

CEO Monthly Report

November 2022



Mansfield Shire

1. Customer Service

Monthly Customer Request Management System (CRMS) Report – November 2022

CRMS statistics for the month of November show 187 customer requests registered with 71 requests remaining open and 116 being closed during the month.

Two complaints were received for November:

1. An expression of dissatisfaction with council decision, a resident was not content with decision/advise from Engineering regarding his crossover works.

Resolution: The resident was unhappy with the requirement to pay the legislated fee required to process his application for a works in road reserve permit. Council officers are in contact with the resident to explain the requirements.

2. An expression of dissatisfaction with council's service provision, with the Planning Department regarding permit conditions and ongoing delays.

Resolution: Council officers have met with the permit holder and worked to resolve outstanding requirements with the required plans.

The majority (54%) of total requests opened were for Road Maintenance (Field Services). Road Maintenance (Field Services) requests consisted of (in order of frequency):

- Potholes
- Drainage
- Weeds and Vegetation
- Roads Corrugation
- Limb/Tree Removal

Parks and Garden Services (17%) was the second largest group. Parks and Garden Services requests consisted of (in order of frequency) these are requests that were submitted by the Website:

- Mowing
- Nature Strip Trees
- Fixtures and Maintenance
- Playground Equipment Maintenance

At the time of the report there were 16 overdue service requests. Overall organisation performance is 91%.

Department	Total Events	Events Closed	Open	Open Overdue	Pending	Pending Overdue
Asset Management	3	2	0	1	0	3
Engineering Services	11	3	3	0	5	0
Infrastructure and Planning	5	0	0	1	4	5
Local Laws	24	20	3	0	1	0
Parks and Garden Services	32	16	12	1	1	2
Records and Customer Service	7	0	1	2	0	4
Road Maintenance	101	71	7	1	18	4
Waste	4	4	0	0	0	0
Total	187	116	26	6	29	10

Definition of the tabs on above table:

Open - the request has been opened, comments or actions have been included, and the request has not been closed but is within deadline.

Open Overdue - the request has been opened, comments or actions have been included but has not been closed and is past its due date.

Pending - the request has been viewed in read mode and not correctly opened for editing. This most likely means the officer is working on the request but hasn't included comments. It is within deadline.

Pending Overdue – the request has been viewed in read mode and not correctly opened for editing and is past its due date.

OH&S – refers to actions internally between departments as well as external customer requests. The CRM system is used to capture and record actions internally following internal audits and improvement opportunities.

Complaints Versus Requests

	Total
Requests	187
Complaints	2

2. Governance

Confidential Reports at November Council Meeting 2022

No. of Confidential Reports	Comments
1	▶ 2022-2023 Resealing and Crack Sealing Program

Confidential Reports - Financial Year to Date

Month	No. of Confidential Reports	Year to Date
July 2022	1	1
August 2022	1	2
September 2022	0	2
October 2022	2	4
November 2022	1	5
December 2022		
January 2023		
February 2023		
March 2023		
April 2023		
May 2023		
June 2023		
TOTAL	5	5

Freedom of Information Requests (FOI) received in November 2022

No. of FOI Requests	Comments
0	Not applicable

Freedom of Information Requests – FOI – Financial Year to Date

Month	No. of FOI Requests	Year to Date
July 2022	2	2
August 2022	1	3
September 2022	0	3
October 2022	0	3
November 2022	0	0
December 2022		
January 2023		
February 2023		
March 2023		
April 2023		
May 2023		
June 2023		
TOTAL	3	3

3. Capital Works

2.2.1 - Current Financial Year				
Project	Budget (\$)	Comments	Budget Status	Estimated Completion Date
Buildings				
Bonnie Doon Community Centre	3,764	Complete – final cost of \$4465.11 to install replacement AC unit was above original budget by \$701.11 and will be offset by savings on other projects.	Above Budget by >10%	Nov 2022
Council Building Renewal - Shire Offices - Depot, and - Community Health & Wellbeing Building	364,189	Repair and replacement of plumbing, electrical, roofing, and other works across a number of Council buildings. Scope documents being developed for procurement.	On Budget	June 2023
Recreational Facilities	50,000	Update of the design of Lords Reserve Pavilion. Scope documents being developed for procurement of design services.	On Budget	June 2023
Public Toilets - Merrijig - Mansfield Recreation Reserve	20,000 <u>25,000</u> 55,000	Merrijig public toilet design & consultation. Engagement with McCormack Park representatives in progress. Mansfield Recreation Reserve playground toilet renewal being scoped for procurement.	On Budget	March 2023
Jamieson Hall Solar	108,000	The Jamieson Community group is managing installation of a solar array on the roof of the Jamieson community hall for bushfire resilience. Panels are installed, with battery bank to be installed.	On Budget	Jan 2023
Mansfield Heritage Museum (Heritage Display Building)	1,280,836	Construction of the Heritage Museum as part of the Station Precinct Masterplan. The Planning Permit has been issued. Drawings have been finalised. Currently out to tender, due mid-December.	On Budget	Dec 2023
Library Upgrade Fit-Out	15,000	Fit-out phase of the refurbished library building. To follow the renovation works currently underway and on-schedule. External	On Budget	April 2023

