons between 2016 and 2036 is forecast to be in ages 10-15, which is expected to increase by 983 and account for 6.6% of the total

persons. 0-4 and 5-9 age groups are forecast to account for the second and third highest increases and respectively account for 6.6% and 6.7% of the total persons.

Implications for the Active Warrnambool Strategy from the key demographic analysis include:

- Need to plan for adequate sport and recreation provision and active transport connections in the north/northeast and southeast areas of Warrnambool and Dennington.
- Need for a focus on the provision of recreational opportunities for younger people, and opportunities suitable for inter-generational participation.
- Most people living in the municipality are born in Australia and speak English at home. The long standing team sports of football, cricket, netball, tennis and soccer are expected to remain sports of choice for many residents.



Health status and sport participation – How Are We Faring?

The Health Status and Sports Participation table below provides a summary of various health indicators, and comparisons between Warrnambool (LGA), State and Regional averages.

Health Indicators	Warrnambool	Barwon South West Region	Victorian State Average
Sedentary Percentage of adults who are sedentary (ie no physical activity undertaken)	2.4% *	2.7% (2014: 3.3%)	3.6% (2014: 3.6%)
Insufficient Physical activity Percentage of adults who undertake an insufficient amount of physical activity each week (ie less than 150 min of moderate intensity or 75 mins of vigorous intensity physical activity per week for 18-64 year olds)	45.4% *	48.6% (2014: 49.7%)	47.5% (2014: 50.4%)
Sufficient Physical activity Percentage of adults who undertake sufficient physical activity each week (ie 150 min or more of moderate intensity or 75 mins of vigorous intensity physical activity per week for 18-64 year olds)	47.4% *	47.3% (2014: 42.0%)	47.0% (2014: 41.4%)
Participation in organised physical activity (organised by a fitness, leisure, indoor sports centre, sports club or association)	32.8%	29.5%	28.7%
Participation in physical activity organised by a sports club or association	17.2%	13.8%	9.8%
Participation in non-organised physical activity	69.2%	71.9%	70.5%
Non-organised physical activity – Walking	47.1%	54.9%	51.2%
Non-organised physical activity – Jogging or Running	16.1%	13.4%	14.0%
Non-organised physical activity – Cycling	12.6%	13.5%	11.8%
	2013	2017	Difference
Access to good quality open spaces (excellent/good rating)	87	82	-5
Access to walking and cycling infrastructure (excellent/good rating)	79	65	-14
There are opportunities to be actively involved in my community through clubs and/ or other organisations (excellent/good rating)	86	90	+4

* 2014 level, as Warrnambool-specific data has not yet been released for the 2015 Victorian Population Health Survey.

Sources: Victorian Population Health Survey 2015, VicHealth Indicators Survey 2015, Warrnambool – a Healthy City 2017-2021



The summary of the top ten most popular physical activities is provided below. A summary of the findings show:

- Significant growth and popularity in all top ten activities.
- Seven of the activities are recreational or fitness based.
- Three of the activities are traditional sport related activities.
- Most significant growth is in cycling, bushwalking, fishing and surfing.

Top 10 physical activities		Comparison data		
	Warrnambool 2040	AusPlay (April 2017)	AusPlay Child (April 2017)	Warrnambool Recreation Plan 2007
1. Walking	75.8	43.7 (1)	Not listed	59.8 (1)
2. Swimming	58.2	14.7 (4)	30.5 (1)	19.7 (2)
3. Fitness gym	46.3	32.7 (2)	1.3 (17)	12 (4)
4. Cycling (all forms)	38.5	11.8 (5)	0.9 (21)	13.8 (3)
5. Bushwalking	32.5	6.1 (6)	Not listed	6.7 (14)
6. Fishing	28.6	2 (17)	Not listed	11.3 (5)
7. AFL	27.4	2.5 (15)	8.3 (3)	9.6 (8)
8. Surfing	25.3	2.6 (14)	1.2 (18)	6.2 (15)
9. Yoga/Pilates	20.4	4.4 (10) 2.5 (16)	Not listed	4.5 (19)
10. Athletics	19.1	15.7 (3)	4.5 (10)	9.7 (7)

