

**REPORT TITLE: 7.8 MONTHLY REPORT FROM THE GENERAL MANAGER'S DIRECTORATE FOR THE MONTH OF MARCH 2022**

**ECM INDEXES:**

**Subject Index: CORPORATE MANAGEMENT: Reporting**

**Customer Index: NIL**

**Property Index: NIL**

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**APPROVER/S: Craig Bennett - General Manager**

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**PURPOSE**

The purpose of this report is to provide information on the progress made within the General Manager's Directorate for the month of March 2022.

**RECOMMENDATION**

*That Council notes the information contained within this report.*

Moved Cr A Parsons                      Seconded Cr J Parry

**9.04/22 RESOLUTION**

*That Council notes the information contained within this report.*

A division was called for, voting on which was as follows:

For	Against
Cr T Alt	Nil
Cr T Arandale	
Cr R Banham	
Cr L Gresham	
Cr J Parry	

Cr A Parsons  
Cr C Sparks

The division was declared carried by 7 votes to 0.

**CARRIED**

## REPORT

### (a) Background

The General Manager's Directorate is currently responsible for the following key functions:

- Economic Development;
- Media and Communications;
- Executive Services;
- Councillor Services;

### (b) Discussion

This report details all the major projects and activities that were undertaken in the General Manager's Directorate for the month of March 2022.

The following projects/activities were undertaken within each department of the General Manager's Directorate:

#### **ECONOMIC DEVELOPMENT DEPARTMENT**

- Highlands Hub Co-working space - demolition and building work ceased due to the resignation of Council's Building Maintenance Officer. The **Manager of Economic Development (MED)** is sourcing a builder to continue the works;
- The **New England Rail Trail (NERT)** escalated through the **Bushfire Local Economic Recovery (BLER)** Fund and Regional NSW has not brought forward any solutions to date;
- The Skywalk project progressed with structural and civil design. There was an issue raised by Infrastructure Services regarding the proximity of the chlorine gas at the Water Treatment Works due to another project assessing the plants safety. The design of the Skywalk will be adjusted to accommodate this issue;
- Geotourism has been formally recognised in the Latest *Australian Government Tourism Strategy, THRIVE 2030*. The aspiring Glen Innes GeoRegion and the National Geotourism strategy are prominently displayed as a case study in the Strategy;

- The MED and Tourism and Events Officer attended a meeting at the Agricultural Research Centre to discuss opportunities for greater utilisation and provide advice on leveraging **Glen Innes Highlands (GIH)** brand and assets;
- The MED hosted the Regional Jobs Program Taskforce in Glen Innes sharing the Highlands Hub vision and a tour of a local business to discuss local training and employment challenges;
- The MED commenced investigations into traineeships with the Department of Education and Training to determine if there are opportunities for succession planning for the Economic Development team;
- The GIH Digital Marketing Campaign continued to deliver reach and engagement results above industry benchmarks;
- The **New England High Country (NEHC)** Group booked a three (3) month campaign with Australian Traveller commencing in May 2022 following the success of the AT campaign delivered in November 2021. The Marketing Assistant will lead the delivery of this campaign with support from the Inverell Shire Council;
- The final activity for the Australian Government funded NEHC Brand and Soundtrails Digital Marketing Campaign commenced on 7 March 2022 and ended on 31 March 2022. The final campaign summary report will be available in April;
- The NSW Government funded Military Memorial Wing was officially opened at the Emmaville Mining Museum;
- Council is assisting with the Emmaville Mining Museum being included in the Australian Standards Program for Museums and Galleries. This will assist the development of a Strategic Plan to ensure the Museum's ongoing success;
- Council continued to support twowheeltours, the organisers of the goodnessgravel Glen Innes bike event to be held 9 and 10 April 2022;
- Council continued to support the Minerama Section 355 Committee of Council post the successful event to collate feedback and finalise administrative tasks in preparation for the development of the event debrief;
- Council received funding for the **Australian Celtic Festival (ACF) (Annexure A)** to enhance the visitor experience:  

A media release announcing John Williamson as the headline act was sent on 22 March 2022.

