

REPORT TITLE: 7.7 GENERAL MANAGER'S DIRECTORATE: MONTHLY REPORT FOR JULY 2022

ECM INDEXES:

Subject Index: CORPORATE MANAGEMENT: Reporting

Customer Index: NIL

Property Index: NIL

AUTHOR: Debbie Duffell - Executive Assistant (Mayor and General Manager)

APPROVER/S: Dennis McIntyre - Interim General Manager

PURPOSE

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

RECOMMENDATION

That Council notes the information contained within this report.

Moved Cr J Parry Seconded Cr L Gresham

9.08/22 RESOLUTION

That Council notes the information contained within this report.

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

For	Against
Cr R Banham	Nil
Cr T Arandale	
Cr T Alt	
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 July 2022.

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

ECONOMIC DEVELOPMENT DEPARTMENT

- The **Manager of Economic Development (MED)** attended the following:
 - **Not-for-Profit (NFP)** Advisory Group organised by GLENRAC; and
 - Regional Alliance meeting.
- The MED and the **Tourism and Events Officer (TEO)** met with **NSW Department of Education and Training (DET)** to discuss future workforce needs;
- Set up and promotion of the next **Grow Glen Innes Think Tank (GGITT)** was completed;
- Applications for the Local Economic Development Support Fund closed on 31 July with Council receiving eight (8) applications to be scored and reviewed by the assessment panel; and
- The **Highlands Hub (HUB)** is on target to open on 29 August 2022 with the launch event set to take place on 29 September.

Grants

- Council is preparing several grant applications for the 2022-2023 Operational Plan and other potential projects including:

- Regional NSW – Business Case and Strategy Development Fund with four applications.
- An application was submitted to the Reconnecting Regional NSW Community Events Program for Council and community projects resolved by Council at the 28 July 2022 Ordinary Council Meeting;
- A variation was submitted for the Escape Rooms project for an extended completion date of 30 November 2022;
- The **Stronger Country Community Fund (SCCF)** 4 Funding Deed was completed for the Emmaville War Memorial Hall improvements; and
- The grants and funding newsletter was released on 26 July 2022.
- Please see **Annexure A** for the grants summary.

Marketing and Promotion

- Social Media influencer Sera Wright is booked for a **Glen Innes Highlands (GIH)** tourism campaign;
- ARC is updating the **New England High Country (NEHC)** Visitor Guide Map; and
- The GIH marketing campaign activity is being shared between the MED and EJ Freelance whilst we recruit for the Marketing Assistant position.

Tourism and Events

- Visitors to the **Visitor Information Centre (VIC)** have consisted of families and couples (mixture of grey nomads and car holiday makers).
- **Australian Visitor Information Centre (AVIC)** conducted its annual review with the VIC maintaining its accreditation;
- Council supported a visit from a film crew from the NSW Government to use Glen Innes businesses and scenery to build winter content for a Regional Liveability Campaign;
- The Australian Standing Stones hosted Taste of Australia's Hayden Quinn to film another point of interest, the Australian Standing Stones – to be aired 10 July 2022 on Channel 10;
- Council has installed new amenities signage at the VIC toilets to improve visitor experience;
- Bouldering product development:
 - The new content for our bouldering product in partnership with the **University of New England (UNE)** adventure and sport group is completed; and
 - Twenty members turned up for a full day of bouldering and lessons with another event intended for 2023;
- Historic Town signage installation:
 - New signage will be installed at the four (4) Glen Innes town entry points at no cost by the **Tourist Attraction Signposting Assessment Committee (TASAC)**; and

- A TASAC application was approved in 2020 but due to operational changes and the impacts of COVID-19 at **Transport for NSW (TfNSW)**, this project was held up.
- Pre-production for the Skywalk Geotourism Experience Development is completed for the development of the audio stories and the drone footage for Virtual Reality (VR) integration into the Naveze map
- The latest Tourism and Events Newsletter was released 1 August; and
- Council has completed the GIH website integration with distributor **Australian Tourism Data Warehouse (ATDW)**. VIC staff are reaching out to local accommodation providers to ensure they update their ATDW listing.
- Australian Celtic Festival:
 - A partnership with Glen Innes LJ Hooker has been facilitated to boost home stay accommodation options and develop a marketing campaign for onboarding of new providers; and
 - Performer, volunteer, clans and societies' application forms for ACF 2023 have been uploaded to the ACF website.
- Christmas in the Highlands:
 - Operational planning has commenced, incorporating community groups, children's activities, refurbished decorations, Red Cross Christmas tree exhibition to be held on Thursday 24 November 2022.
- Minerama Committee were presented the 2022 debrief on Monday, 25 July 2022.

MEDIA AND COMMUNICATIONS DEPARTMENT

The number of 'Page Likes' on the Glen Innes Severn Council Facebook page as at the end of July 2022 were 2,236. There were 27 posts during July.

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

The Most Popular Facebook Posts for July 2022:	Reach	Post Engagement
Marketing Executive Position Vacant	5,943	288
Highlands Hub on track to open	2,385	529
Fond Farewell/Thank You	2,003	783

Other posts with a high percentage of engagement included: information from **Children and Family Services (CAFS)**, the infrastructure program, **Expressions of Interests (EOI's)**, school holiday library activities, and various events.

Media activity of interest:

- Completion of the first stage of project management with the supplier for the development of the new Council website; information to Council's Management Executive (MANEX) team and other staff; familiarisation with project management processes and tools;

- Assist with communication for executive purposes regarding Extraordinary Council meetings;
- Negotiate terms for the continuation of Our Council and editorial presence in the Glen Innes Examiner; preparation of editorial items for the Regional Lifestyle magazine; schedule/content planning for the resident newsletter; and
- Publicity of EOI's, Youth Booth and Library communication, public exhibition information, infrastructure projects, Highlands Hub, NAIDOC Week and other events; Media Releases from the Council Business Paper.

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 28 July 2022 Ordinary Council Meeting, there were a total of 64 live views and 93 archive views.

EXECUTIVE SERVICES DEPARTMENT

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

- Saleyards Advisory Committee meeting on Wednesday, 6 July 2022;
- Online Meeting with Essential Energy (Building stronger partnerships with local councils) on Thursday, 7 July 2022;
- Highland Hub Tour with The Hon. Adam Marshall, MP on Thursday, 7 July 2022;
- Meeting with Glen Innes Highlands Visitor Association on Monday, 11 July 2022,
- Meeting with the President and Chief Executive of Local Government NSW on Tuesday, 12 July 2022;
- StateCover Workshop on Thursday, 14 July 2022; and
- Essential Energy Online Meeting regarding vacant site.

MAYORAL DISCRETIONARY FUND

An amount of \$3,000 has been allocated to this fund in the Operational Plan and Budget for the 2022/2023 Financial Year.

The following table provides an update on the total expenditure and identifies the remaining balance:

Mayoral Discretionary Fund	Amount
Funds available as at 1 July 2022	\$3,000
Less, transactions for July 2022	\$0
Balance Available as at 31 July 2022	\$3,000

(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 Development and the Media and Communications Officer provided information contained in this report for their respective areas.

The Interim General Manager provided guidance in creating a more succinct report.

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 2022/2032, Delivery Program 2022/2025 and Operational Plan and Budget for the 2022/2023 Financial Year.

CONCLUSION

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

ATTACHMENTS

Annexure A Grants and Funding 2022/2023