Most popular physical activities, sourced from:

- Warrnambool 2040 Long Form Community Survey 2017 (Measures % survey respondents)
- AusPlay 2017 National participation data for the sport sector (Measures % population)
- Warrnambool Recreation Plan 2007-2017 (Measures % survey respondents)



Key Findings

1. What is Successful?

The following points are a summary of what is currently successful in encouraging the activity of the community:

- The extent and diversity of the Warrnambool Open Space Network is fundamental to encouraging physical activity.
- Warrnambool has an even distribution of fit-for-purpose sports grounds to service the community and valuable open spaces for non-organised active and passive recreational pursuits.
- Warrnambool is well supplied with facilities to cater for the high participation level sports of AFL, cricket, lawn bowls, tennis, netball and basketball.
- The community has access to a variety of high quality indoor facilities including AquaZone, Warrnambool Stadium and the Val Bertrand Netball Centre.
- The protection and enhancement of key physical and environmental assets has contributed to a high level of participation in informal and nature-based recreation including surfing, fishing and walking.
- The Warrnambool community has a strong culture of sports club membership. Warrnambool residents participate in physical activity organised by a club or association at a higher rate compared to all Victorians – 17.2 per cent to 9.8 per cent. The Warrnambool 2040 engagement indicated a strong club culture can encourage many in the community to be physically active.
- The successful development and enhancement of recreation facilities and spaces under the Warrnambool Recreation Plan 2007-2017 has had a significant impact on community participation in physical activity.
- Council's Community Development Fund has been an important source of funding for sporting and recreation clubs to help buy equipment and run events and tournaments.
- The effectiveness of the community committee managing the Alansford Recreation Reserve demonstrates the potential for similar sporting reserves to have a community-based management framework.



2. What are the Key Issues? / What needs to be Done?

The following points are a summary of the issues, the gaps in current delivery, the opportunities to build upon the aspirations of the community and the existing strengths summarised above. The points are summarised under the three Strategy themes – Activity, Facilities and Spaces, and Council Management and Programming.

Overview - Meeting needs around facilities and spaces to encourage an active Warrnambool community is less about the provision of new or more facilities (excluding potential need for more soccer pitches) but more about the better use of existing spaces and facilities and ensuring they are well maintained and renewed.

Activity

- There is a need to maintain the strong culture of involvement in sports clubs and participation within them to support a physically and socially connected community.
- There is a need to investigate greater mixed use of existing reserves and sports facilities;
 - to improve connections between existing spaces and facilities,
 - to encourage a broader range of social and non-competitive activities at them, and
 - to increase the provision of neighbourhood parks within walking distance of residential areas.

- The single use focus of most formal sports bases and sports clubs' sense of ownership are barriers to achieving greater mixed use and needs to be considered.
- There is a need to support increasing flexibility of programming to help overcome or ease the barriers to participation.
- Community place-based infrastructure should be developed to encourage activity and participation by those traditionally less engaged in physical activity.
- There is a need to understand the future needs and strategic provision of facilities for key sports.
- There is a role for partner organisations
 - to promote positive messages of mentorship, collaboration and community as benefits of club membership,
 - to assist clubs to build their capacity, and
 - to support clubs to diversify their membership (ie be more inclusive of female participation).

Facilities and Spaces

- There is a need to maintain the level of provision of outdoor sports facilities, except for soccer, where increased access to facilities is required to meet demand.
- There is a need to maintain access to high quality indoor sports facilities that meet the community's needs.
- Consideration needs to be given to resourcing existing strategic, development and master plans to continue to guide the development and enhancement of existing facilities and spaces and areas where gaps in facility provision are identified.
- The protection and enhancement of key physical and environmental assets (the natural environment) and provision of appropriate public access to waterways and coastal environments is needed.
- There is a need for investment
 - to be directed to evidence based initiatives and facilities that support high levels of community use,
 - to be prioritised based on need and available funding, and
- to be prioritised to renewal of existing facilities that are available for public use.
- New plans and strategies such as the Great South Coast Regional AFL, Cricket and Netball Strategy need to be considered to determine Council's approach to implementing on-ground work.
- The growing popularity of new sports and unstructured activities such as Ultimate Frisbee and petanque and the demand for access to diverse and high quality open spaces needs to be considered.
- Changing standards in facility provision and their consequential impacts need to be considered.

