

**REPORT TITLE: 7.8 GENERAL MANAGER'S DIRECTORATE: MONTHLY
REPORT FOR AUGUST 2022**

ECM INDEXES:

Subject Index: CORPORATE MANAGEMENT: Reporting

Customer Index: NIL

Property Index: NIL

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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 A Parsons Seconded Cr L Gresham

10.09/22 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 A Parsons

Cr C Sparks

The division was declared carried by 6 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 August 2022.

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

ECONOMIC DEVELOPMENT DEPARTMENT

Economic Development and Key Projects

- A Liveability **Grow Glen Innes Think Tank (GGITT)** was held on Wednesday, 3 August 2022. The workshop summary report (***Annexure A***) includes liveability actions that will be leveraged to optimise the **Economic Development Strategy (EDS)**. This also provides Council with focus to improve liveability as a way of growing the population and prioritising ideas and influences.

Key points include:

- Focus on attracting families and skilled professionals to the region.
- Developing the local lifestyle and amenity for families, particularly recreation that also brings local economic benefit and education and employment opportunities.
- Focus on core strengths of:
 - The local and regional agricultural and equestrian industries;
 - The New England's designation as a Renewable Energy Zone;
 - Local parks and green spaces; and

- Recent upgrades to local health services.
- Discussed an opportunity with the Place and Public Life and the Regional Property & Asset Renewal Team at **Transport for NSW (TfNSW)** regarding an opportunity for Glen Innes to be selected for the Festival of Place program.
- Progressed the updating of the financial model for the Tourism Itinerary and Packages Platform to prepare a report to Council on the funding options following the Councillor workshop on the opportunity.
- Continued to develop the Skywalk Geotourism Experience and digital wayfinding map integration and activations of key points of interest.
- Commenced scoping the **Regional Learning System (RLS)** from the Workforce Attraction and Retention Strategy.
- Commenced scoping of the Investment Attraction Strategy.
- The MED attended the **Community Resilience Network (CRN)** meeting on 16 August 2022 noting that actions from the session needed more direction and information on regional and state plans in order to progress any local version.
- The MED and the TEO visited the Top Pub in Deepwater to discuss and provide support to the new owners.
- The MED met with the new Director of Arts North West, Lauren Mackley, to overview current plans and specifically discuss the Glen Innes Railway Station grant application (refer below).
- The MED met with the **New England Rail Trail (NERT)** working group to discuss next steps following the legislation change, release of the NERT Framework and to seek support for the grant application (refer below).
- The MED attended the **Sustainable Economic Growth for Regional Australia (SEGRA)** conference from 31 August until 2 September 2022.
- **Highlands Hub (HUB):**
 - Due to stock delays to complete fit-out, the HUB is no longer opening on 29 August 2022. The new soft launch date is set for 21 September 2022 and the official opening is planned for 14 October 2022.
 - The Nexodus booking platform will be ready for launch following the integration with Council's financial systems and finalisation of HUB Trading Terms Policy.
 - A launch event plan is in progress as well as the launch communications plan.
 - Following communications released in August, the HUB has received eight (8) enquires and secured six (6) bookings manually and will continue to promote the facilities prior to the booking platform going live to build operational usage pipeline.

Grants

- The following projects were submitted to the Regional NSW – Business Case and Strategy Development Fund:
 1. NERT - Operation and Activation Plans:
 - Project A: Sustainable Governance and Business Operating Model (Glen Innes and Armidale). – This includes several ideas to drive financial outcomes for ongoing maintenance and repairs and future asset renewal costs.
 - Project B: Geotourism Visitor Experience (Glen Innes and Armidale) - The project will define and cost the NERT Geotourism Visitor Experience.
 - Project C: Stonehenge Recreational Reserve (SRR) Master Concept Plan (Glen Innes only) - The project will include plans for this key activation/activity stop.
 - Project D: Glen Innes Railway Station (GIRS) Remediation and Activation Plan (Glen Innes only) - The GIRS is one of two (2) key bookends for the NERT, the other being Armidale Railway Station.
 2. Indoor Equine and Livestock Centre
Council supports the idea to develop a regional equine precinct in Glen Innes.

Please see **Annexure B** for the grants summary.

MEDIA AND COMMUNICATIONS DEPARTMENT

The number of 'Page Likes' on the Glen Innes Severn Council Facebook page as at the end of August 2022 were 2,249. There were 22 posts during August.

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

The Most Popular Facebook Posts for August 2022:	Reach	Post Engagement
More Progress on Key Local Health Project	3,560	765
Road closure Glen Innes township	1,615	181
Road closure truck wash and Glen Innes	1,378	144

The emphasis during August has been on progressing the website project with successful completion of the "presentation" aspects of the home page, the categorisation of content, the identification of content for archiving, for improvement, and for migration, and preparation of various structural aspects of the site.

Completion of all editorial contribution to the Regional Lifestyle magazine.

Media and social media input on current deadlines and upcoming events/issues such as recycling concerns, community donations, heritage awards, Highlands Hub, and Business Paper items such as The Youth Booth and Aquatic Centre.

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 25 August 2022 Ordinary Council Meeting, there were a total of 39 live views and 22 archive views.

EXECUTIVE SERVICES DEPARTMENT

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

- Glen Innes Severn / Rural Fire Service (RFS) Service Level Agreement Meeting on 1 August 2022;
- Meeting with a member of the community and the Mayor on 2 August 2022;
- Community Safety Precinct Meeting on 3 August 2022;
- Meeting with representatives from the Glen Innes Jockey Club and the Mayor on 3 August 2022;
- Regional and Rural Skills Forum in Sydney with the Mayor on 4 August 2022;
- Country Mayors Association Meeting in Sydney on 5 August 2022;
- Renewable Energy Zone Meeting in Armidale on 11 August 2022;
- Councillor Workshop on 11 August 2022;
- Official Opening of the Glen Innes Indoor Sports Centre on 20 August 2022;
- Ordinary Council Meeting on 25 August 2022;
- New England Joint Organisation Meeting in Moree on 29 August 2022; and
- Council Careers Expo on 30 August 2022.

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 August 2022	\$3,000
Less, transactions for August 2022	\$0
Balance Available as at 31 August 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 August 2022.

ATTACHMENTS

Annexure A Liveability Workshop Summary Report
Annexure B Grants and Funding Update 2