		works now complete and Stage 2 refurbishment works to begin January 2023.		
Bridges & Culverts				
Bridges & Culverts	620,133	Culvert and bridge rehabilitation on Rifle Butts Road, Old Tonga Road, Tolmie Street - scope being developed. Gooleys Bridge - design work in progress. Sawpit Gully Road - to be retendered as no responses received.	On Budget	June 2023
Drainage				
Apollo St Drainage	870,000	Implementation of the Apollo Street drainage design plans. Initial tender resulted in no response; assessment of cost-effective design options currently underway prior to re-tender in early 2023.	On Budget	June 2023
Mullum Wetlands Rejuvenation	120,000	Design for rejuvenation of wetland via removal of excess sediment and vegetation overgrowth. Two design stages include: 1. Sedimentation basin design; completed. 2. Rejuvenation design; design works underway and expected to be completed in December 2022.	On Budget	Dec 2022
Drainage Rehabilitation Inspect & Jet program	50,000	Inspection and jet cleaning of stormwater drainage network. Rehabilitation works will proceed in 2023 following completion of deferred CCTV inspection works (delayed due to wet weather).	On Budget	Jan 2023
Miscellaneous Drainage	280,000	Identified drainage improvements across Mansfield and the outlying townships. Procurement initiated.	On Budget	June 2023
Open Space & Streetscapes				
Bonnie Doon Community Centre - BBQ & Shelter	15,000	Open space furniture and BBQ shelter renewal. Final cost forecast to be slightly above budget (by \$1,086) however will be offset by savings on other projects.	Above Budget by <10%	June 2023
Mansfield Streetscapes	76,000	High Street irrigation works completed. Roundabout beautification works – concept prepared for community engagement.	On Budget	March 2023
Street Lighting	88,000	Installation of street lighting at designated locations: Malcolm Street - completed.	On Budget	April 2023

Mansfield Shire Council | CEO Monthly Report

		Family and Children Centre Carpark - works underway. Street Lighting on intersection (Highton Lane/Monkey Gully/Rifle Butts). Scope being developed.		
Council Land & Reserves	153,789	Playground and open space improvements at pre-determined locations throughout Mansfield and outlying townships. Scope to be finalised.	On Budget	June 2023
Bonnie Doon Streetscape Upgrades - Delivery	40,000	Scope in progress, community engagement to be undertaken.	On Budget	June 2023
Pathways				
Asphalt Pathways	3,644	Renewal of asphalt pathways within the Shire. No priority works identified by field inspections. Completed.	On Budget	Dec 2022
Gravel Pathways	118,218	Renewal of gravel pathways within the Shire. Works being delivered by Field Services team. Great Victorian Rail Trail improvement. Scope to be finalised.	On Budget	Jan 2023
Concrete Pathways	50,000	Renewal of concrete pathways within the Shire – in procurement stage.	On Budget	June 2023
Malcolm Street Footpath Construction	210,000	Construction of shared path along the north side of Malcolm Street. Retendering currently in progress.	On Budget	June 2023
Roads				
Kerb & Channel - Renewal	57,609	Construction Completed.	On Budget	Dec 2022
Kerb & Channel - New	20,000	Construction of kerb in Rowe and McDonald Streets to improve drainage and pavement condition. Construction Completed.	On Budget	Dec 2022
Re-Sealing	319,816	Contract awarded to Boral at November Council meeting; works commenced 5 December.	On Budget	May 2023
Car Park Resealing	31,363	Contract awarded to Boral with above re-sealing works.	On Budget	May 2023
Re-Seal Preparation Program	385,748	Pavement re-seal preparation works including patching and drainage improvements prior to resealing. Construction underway by CountryWide.	On Budget	Jan 2023
Car Parks - New - High Street	600,000	Development of a car park off 34 High St Mansfield. Design works to be progressed in parallel with temporary works: 1. Design - Evaluation being finalised for appointment of	On Budget	June 2023

Mansfield Shire Council | CEO Monthly Report

		consultant. 2. Construction of temporary car park - Works underway by Alpine Civil. 3. Construction of permanent car park solution – To follow design.		
Re-Sheeting	651,595	Contract awarded, works underway.	On Budget	April 2023
Road Upgrade Works	574,000	Improved safety and amenity of identified road sections including Buttercup, Shaws, Old Tonga, Rifle Butts, Ancona roads and Highton Lane, as well as improvement of the road-side parking at Merrijig Primary School and extension of a culvert at Barwite/Tolmie roads. Scope to be finalised.	On Budget	June 2023

Legend	
On Schedule	On Budget
Possible Delay	Above Budget by <10%
Delayed/On Hold	Above Budget by >10%

4. New Initiatives

New Initiatives endorsed by Council

Project Initiative	2022-23 Budget	FTE	Project Update
Outlying Communities Infrastructure Fund Grant	\$50,000		The Outlying Communities Infrastructure Fund closed 14 October 2022. Five applications were received, and the assessment panel recommendations received Council endorsement in the November meeting. Payment of these funds is expected to be made during December / January.
Environment Program (Tree Planting & Education)	\$10,000		A permanent Environment Officer has recently been recruited and it is planned to deliver this project in Q1 2023.
Flood Mapping – Mansfield Township	\$25,000		This program is budgeted to cost a total of \$115k offset by \$90k grant funding. Council has been awarded grant funding for this two-year project requiring \$25k from Council both in 2022-23 & 2023-24.
New Staffing			
Community Connection Officer	\$41,500	0.50	This position has now been filled and commenced during September. This is a fixed term position for a period of 12 months.
Onsite Wastewater Management Plan Implementation	\$54,480	0.50	Existing Onsite Wastewater Management Officer has accepted movement from 0.5 to 0.6 EFT and will move to 0.8 EFT effective 16 January 2023. An additional position has now been advertised as a 0.2 EFT position commencing January 2023 – initially commencing as 0.4 EFT for 6 months (the 0.2 funding was for the full financial year - now partially elapsed).
Roads Maintenance & Parks & Gardens	\$142,000	2.00	Both the Roads and Parks & Gardens ongoing positions have been appointed. These positions have assisted spreading the load on a continually increasing workload across both areas.
<p>Other new initiatives adopted by Council as part of the 2022-23 Budget were capital in nature and project updates are reported as part of the monthly CEO report. These include the following projects:</p> <ul style="list-style-type: none"> ▶ Stormwater Drainage Works Apollo and High Streets Mansfield Stage 1 & 2 (\$0.87 million). ▶ Malcolm Street Footpath (\$0.21 million). ▶ Construction of a new Public Car Park High Street Mansfield (\$0.60 million) – funds to be borrowed from TCV ▶ Heavy Vehicle Alternative Route Stage 2 (carry forward from 2021/22) (\$2.08 million) ▶ Station Precinct Master Plan Heritage Display Building (carry forward from 2021/22) (\$1.28million). 			