Council Management and Programming

- There is a need for Council to invest in evidence-based development and enhancement of recreation and facilities and spaces.
- The enhancement of the Community Development Fund is needed to invest in community needs and participation outcomes.
- The implementation of sustainable and effective facility management models that support community-based leadership should be considered.
- The completion or review of existing plans and policies (including completion of the Playspace Strategy and Sports Ground Management Review) is required to guide Council's future management and investment into these facilities.
- The development of an open space contributions policy to guide direction for development contributions is needed.
- There is a need to raise awareness of the recreation opportunities on offer through Council publications and programs.
- Consideration should be given to the open space facility provision and needs in the Urban Growth Corridor, North Dennington and North of the Merri Precinct Structure Plans and Development Plans.
- Clarification of Council's role in recreation provision is needed to guide its responsibilities and ensure appropriate resources are provided for it.

Next Steps

- Finalise Implementation Report - May 2018
- Third Stage of Community Engagement to confirm the project goals and priorities - August 2018
- Finalise Draft Strategy - August/September 2018

For project enquiries recreation@warrnambool.vic.gov.au



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5.9 ADVISORY COMMITTEE REPORTS

PURPOSE

This report contains the record of four Advisory Committee meetings.

REPORT

- 1. Economic Development Advisory Committee**
7 March 2018 – refer **Appendix A.**
- 2. International Relations Advisory Committee**
15 March 2018 – refer **Appendix B.**
- 3. Visitor Economy Advisory Committee**
15 March 2018 – refer **Appendix C.**
- 4. Environment and Planning Advisory Committee**
11 April 2018 – refer **Appendix D.**

MOVED: CR. GASTON
SECONDED: CR. CASSIDY

That the Advisory Committee records be received.

CARRIED - 7:0

E c o n o m i c D e v e l o p m e n t A d v i s o r y C o m m i t t e e - M i n u t e s					
Date	Wednesday March 7 th 2018	Time	12pm – 1.30pm	Location	Committee Room 1 – Civic Centre
Committee Members	Martin Ellul , Dr Helen Scarborough , Mark Bridge, James Tait, Doreen Power, Dean Luciani, Rob Lane, Cr. Tony Herbert (Chair), Alister McCosh				
Council Officer Invitees	Andrew Paton, Shaun Miller and Eddie Ivermee				
No	What				Who
1.	Apologies: Helen Scarborough, Martin Ellul, Mark Bridge, Dean Luciani				Chair
2.	<p>Welcome from Chair, goals and desired outcomes for 2018 and refresher of EDAC terms of reference –</p> <p>Meeting Begins: 12.14pm</p> <p>Chair spoke of the purpose of the committee and the keenness to see the committee “hone in” on the intent and purposes in the terms of reference and asked all committee members to come up with an activity idea for the city that we as a city have not engaged in before.</p> <p>Other key points in the discussion included –</p> <ul style="list-style-type: none"> • In light of low level peak body activity the importance this group plays in the local community • Expression of a desire for cultural activity expansion • Distribution of events in town to be more evenly spread and not as focussed around our sporting culture • Building up of our employment pool and leveraging of our current strengths in Agri-business, tourism and energy in planning for future jobs growth • The success Warrnambool has had in the Aged Care and Health Care and Social Assistance area <p>James Tait moved a motion that the minutes from the last committee meeting were true and correct.</p> <p>Seconded by Doreen Power</p>				Chair

