

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

ECM INDEXES:

Subject Index: CORPORATE MANAGEMENT: Reporting

Customer Index: NIL

Property Index: NIL

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APPROVER/S: Craig Bennett - 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 February 2022.

RECOMMENDATION

That Council notes the information contained within this report.

Moved Cr T Arandale Seconded Cr A Parsons

11.03/22 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;
- Councillors 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 February 2022.

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

ECONOMIC DEVELOPMENT DEPARTMENT

1. Rehbein Airport Consulting continued on the Airport Master Plan project.
2. Demolition and building work commenced on the Highlands Hub Coworking space with Council's **Building Maintenance Officer (BMO)**.
3. The **New England Rail Trail (NERT)** project continued with challenges regarding the lease arrangements, future asset renewal implications, project management and the necessary Act of Parliament. The challenges have been escalated through the **Bushfire Local Economic Recovery (BLER)** fund and Regional NSW.

4. The Skywalk project continued through the detailed design stage into detailed costing as well as investigating ways to deliver a physical, audio and **Augmented Reality (AR)** experience.
5. The **Manager of Economic Development (MED)** held a **Grow Glen Innes Think Tank (GGITT)** on the 2100 Vision.
6. The MED discussed a partnership with the **University of New England (UNE)** and its new STEM_Q initiative.
7. Submissions were made to the following draft plans whilst they were on public exhibition: New England North West Regional Plan 2041; National visitor economy strategy: THRIVE 2030;
8. Regional Growth Program for the New England to agree MED participation in the forthcoming regional workshop.
9. Tourism Signage and Touring Route – 11 audits were completed.
10. Bouldering experience was developed with The Crag Bouldering Network to integrate their bouldering experiences at Stonehenge Recreational Reserve into the Glen Innes Highlands website.
11. Council continued to support the Minerama 355 Committee of Council in the lead up to the event to be held at the Glen Innes Showgrounds on the 11,12 and 13 March 2022.
12. Delivery of the **Australian Celtic Festival (ACF)** operational plan continued with the support of the working group of volunteers.
13. The Tourism and Events Industry newsletter was delivered focusing on the following topics: **Discover Little Llangothlin Nature Reserve; Alfresco Restart Rebate; Free Social Media Training from Facebook & Destination NSW; NAIDOC Local Grants Program; New Visa Incentives to Bring Backpackers to NSW; COVID -19 Update for Hospitality Industry; List with Australian Tourism Data Warehouse (ATDW)**, Sponsor Minerama and Sponsor ACF.
14. ACF marketing activity booked and execution of marketing creative across channels continues.
15. The **Glen Innes Highlands (GIH)** Digital Marketing Campaign was optimised to remove YouTube as an underperforming channel, and refresh existing creative executions. The majority of campaign results are above industry benchmarks.
16. Minerama 2022 marketing campaign delivered by ME across website, print, radio, social media organic and paid, **Electronic Direct Mail (EDM)** and signage.

The current status of grants and funding can be viewed on **Annexure A**.

MEDIA AND COMMUNICATIONS DEPARTMENT

The number of 'Page Likes' on the Glen Innes Severn Council Facebook page as at the end of February 2022 were 2,107. There were 39 posts during February.

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

The Most Popular Facebook Posts for February 2022:	Reach	Post Engagement
Dust off your wetsuit (free pool entry)	3,423	406
It's bigger than a breadbox (Grey Street bus zone)	3,350	251
Emmaville Mining Museum Military Room opening	3,309	399

Please note: There were a high number of posts (20 posts) with a reach of over 1,000.

Media activity of interest (not in consecutive, nor priority order):

- Website redevelopment – additional research; mini style guide, auditing research staging research;
- Local events for Life Choices-Support Services, Library;
- Communication and advertising for Community Strategic Plan project including Communication Plan, special feature in GIE;
- Councillor induction session on media and communication.

The Publicity/media focus during February has been on the Community Strategic Plan (CSP), Public Exhibition documents, Mayoral Minute regarding free pool entry, grant funded projects updates, section 355 committees, road maintenance/closures, before school hours service (out of school hours OOSH service), Council transparency and changes to the commencement times of Council meeting.

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 February 24, 2022 Ordinary Council Meeting, there were a total of 66 archive views.

EXECUTIVE SERVICES DEPARTMENT

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

- Registration and travel arrangements for the Mayor, Deputy Mayor and General Manager to attend the Local Government NSW Special Conference 2022 from Monday, 28 February 2022 until Wednesday, 2 March 2022;
- Preparation of PowerPoint presentations and other information for Councillor Induction sessions;

The General Manager attended the following meetings during the month of February 2022:

- The General Managers Advisory Committee (GMAC) Meeting, which was held at Inverell on Wednesday, 16 February 2022; and
- The Local Government Professionals NSW Board Meeting on Thursday, 17 February 2022 in Sydney – this was the General Manager's first board meeting as a newly elected board member of the Local Government Professionals NSW.

COUNCILLOR SERVICES DEPARTMENT

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

- Arrangements were made for the setup of Multifactor Authenticator and Outlook on Councillor mobile phones;
- Arrangements were made for the setup of Councillor Microsoft Surface Pros followed by an explanation of how to access and mark up electronic meeting papers;
- 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 February 2022.

ATTACHMENTS

Annexure A Table of Grants and Funding