5. Statutory Planning

Planning Applications Lodged

App No.	Property Address	Proposal
P209/22	65 Ashwin Road Macs Cove	Development of land for a dwelling
P214/22	138 Hearn's Road Boorolite	Use and development of land for Extractive Industry (stone extraction)
P212/22	1495 Howes Creek Road Howes Creek	Development of land for a farm shed
P224/22	42 Kippings Lane Merton	Development of land for a replacement dwelling
P218/22	225 Glen Creek Road Bonnie Doon	Two (2) Lot Subdivision
P219/22	55 Barwite Road Barwite	Development of land for farm shed
P213/22	767 Ancona Road Ancona	Development of land for a farm shed
P221/22	1012 Ancona Road Ancona	Development of land for a shed
P222/22	595 Dry Creek Road Bonnie Doon	Development of land for a storage shed
P230/22	1 Finch Street Sawmill Settlement	Development of land for a dwelling and native vegetation removal
P217/22	1092 Tabletop Road Tolmie	Development of land for a garage and deck extension
P228/22	344 Tolmie Mahaikah Road Tolmie	Development of a dwelling and shed
P227/22	46 Harbour Line Drive Goughs Bay	Development of land for a dwelling
P211/22	3 Hollams Road Mansfield	Change of use of Dependant Persons Unit to Second Dwelling
P225/22	31 Elvins Street Mansfield	Two (2) lot subdivision
P210/22	27 Apollo Street Mansfield	Change of Use of dwelling to medical centre; reduction in car parking requirements; erection of business identification sign.
P231/22	255 Dead Horse Lane Mansfield	Use and development of land for a Place of Assembly (Car Museum)
P229/22	30 High Street Merrijig	Development of land for a dwelling and a shed ancillary to a dwelling
P220/22	26 High Street Merrijig	Development of land for a dwelling
P216/22	99 Star Of The Glen Road Bonnie Doon	Development of land for a gazebo and deck
P215/22	160 Campagnolos Road Mansfield	Variation and removal (in part) of carriageway easement
P226/22	70-72 Highton Lane Mansfield	Multi lot subdivision - twelve (12) lots
P223/22	34 High Street Mansfield	Use of land for a car park; Alteration to existing access in transport zone 2
P232/22	8195 Maroondah Highway Merton	Development of land for a shed
P233/22	100 Highton Lane Mansfield	Development of land for a seventy (70) lot staged subdivision; Removal of Native vegetation
P234/22	13-21 Kidston Parade Mansfield	Development of land for a two lot resubdivision (three lots into two)

Mansfield Shire Council | CEO Monthly Report

P236/22	151 Old Tolmie Road Barwite	Remove condition 2 Requirement for Section 173 Agreement
Total applications lodged: 27		

Planning Applications Determined

App No.	Property Address	Proposal	Date Issued	Withdrawn/ Lapsed/ Refused/ Not Required
P057/22	8-10 Station Street Mansfield	Development of Food and Drink Premises, Shops (including ancillary uses for distillery and place of assembly) and sale and consumption of liquor	09/11/2022	
P062/21	2-4 Station Street Mansfield	Development of the land for a convenience restaurant	09/11/2022	
P094/22	3221 Maintongoon Road Bonnie Doon	Use and development of land for a dwelling and development of an outbuilding ancillary to a dwelling	03/11/2022	
P114A/20	105 Banumum Road Mansfield	Amend endorsed plans for design and siting changes	29/11/2022	
P115A/21	142 High Street Mansfield	Use and development of land for service industry	28/11/2022	
P137/22	354 Shaws Road Merton	Change of use of existing building to group accommodation	08/11/2022	
P146/22	126 Ambrose Drive Tolmie	Development of building and works associated with an existing dwelling	24/11/2022	
P154/22	514 Glen Creek Road Bonnie Doon	Development of land for a dwelling, studio ancillary to the dwelling and farm shed	23/11/2022	
P167/22	112 Peacheys Lane Barjarg	Use and development of land for a dwelling	29/11/2022	
P171/22	507 Midland Link Highway Maindample	Development of buildings and works associated with agriculture	07/11/2022	
P172/22	70 Paxtons Lane Mansfield	Two lot subdivision - Boundary realignment	22/11/2022	
P181/22	410 Monkey Gully Road Mansfield	Development of outbuilding ancillary to a dwelling	21/11/2022	
P213/22	767 Ancona Road Ancona	Development of land for a farm shed	28/11/2022	

Mansfield Shire Council | **CEO Monthly Report**

P223/22	34 High Street Mansfield	Use of land for a car park; Alteration to existing access in transport zone 2	29/11/2022	
P159/22	183 Ambrose Drive Tolmie	Development of a Dependent Persons Unit	21/11/2022	
P165/22	77 Harbour Line Drive Mountain Bay	Use and development of a store	22/11/2022	
P183/22	13 Lawsons Lane Mansfield	Development of outbuilding ancillary to a dwelling	29/11/2022	
P212/22	1495 Howes Creek Road Howes Creek	Development of land for a farm shed	30/11/2022	
Total applications determined: 18				