3.	<p>2016 Census Results Discussion –</p> <p>City Council's Director of City Growth Andrew Paton presented a rundown of some key 2016 Census data focussed around jobs growth and also an update on a recent Deloitte report that ranked Warrnambool as the nation's second most liveable city.</p> <p>Key points from this discussion included –</p> <ul style="list-style-type: none"> • The overall good news of the data and how it suggests a bright outlook for business confidence and general sentiment moving forward • Deloitte report on Regional Cities Victoria saw Warrnambool outrank Melbourne in 6 out of 7 key areas • Jobs growth within Warrnambool has increased by 25% since the 2011 Census took place with the Health Care sector leading the way for employment growth • Population growth sits at 5% since the last Census with the committee recognising the challenge regional centres face in attracting workers to live in outside of the major cities 	Andrew Paton
4.	<p>Ignite Great South Coast Update/LaunchVic Funding –</p> <p>City Council's Economic Development and Investment Officer Shaun Miller gave the committee an update on the Council's submission towards the currently available LaunchVic funding that is looking to support regional areas in the area of business development, accelerators and business support hubs.</p> <p>Key messages behind the LaunchVIC funding application included;</p> <ul style="list-style-type: none"> • The growing trend of business incubators and accelerators across the country • The funding application will leverage what is already happening in the region through its association with Deakin University, SW TAFE, Corangamite and Moyne Shire Council and the Great South Coast Food and Fibre Committee. • The program titled "Unearthed" would look for focus on the local food and fibre sector and support innovative ideas and start-up business through support of Runway, a group that began in Geelong and that has established itself as a key Australian start-up program • Application for the LaunchVIC funding application will soon be submitted by Shaun Miller with an aim to receive \$300,000 in funding from LaunchVic with the Ignite funding application to take place at a later date. 	Shaun Miller

5.	<p>City Centre Renewal Stage 2 Business Support Package 2018</p> <p>Shaun Miller spoke to group about this year's major support programs running for the CBD traders. Developed in conjunction with local traders who were consulted heavily and encouraged to have their say on the programs on offer to support the CBD this year.</p> <p>Key points from this program spoken about to the committee included;</p> <ul style="list-style-type: none"> • Through consultation the local traders were keen to investigate the opportunity around a buy local campaign with a difference that has become the Find the Five promotion, the year's major promotion that is running in light of the Million Dollar campaign from 2017. • The campaign is similar in theory to the McDonald's Monopoly idea, customers spending \$10 in a participating store will receive a token (while stocks last) that will have either a symbol to collect (5 unique symbols collected would equate to a \$1000 prize money offer) or instant wins donated by local stores. • At present the first round of the completion includes over \$130,000 worth of instant win prizes generously donated by local CBD businesses. • There is also a large focus on laneway and back-door entrance activation for the Stage 2 of the renewal works with businesses situated in the Stage 2 block keen to support these ideas such as laneway lighting, events and art projects. 	Shaun Miller
6.	<p>General Business –</p> <p>Committee were made aware that a Chinese travel show will be coming to Warrnambool this calendar year promotion the region to an audience back home as a destination point of the Great Ocean Road. In development for 15 months this opportunity has arisen through the city's Sister City ties with Changchun.</p> <p>Funding for a Chinese awareness program has been secured with the program to be rolled out to local businesses within the next 6 months.</p> <p>Chair declares meeting closed at 1.40pm.</p> <p>- Next meeting: Tuesday May 29th</p>	All

International Relations Advisory Committee Meeting Minutes

[illegible]

10.	<p>Warrnambool & Miura, KN, Japan</p> <p>- Miura International Association visit 2018</p> <p>Formal advice received from Miura International Policy Division of proposed Citizens Tour to Warrnambool in 25th May 2018-1st June 2018 Est of 15 in the group, request for Mayoral welcome, city tour, airport connection support. Tour to be led by President and Vice President of the Miura International Association. Proposal to hold a greeting event at the Warrnambool Art Gallery (WAG) with extension of invitation to citizens of Warrnambool involved in the Miura connection.</p> <p>Shaun Miller to investigate Flagstaff Hill Bus for connection and tour support.</p>	David McKenzie
11.	<p>Warrnambool & Knoxville, IA, USA</p> <p>Letter sent from WCC to Knoxville City Mayor to discuss protocol for establishing formal sister city links. Report of letter of thanks received from Mayor of Knoxville after recent Warrnambool representative visit, demonstrating an interest in formalising links.</p>	Rob Askew
12.	<p>General Business</p> <p>IRAC 2018 Goals and consideration of possible projects for the committee:</p> <ul style="list-style-type: none"> Consider protocol for provision of "Gap Year" activities for suitable Warrnambool students. (Michelle) Miura requirements etc. and give City support to Students exchange between Emmanuel College and Miura. Continue dialogue with Knoxville authorities Re Sister-City relationship Investigate feasibility of "Haiku Trail" (site ,cost, implementation). <ul style="list-style-type: none"> Idea to possibly test concept with QR codes Promote and support activities at the Japanese Garden. Involve the local media in promoting the City's International activities. Assist and support Deakin with it's International academic exchange including Marine Research. Continue to lobby GOR committee to promote Warrnambool as a tourist destination. Update Warrnambool City Council with a 'welcome' page in different languages and key information (group meetings, sporting clubs etc) <p>Shaun Miller to distribute information to committee information on the community grants fund.</p>	<p>Chair</p> <p>/</p> <p>ALL</p>

