

**REPORT TITLE: 7.3 GENERAL MANAGER'S DIRECTORATE: MONTHLY REPORT FOR APRIL 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 April 2022.

**RECOMMENDATION**

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

Moved Cr A Parsons                      Seconded Cr L Gresham

**4.05/22 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 April 2022.

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

#### **ECONOMIC DEVELOPMENT DEPARTMENT**

- The new **Community and Business Development Officer (CBDO)**, Stevie Newsome commenced her employment with Council on Monday, 4 April 2022. During April she focused on launching the **Highlands Hub (HH)** digital platform, assisting to re-establish suppliers for the build of the physical HH co-working space, governance and operational procedures, a review and build of the online booking system, program development and procurement and Key Performance Indicators (KPI's).
- The Council supported goodnessgravel Glen Innes bike event was successfully held on Saturday, 9 April 2022 and Sunday, 10 April 2022, attracting 140 riders, support people and their families who stayed at least two (2) nights.

Based on 420 people staying two (2) nights the total estimated direct expenditure for the weekend was \$99,120. The organisers, twowheeltours, have requested Council to continue their support of the event for Saturday, 15 April 2023 and Sunday, 16 April 2023.

- The shortened Skywalk design was reviewed and approved to progress to a tender process in May. The experience design was delayed due to the complexity involved in procuring the innovative solution to combine hyper-

local mapping technology with audio and Virtual Reality (VR) to deliver a unique visitor experience.

- A Councillor workshop was conducted by the **Manager Economic Development (MED)** on Thursday, 7 April 2022, to review the Powerhouse Museum (PM) business case and present options for Council to submit an **Expression of Interest (EOI)** to purchased or lease the Essential Energy Building.
- The MED procured a **Community Wealth Building (CWB)** research project to deliver an online information session, audit of local CWB opportunities and a report with initial recommendations on how to align and/or adopt CWB into existing strategies and plans.
- The MED and the **Director of Infrastructure Services (DIS)** attended a **New England Rail Trail (NERT)** meeting with **Armidale Regional Council (ARC)**, NERT Incorporated; Regional NSW and Transport for NSW in order to escalate the delay to the funding deed and the Act of Parliament required to progress the project.
- The **Glen Innes Highlands (GIH)** digital marketing campaign continued to deliver reach and engagement results above industry benchmarks and recommendation for further optimisation were implemented.
- The **Marketing Assistant (MA)** developed the content for the **New England High Country (NEHC)** tourism group's three (3) month **Australian Traveller (AT)** campaign, which commences in May 2022.
- The **Tourism and Events Officer (TEO)** is assisting the Emmaville Mining Museum (EMM) Section 355 Committee of Council to attend the museum display training at the Land of the Beardies History House to upskill their volunteers in presentation and preservation practices;
- The MED and **Chief Financial Officer (CFO)** met with the **Management Executive Team (MANEX)** to discuss the challenges around future-asset renewal costs on grant-funded infrastructure projects and ways that Council could attract more income as well as reduce operational expenditure to set-aside the funds and to ensure that the **Long-Term Financial Plan (LTFP)** accommodated for these future costs;
- Council continued to support the Minerama Committee Section 355 Committee of Council in preparation for their **Annual General Meeting (AGM)** on Monday, 9 May 2022;
- Council delivered the **Australian Celtic Festival (ACF)** held from Tuesday, 28 April 2022 until Sunday, 1 May 2022, with 4,300 tickets sold across all four (4) official ACF events.

A debrief will be prepared to enable continual improvement and propose solutions to the major issues affecting the event including a lack of resource to safely run the event and accommodation shortages.

The 2023 ACF will be the year of Scotland.

- **The Visitor Information Centre (VIC)** continued to see an increase in visitor numbers, 2,376 (average monthly visitors for the past quarter was 1,029) during the Easter school holidays and ACF resulting in an increase in sales, \$18,802 (average monthly sales for the past quarter was \$8,629).
- The National Parks and Wildlife Service (NPWS) are working on multiple upgrade and repair projects caused by flood and rain damage (some bridge damage, landslides and erosion). NPWS reported that the Washpool and Gibraltar Range National Park campgrounds were full throughout the Easter school holidays; and
- The total approved grant applications year-to-date is \$14,101,465 (**Annexure A**).

### **MEDIA AND COMMUNICATIONS DEPARTMENT**

The number of ‘Page Likes’ on the Glen Innes Severn Council Facebook page as at the end of April 2022 were 2,144. There were 31 posts during April.

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

<b>The Most Popular Facebook Posts for April 2022:</b>	<b>Reach</b>	<b>Post Engagement</b>
ANZAC Day Program	3,532	109
Way too Big for a Brollie (road damage)	2,839	489
Are You on the Same Page? (book sale)	2,335	215

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

- Local events publicity for the Australian Celtic Festival, Youth Week, library events and upcoming events in May;
- Road closures, trading hours / road closures / program for Easter and ANZAC events / public holidays; and
- Preparation of Resident Newsletter – budget edition; cashless Town Hall information; website redevelopment – budget; public exhibitions from the April 28, 2022 Ordinary Council Meeting.

Media releases have been sent out after 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 April 28, 2022 Ordinary Council Meeting, there were a total of 19 live views and 31 archive views.

### **EXECUTIVE SERVICES DEPARTMENT**

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

- ANZAC Day Services on Monday, 25 April 2022;
- Australian Celtic Festival Official Opening, Guardians' Luncheon and Medieval Long Table Dinner on Friday, 29 April 2022.

### **COUNCILLOR SERVICES DEPARTMENT**

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

- Registration and accommodation bookings for the Australian Local Government Women's Association (ALGWA) Conference to be held in Sydney from 7 to 10 July 2022;
- Extension of invitations to Councillors to multiple events via calendar appointments (including celebrations, official openings and announcements from Members of Parliament); and
- Arrangement of wreaths for ANZAC Day services.

#### **(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.

**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 April 2022.

**ATTACHMENTS**

Annexure A Grants and Funding