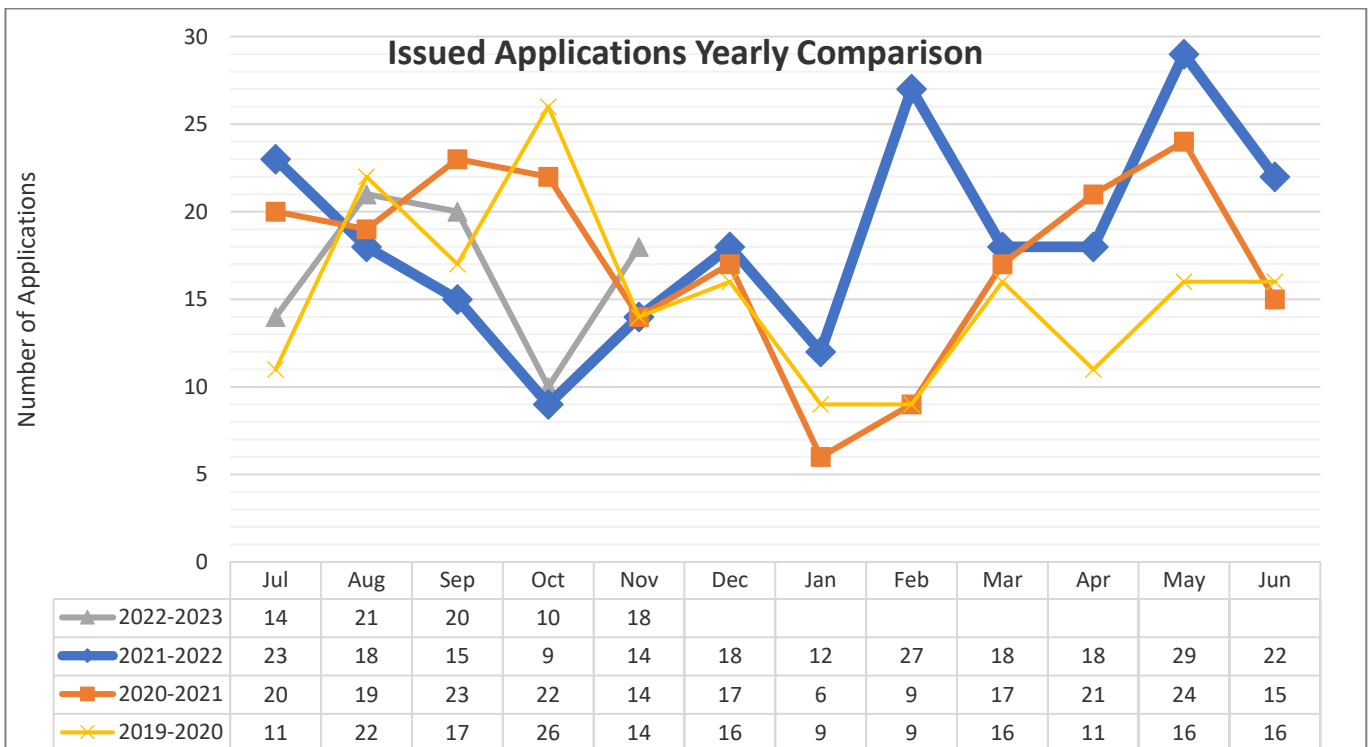
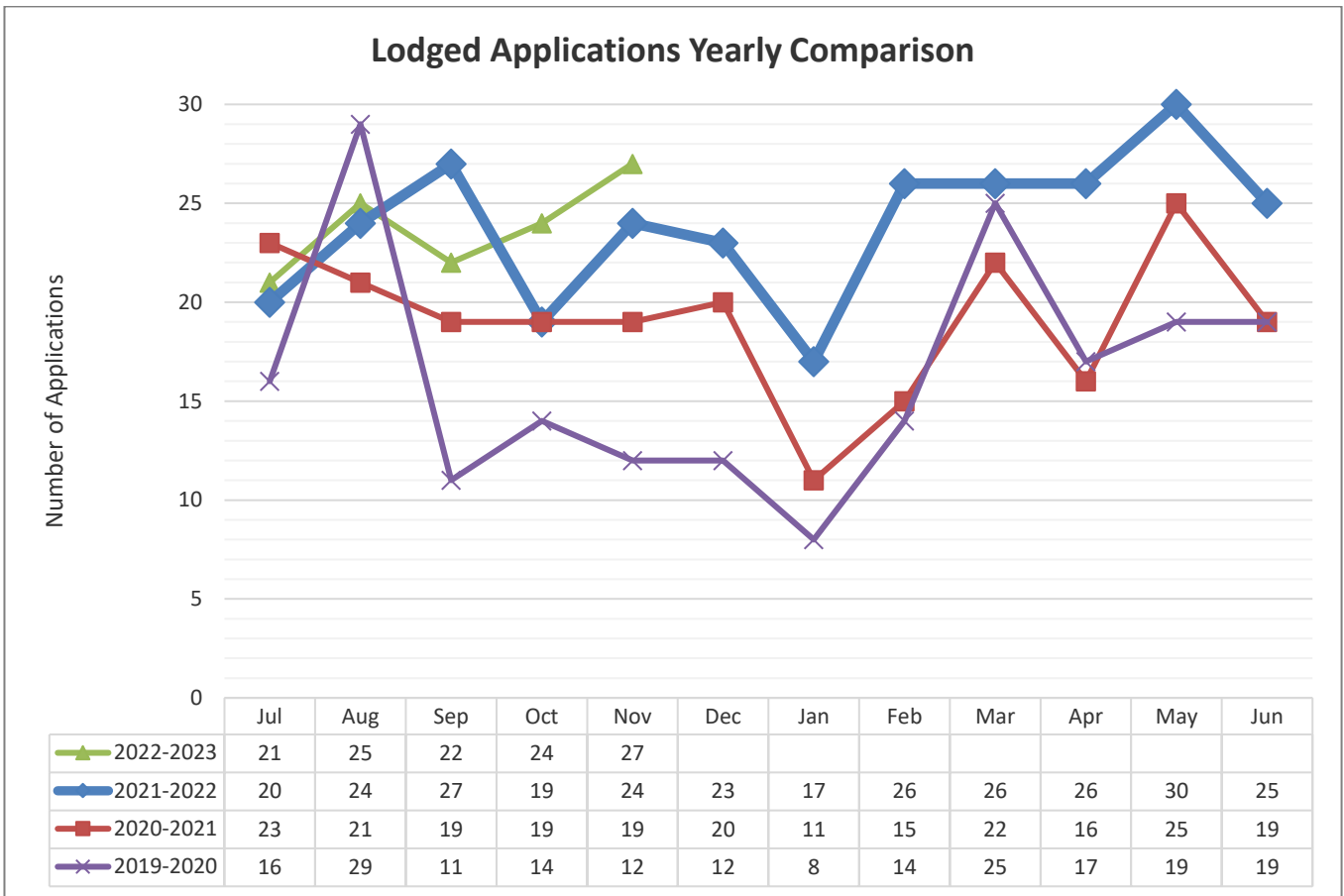
Certification Applications Lodged