Welcoming Cities Framework

Shaun introduced briefly the welcoming cities framework that looks to advance Australia as a welcoming prosperous, cohesive nation by benchmarking cities cultural diversity and inclusion policies and practices across the organisation

Shaun Miller to provide Framework to Committee for further discussion.

Roll over of Mayoral welcome structure proposal

Roll over of Honorary citizen proposal

Meeting close – 4.50pm

Shaun Miller



Meeting Minutes

Visitor Economy Advisory Committee Meeting Minutes					
Date	Thursday, 15 March 2018	Time	7:30am – 9:15am	Location	The Cloverlly
Committee Members	Chair Cr. David Owen & Cr Tony Herbert, Peter Downs, Andrew Suggett, Lynette Skilbeck, Natasha Wilkinson, Bob Scarborough				
Council Officer Invitees	David McMahon, Manager Visit Economy & Bethany Lewis, Co-Ordinator Destination Marketing.				
No	What				Who
1.	Apologies Cr. David Owen & Cr Tony Herbert, Jon Watson				DMc
2.	Update from Manager, Visitor Economy <ul style="list-style-type: none"> • VE Staff Recruitment (Event Manager position (currently advertised) • Surfside & FSH has had a positive peak season – details to be supplied in OPS Report (March) • Summer activations and marketing summary for summer being prepared for OPS Report (March). • Nitro Circus Live (14 Apr 2018) confirmed – Contract confirmed. 				DMc
3.	Warrnambool Destination Action Plan 2015 – 2017 (REVIEW DISCUSSION) <ul style="list-style-type: none"> • Follow up discussion from November meeting was held and a continue review of each Priority needs to be conducted. General discussions and considerations were made. • ACTION: DMc to provide a detailed updated of each Priority Actions (x8) and its status, as well as new tasks/actions for review at the May meeting. • ACTION: VEAC Members to review and consider current DMP and its objectives. 				ALL



Meeting Minutes

4.	Event Strategy <ul style="list-style-type: none">• DMC presented in detail the Fun4Kids discussion papers and draft Event Strategy for the AC to provide feedback and input.• Community and stakeholder communications plans were discussed and enhanced.• A general discussion and debate on the 'best mix of events' and the 'characterisation of events' was held.• Volunteer support, skills gaps and marketing were common themes of discussion..	ALL
5.	General Business <ul style="list-style-type: none">- Next meeting – Thursday, 17 May, 7:30am. Location TBC	ALL

Environment and Planning Advisory Committee Meeting Minutes					
Date	Wednesday 11 April 2018	Time	05:30 PM to 7:45 PM	Location	Committee Room 1 – Civic Centre
Committee Members	Chair Cr. David Owen, Fiona Golding, Glenistair Hancock, Bruce Campbell, Amanda Gaffey, Leanne Williams, Steve Myers				
Council Officer Invitees	Andrew Paton - Director City Growth, Jodie McNamara, Manager City Strategy & Development, Kristyn McCaskill-Co-ordinator City Sustainability, Lauren Schneider - Co-ordinator Natural Environment				
No	What				Who
13.	Apologies Trish Blakeslee, Ben Pohlner, Andrew Paton				Chair
14.	Green Warrnambool 2018 – Workshop facilitated by Niamh Mongahan, Capire Review of Draft Green Warrnambool 2018 Plan – which is the document that will supersede the Environmental Sustainability Strategy 2008-2013. EPAC's role is to: <ul style="list-style-type: none"> • Provide feedback on Vision • Identify any gaps in the Goals • Provide feedback on, or propose additional Measures and Actions The Plan will be updated and presented to Council in the coming months to be endorsed for release for community consultation.				All
15.	General Business <ul style="list-style-type: none"> - A future agenda item should include the presentation of environmentally sustainable project case studies from each of the Committee members. - Next meeting – to be advised. 				All