Council has secured return bus transportation to the ACF for up to 450 people staying in Armidale, Guyra and Inverell, given local accommodation is exhausted.
- The Visitor Information Centre continued to see an increase in visitor numbers with enquiries for traffic information, road closures and accommodation advice due to the Northern NSW floods; and

- Total approved grant applications year-to-date is \$13,101,465. The current status of all grants and funding can be viewed as part of (**Annexure A**).

## **MEDIA AND COMMUNICATIONS DEPARTMENT**

The number of ‘Page Likes’ on the Glen Innes Severn Council Facebook page as at the end of March 2022 were 2,136. There were 45 posts during March.

The most popular posts for the month are provided in the table below:

<b>The Most Popular Facebook Posts for March 2022:</b>	<b>Reach</b>	<b>Post Engagement</b>
Closure Old Glen Innes Road (temporary closure)	2,444	108
Local Economic Development Support Fund	2,071	73
New public art launched	1,980	617

### **Media activity of interest:**

- Website redevelopment – preparation of materials/information for selection panel including rechecking costs / terms and conditions / scheduling / stages / staff input;
- Local events for Youth Week, Seniors Festival, Minerama, International Women’s Day, library events and pre-event publicity/planning for the Celtic Festival;
- Community Strategic Plan; media/social media; and
- Budgeting/actions/projects for Communication (Operational Plan and Delivery Program) for the 2022/2023 Financial Year.

The publicity/media focus during March has been on the Community Strategic Plan, Life Choices – Support Services survey, maintenance/closures of roads, various local events such as the ParkRun, public art, Men’s Table, free day at the Glen Innes Aquatic Centre and flood fund-raising.

Media releases have been sent out subsequent to Council meetings on key decisions/reports.

### **Live Streaming of Council Meetings**

Council is Live Streaming monthly Council meetings and statistics are being received from InterStream on the number of views. For the March 24, 2022 Ordinary Council Meeting, there were a total of 64 live views and 93 archive views.

## **EXECUTIVE SERVICES DEPARTMENT**

The following executive services have been provided to the Mayor and General Manager during March 2022:

- Registration and accommodation arrangements for the Mayor, Deputy Mayor and General Manager to attend the National General Assembly

2022 which is being held in Canberra from Sunday, 19 June 2022 until Wednesday, 22 June 2022.

The General Manager attended the following meetings / events during the month of March 2022:

- The Local Government NSW Conference from 28 February 2022 until 2 March 2022 in Sydney with the Mayor and Deputy Mayor;
- The New England Joint Organisation Board Meeting on Monday, 7 March 2022 with the Mayor in Warialda;
- Multiple Community Consultation Sessions held throughout the Local Government Area from Tuesday, 8 March 2022 until Friday, 11 March 2022; and
- The Local Government Professionals NSW General Manager and Director Forum on Wednesday, 16 March 2022 in Sydney.

### **COUNCILLOR SERVICES DEPARTMENT**

The following services have been provided to the Councillors during March 2022:

- Extension of invitations to Councillors to multiple events via calendar appointments (including celebrations, official openings and announcements from Members of Parliament); and
- Provision of assistance and support to Councillors, for example, how to access Teams Meetings.

**(c) Options**  
Nil.

### **IMPLICATIONS TO BE ADDRESSED**

**(a) Financial**  
Nil.

**(b) Governance/Policy**  
Nil.

**(c) Legislative/Statutory**  
Nil.

**(d) Risk**  
Nil.

**(e) Social**  
Nil.

**(f) Environmental**  
Nil.

**(g) Economic**  
Nil.

**(h) Asset Management**

Nil.

**CONSULTATION**

**(a) External**

Nil.

**(b) Internal**

The Manager of Economic and the Media and Communications Officer have provided the information contained in this report for their respective areas.

**LINK/S TO THE DELIVERY PROGRAM/OPERATIONAL PLAN (DPOP)**

The statistical information contained within this report demonstrates the work carried out by staff in achieving the strategic objectives and delivery actions as outlined in Council's Community Strategic Plan 2017/2027, Delivery Program 2017/2021 and Operational Plan and Budget for the 2020/2021 Financial Year.

**CONCLUSION**

The information provided in this report is a summary up of everything that has occurred in the General Manager's Directorate for the month of March 2022.

**ATTACHMENTS**

Annexure A Grants and Funding