App No.	Property Address	Type	Date Lodged	Application Stage
S204366B/22	1549 Maroondah Highway Bonnie Doon	Certification and Statement of Compliance	16/11/2022	
Total applications received: 1				

Other Planning Consents & Assessments

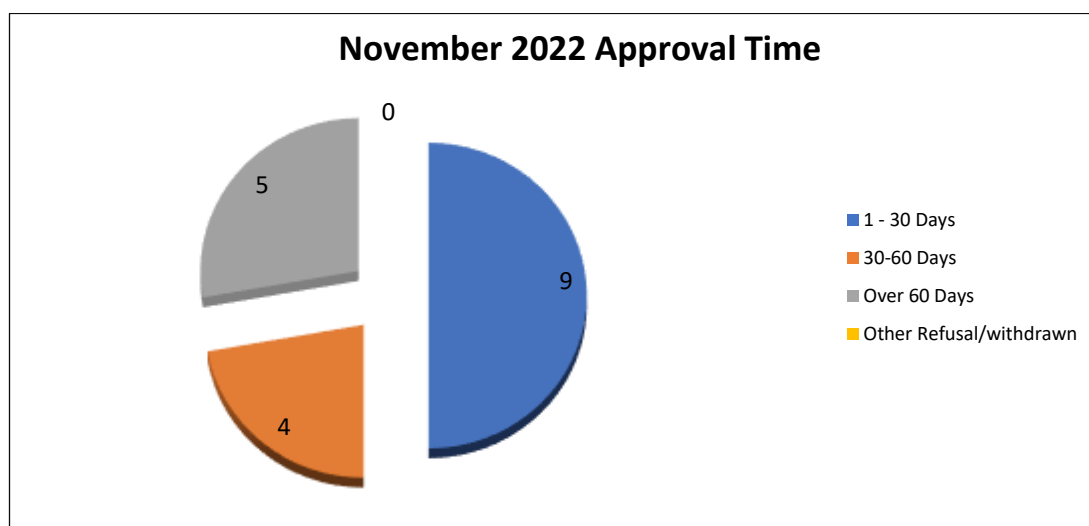
Type of Request	Number Issued
Condition 1 plans and engineering plans for endorsement	1
Secondary Consent	3
Extension of Time	1
Certification & Statement of Compliance	1
Total applications received: 6	

Mansfield Shire Council | CEO Monthly Report



Days Taken to Determine Planning Applications

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1 - 30 days	0	8	11	4	13	12	4	5	7	5	9		64
31 - 60 days	1	14	6	12	15	9	5	9	9	4	4		75
Over 60 days	5	2	1	2	1	1	2	5	2	1	5		25
Withdrawn / Permit not req. /Lapsed/Refused	1	2	3	2	1	2	3	1	3	1	0		19
Applications finalised	7	26	21	20	30	24	14	20	21	11	18		183



Victorian Civil and Administrative Tribunal (VCAT)

Reference	Property Address	Proposal	Council Decision	Current Status	Date
P046/20	25-27 Malcolm Street, Mansfield	Use and development of land for a service station	Notice of Decision to Grant a Permit – Objector lodged appeal	Remitted back to Council for re-advertising of amended plans to all abutting and nearby property owners and registered objectors.	28 November 2022

6. Building Services

Monthly Comparative Value of Building Permits Lodged

	2022-2023	2021-2022	2020-2021
JUL	\$7,830,045	\$6,363,414	\$5,961,408
AUG	\$6,184,961	\$8,284,568	\$4,725,992
SEP	\$7,294,440	\$6,017,668	\$3,762,200
OCT	\$11,189,249	\$3,392,677	\$5,004,259
NOV	\$9,084,874	\$5,573,777	\$7,120,839
DEC		\$8,266,461	\$4,719,391
JAN		\$3,791,736	\$3,123,763
FEB		\$10,806,944	\$6,112,124
MAR		\$5,199,799	\$9,445,321
APR		\$6,747,987	\$7,839,393
MAY		\$4,103,660	\$6,110,689
JUN		\$5,350,889	\$6,638,540
TOTAL	\$41,538,569	\$73,899,580	\$70,563,919