5.10 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 16 April 2018 – refer **Appendix A**
2. Monday 23 April 2018 – refer **Appendix B**
3. Monday 30 April 2018 – refer **Appendix B**

MOVED: CR. NEOH
SECONDED: CR. OWEN

That the information be received.

CARRIED - 7:0

Assembly of Councillors Record

Purpose of meeting:	Councillor Briefing
Meeting date:	16 April 2018
Start time:	4.00pm
Councillors present:	Cr. R. Anderson – Chairperson Cr. S Cassidy Cr. K. Gaston Cr. T. Herbert Cr. P Hulin (arrived at 5.20pm) 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:	Graham Schultz Emily Reid
Apologies:	
Conflict of Interest Disclosures:	
Items discussed:	<ul style="list-style-type: none"> ▪ 15 Dales Rd Planning applications presentation ▪ Governance of The Great Ocean Road – Issues Paper ▪ Horses on Beaches & Belfast Coastal Reserve ▪ Warrnambool City Council Plan 2017 – 2021 – Annual Review (2018) ▪ Shipwreck Coast Master Plan Delegation To Canberra ▪ Minutes Great South Coast Board Meeting - 26 March 2018 ▪ Stakeholder Advisory Panel For Onshore Conventional Gas ▪ Update on recycling issues and implications
Other items raised by Councillors & Officers:	<ul style="list-style-type: none"> ▪ Swan reserve play equipment suitability ▪ Request for update in relation to major project bids ▪ Success of the Lyndoch futures seminar

The meeting closed at 6.18pm.

APPENDIX B**Assembly of Councillors Record**

Purpose of meeting:	Councillor Briefing
Meeting date:	23 April 2018
Start time:	8.00am
Councillors present:	Cr. R. Anderson Cr. S. Cassidy Cr. T. Herbert
Council Officers present:	Bruce Anson, Chief Executive Peter Utri, Director Corporate Strategies Andrew Paton, Director City Growth Scott Cavanagh, Director City Infrastructure
Other persons present:	Alistair McCosh, Deakin University Geraldine Moloney, Deakin University Grant Sutherland, Deakin University Josie Posterino, Deakin University Carl de Koning, Deakin University Derek Buckmaster, Deakin University
Apologies:	Cr. K. Gaston Cr. P Hulin Cr. M. Neoh Cr. D Owen
Conflict of Interest Disclosures:	Nil
Items discussed:	<ul style="list-style-type: none"> ▪ Deakin University, Warrnambool Campus ▪ Deakin University Waurin Ponds Campus ▪ Carbon Nexus ▪ Quickstep
Other items raised by Councillors & Officers:	Nil

The meeting closed at 5.15pm.

APPENDIX C**Assembly of Councillors Record**

Purpose of meeting:	Councillor Briefing
Meeting date:	30 April 2018
Start time:	1.00pm
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 Anne-Maree Neal, Manager Governance & Risk Russell Lineham, Manager Recreation & Culture Kim White, Senior Recreation Planner Julie Glass Coordinator Planning David Harrington Manager Finance David Mc Mahon Manager Visitor Economy
Other persons present:	Terry Mulder, Co-Chair, Great Ocean Road Taskforce Sue Andrews, Great Ocean Road Taskforce Robert Lane, SED Advisory
Apologies:	
Conflict of Interest Disclosures:	Cr Cassidy in relation to an extraordinary item raised by Cr Neoh in relation to WRAD left the meeting at 3:35pm returning at 3:45pm
Items discussed:	<ul style="list-style-type: none"> ▪ Smart Planning Program ▪ North Wangoom Road – Land Use Options Summary ▪ St Patricks Day Fires – 17 March 2018 ▪ Fishing Grants- Matched Funding ▪ Monthly Financial Report – March 2018 ▪ Petition – Chief Executive Officer Recruitment ▪ Welcoming Cities Membership ▪ Planning Permit Application PP2017-0205 – 209 Merri Street Warrnambool (Railway Station) ▪ Warrnambool Events Strategy 2018 - 2022 ▪ Waste Management - Fogo Pilot Update ▪ Pedestrian Serious Casualty Area Program ▪ Joint Library Business Case ▪ Confidential item
Other items raised by Councillors & Officers:	<ul style="list-style-type: none"> ▪ Rail Freight association value to Warrnambool ▪ Request for an update to Council in relation to the Queens Road development ▪ Request in relation to Gundagai CBD redevelopment scope of project ▪ Discussion around keeping up to date with parks maintenance trends and technology developments ▪ Clarification in relation to the longevity of the CBD pedestrian crossing paint markings

The meeting closed at 5.15pm.

5.11 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 April 2018	Warrnambool	Mayor - Hosted a Civic Reception to mark 100 years since Warrnambool was declared a City.
6 April 2018	Warrnambool	Mayor - Attended a breakfast with Deakin University International Students.
7 April 2018	Warrnambool	Mayor – Attended the Official Opening of the 62 nd Senior & 40 th Junior Rural Fire Brigade Championships.
10 April 2018	Warrnambool	Chief Executive – Gave welcome introduction at the Lyndoch Living Conference – <i>The Collaboration Game : Thinking Global and Growing Local</i> ”.
13 April 2018	Warrnambool	Chief Executive : Attended the Deakin University Donor recognition function.
16 April 2018	Portland	Chief Executive – Attended a meeting of the Great South Coast Regional Skills Taskforce.
17 April 2018	Warrnambool	Mayor – Attended the Tourism Industry breakfast and Warrnambool Tourism AGM.
	Warrnambool	Mayor & Mayoress – Attended the Bethany Arthouse Film Festival launch.
18 April 2018	Warrnambool	Mayor – Attended the Brauer College Anzac Day Service.
	Warrnambool	Mayor – Attended the Wellways Youth Residential Rehabilitation Launch.
19 April 2018	Melbourne	Mayor & Chief Executive – Attended a meeting of the Regional Cities Victoria.
22 April 2018	Warrnambool	Mayor – Attended the Merrivale Football Club Worksafe Victorian Match Day function.
25 April 2018	Warrnambool	Mayor & Chief Executive: Attended the Anzac Day Service and wreath laying ceremony held at the Cenotaph with Cr. Cassidy representing the Mayor at the Dennington Anzac Day Service and wreath laying ceremony.

26 April 2018	Melbourne	Chief Executive – Attended a Victorian Chamber of Commerce & Industry Business event with the Premier of Victoria, the Hon. Daniel Andrews MP.
	Melbourne	Mayor – Attended the Municipal Association of Victoria Rural & Regional Forum.
27 April 2018	Melbourne	Mayor & Chief Executive – Attended a meeting of the Great South Coast Board.
2 May 2018	Warrnambool	Mayor : Officially opened the new Lifeline store in Lava Street, Warrnambool.
	Warrnambool	Mayor : Attended the Warrnambool Greyhound Racing Club Group 2 Warrnambool Cup.

MOVED: CR. OWEN
SECONDED: CR. GASTON

That this report be received.

CARRIED - 7:0

6. PUBLIC QUESTION TIME

6.1 QUESTION FROM ANGIE PASPALIARIS, 62 KEPLER STREET, WARRNAMBOOL

"I would like to ask for an update on where the CBD renewal budget sits now that stage 1 and 2 has been completed, and stage 3 has begun. Considering stages 1 and 2 ran significantly over budget (\$500k), I think an accurate financial update is required at this point. In addition, is there money immediately available for stage 4 (Koroit St)? or is that stage currently not funded? I would like these answers also in writing. Thank you."

The Chief Executive advised that a response will be provided from the Director Corporate Infrastructure

7. CLOSE OF MEETING.

The meeting closed at 7.16pm

CHAIRMAN

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

.....
CR. ROBERT ANDERSON
MAYOR