Monthly Comparison of Permits Lodged for Dwellings

	2022-2023		2021-2022		2020-2021	
	Monthly Total	Cumulative Total	Monthly Total	Cumulative Total	Monthly Total	Cumulative Total
JUL	24*	24	15*	15	14	14
AUG	5	29	15	30	10	24
SEP	5	34	18	48	7	31
OCT	11	45	6	54	8	39
NOV	30	75	9	63	12	51
DEC			9	72	9	60
JAN			4	76	6	66
FEB			11**	87	17	83
MAR			10	97	20	103
APR			5***	102	18	121
MAY			7	109	12	133
JUN			5	114	12	145
TOTAL	75		114		145	

*3 Residential units (MASS)

Value of Building Permits Lodged with Council

Type	Number	Value
RESIDENTIAL*	14	6,875,772
ALT & ADDITIONS	6	563,100
DOMESTIC SHEDS & CARPORTS	7	426,002
SWIMMING POOLS & FENCES	3	1,220,000
COMMERCIAL & PUBLIC AMENITIES	0	
TOTAL COST OF BUILDING WORKS	30	\$9,084,874

7. Regulatory Services

Septic Applications Lodged, Approved and Issued for the Month

	Applications Lodged			Permits to Install Issued	Permits to Use Issued
	New	Alteration	Total		
JUL	6	0	6	5	10
AUG	7	0	7	8	6
SEP	12	1	13	9	6
OCT	3	0	3	10	4
NOV	11	1	12	2	8
DEC					
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
TOTAL	39	2	41	34	34

Septic Applications Lodged

	2022-2023		2021-2022		2020-2021	
	Monthly Total	Cumulative Total	Monthly Total	Cumulative Total	Monthly Total	Cumulative Total
JUL	6	6	4	4	9	9
AUG	7	13	2	6	11	20
SEP	13	26	5	11	5	25
OCT	3	29	8	19	7	32
NOV	12	41	8	27	6	38
DEC			5	32	2	40
JAN			6	38	6	46
FEB			8	46	3	49
MAR			11	57	4	53
APR			2	59	5	58
MAY			8	67	9	67
JUN			6	73	10	77
TOTAL	41		67		77	

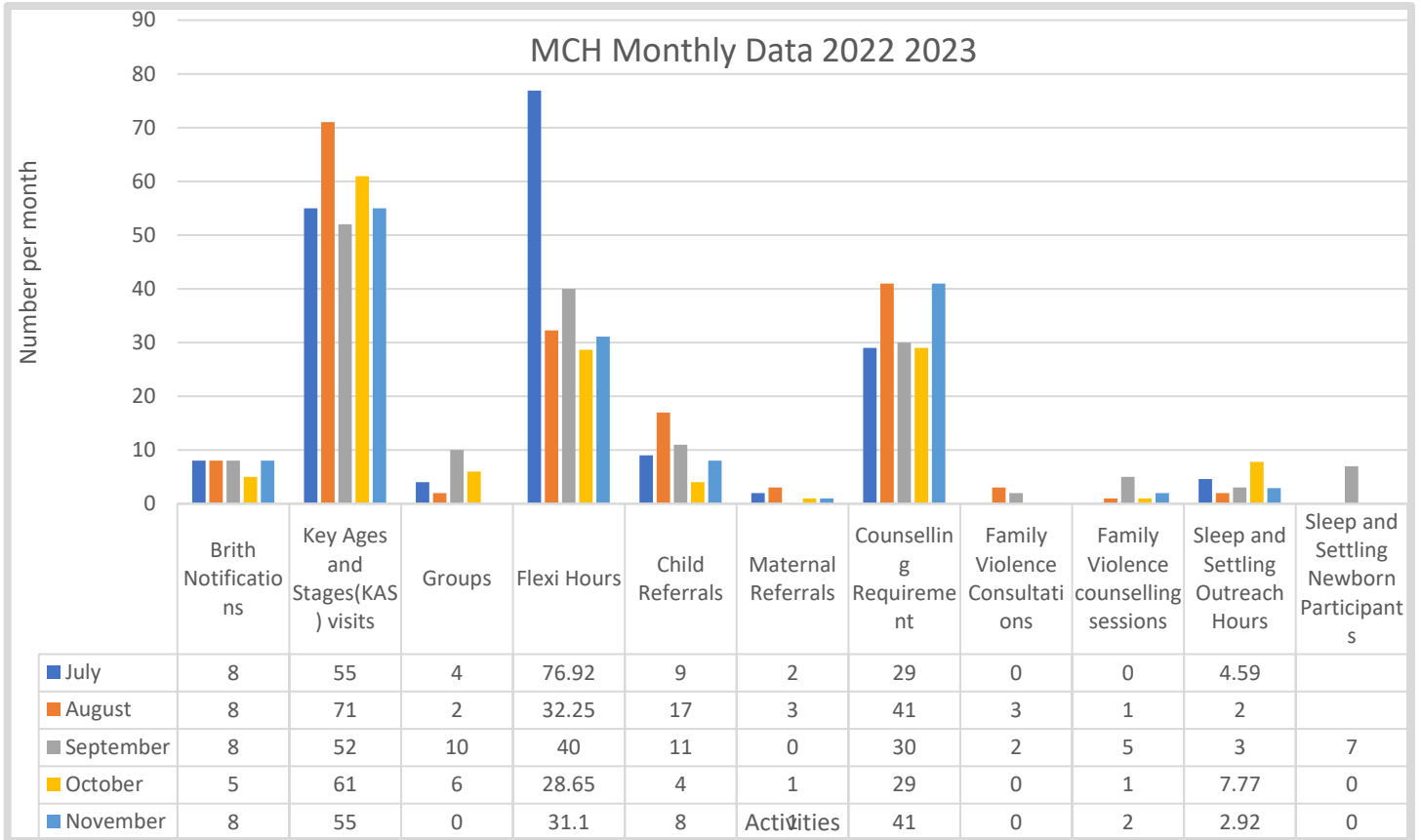
8. Revenue Services

No report due to unavoidable staff absence.

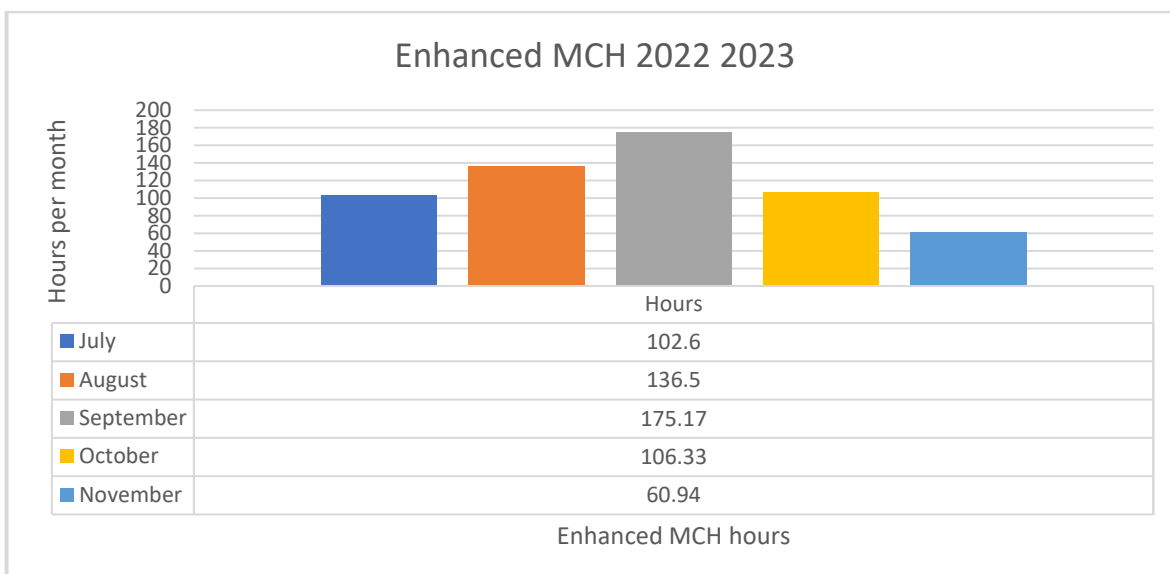
9. Community Health and Wellbeing

Maternal and Child Health

Universal MCH



Enhanced MCH



Financial Counselling



Mansfield Shire’s Financial Counsellor is often asked to present for community groups. This month they presented to the Anglican Church’s Night Owls Group – 14 women attended & enjoyed an information session and Q&A on what a Financial Counsellor does.

A successful youth financial literacy workshop was held at the Youth Centre on 21 November. Young people aged 18 – 24 years attended this workshop with a focus on “How much does it cost to buy a \$5,000 car?”.

The presentation was well received by the 3 young people (& 2 staff) who attended. The Coordinator Youth Program provided each participant with a copy of Scott Pape’s latest book, “Barefoot Kids: Your Epic Money Adventure”.

There are plans for more workshops to be held in 2023.

Youth Services

The Youth Program provided two workshops on Financial literacy this month. Facilitated by Mansfield Shire Council’s Financial Counsellor Several young people attended either the 18-25 years workshop or a 12-17 years’ workshop and participants received a copy of Scott Pape’s latest book, “Barefoot Kids: Your Epic Money Adventure”.

Youth attended Mansfield Secondary College’s Breakfast club and held our first Freeza Committee meeting under the new Youth Program at the Youth Centre. Staff attended YDAS training on inclusive practices for young people.

Integrated Family Services

In November Integrated Family Services continued to support 14 families. We continue to work alongside Child Protection and our Ovens Murray Alliance partners such as The Orange Door during these challenging times to provide families with the support that they require.

Health and Quality

- ▶ **Mansfield Better Communities for Children Network** meeting held 9 November 2022, an agenda planner has been developed and proposed dates provided for feedback by the network.
- ▶ **Early Years Educators Network** meeting set for Tuesday 6 December opportunity to bring the network back together and discuss the important issues facing the early years sector.
- ▶ **Youth Service Providers Network** – First network meeting was held on 30 November with attendance of youth service providers, school representatives and council representatives. Discussions were positive and topics are being identified as a focus for the network for 2023 to create an agenda planner.
- ▶ **Magda's Big Health Check** - the final episode of the series aired on 15 November 2022 with a focus on mental health and food. Positive responses and feedback have been received when speaking with the community about the documentary series. To keep the conversation going Respond, Mansfield Shire Council Officer Health and Quality and local medical clinics will be hosting Heart Health Checks on Saturday 10 December 2022 at both the Botanic Park and in the High St median strip.
- ▶ **VicHealth Local Government Partnership** application been submitted.

Community Connector

- ▶ Commencement of services at Bonnie Doon Community Centre 1 day a month starting in Feb 2023
- ▶ Brochure designed and ready for approval.
- ▶ Undertaken learning opportunities in Enduring Power of Attorney Advocacy, guardianship, and administration from Public Advocate

Regional Assessment Officer (RAS)

- ▶ 15 Assessments during November
- ▶ 19 Client Review of Services
- ▶ Predominantly services requested are Homecare and Property Maintenance
- ▶ Assessments and 3 Reviews due before Christmas

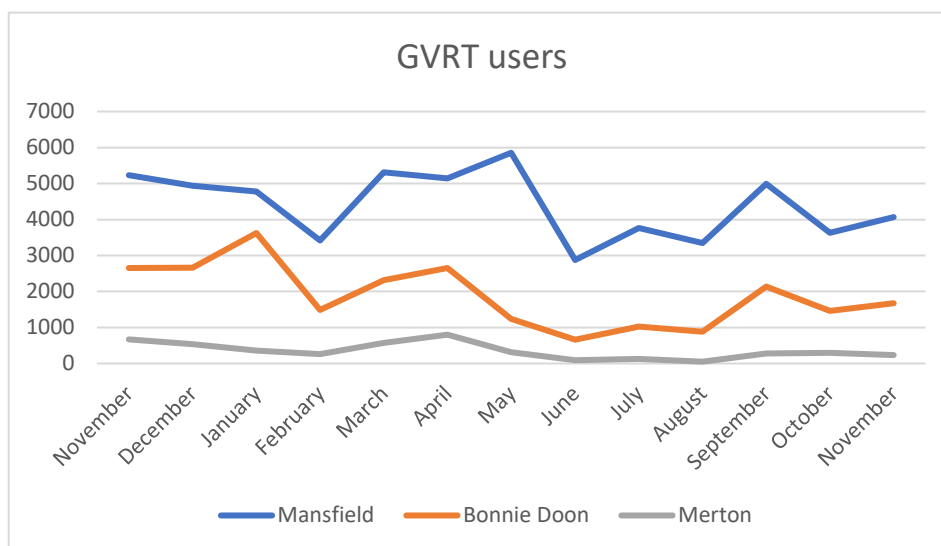
10. Visitor Services

Tourism & Events - Economic Development

The Great Victorian Rail Trail (GVRT)

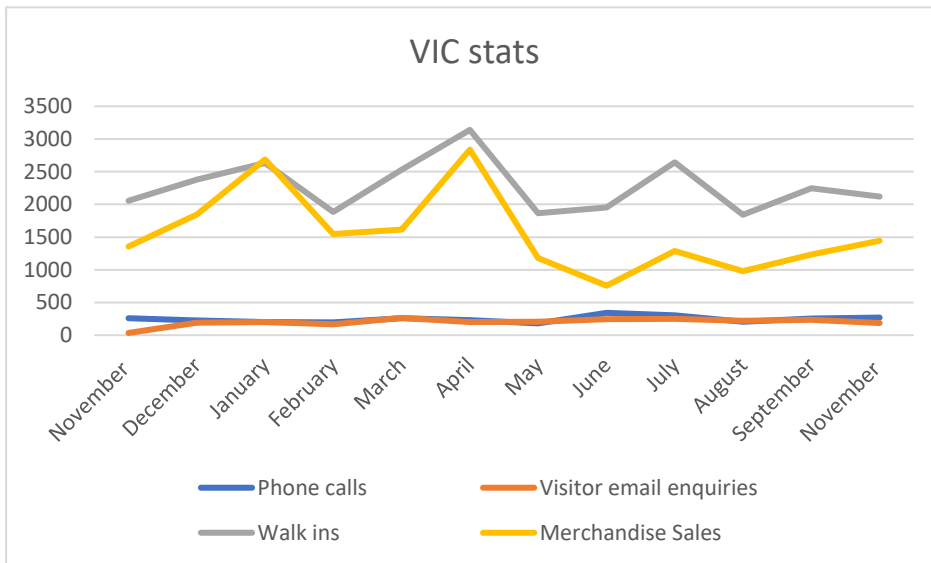
November saw a decrease year on year with 2021. There were a loss of 1171 riders through Mansfield, 983 through Bonnie Doon and 438 at Merton. We did have to take our readings a little early this month due to staff availabilities so this may have impacted a little bit, it should even out next month.

The weather continues to be our greatest hindrance to numbers with heavy rain in November impacting trail usage yet again.



- ▶ The Great ARTdoors update – Taungurung Artist Mick Harding who is doing the trail long project has started his scarred trees. He has four to five in our shire and has currently completely three.
- ▶ The new water fountain at the start of the GVRT has now been installed and commissioned. The Friends of the Rail Trail group are very happy after seven years of campaigning for one.
- ▶ The recent storms and rain caused a lot of maintenance on the trail and the Field Services team have been very busy responding to damage reports and general maintenance for the trail.

Mansfield Visitor Information Centre (VIC)



The VIC has seen some great numbers compared to last year in walk in and merchandise sales.

	2021	2022
September – Walk In visitors	2056	2245
Retail Sales	\$1357	\$1444

Lots of people stopping in for information around what tracks are open and closed for four wheel drives and camping. Once again, the team at the VIC have maintained a high level of contact with DELWP, Parks and more to provide this information.

Visitor Survey

The Visitor Information Staff have recommenced gathering information from visitors to the centre. Looking at age ranges, origin of travel, reasons for travel and more. These figures have remained consistent throughout the survey's current lifespan.

37% of visitors were aged 60+

31% of visitors were aged 40 – 60

25% of visitors were aged 18 - 40

46% were adult couples

77% of visitors were here for a holiday over one day with **32%** staying 2 nights

58% of visitors to the VIC were visiting Mansfield for their first time

Mansfield Shire Council | CEO Monthly Report

Most popular things were in order –

- ▶ Rivers, lakes and water.
- ▶ Bushwalking & outdoors.
- ▶ Mount Buller.
- ▶ Attractions.
- ▶ Food and Wine

The most popular reason for visiting the Information Centre was for Maps and directions followed by road conditions and updates. With the significant rain and tracks reopening soon there has been a large increase in trail, 4wd track condition reports. Food and wine enquiries also jumped a bit which is great to see.

Events

▶ **Goughs Bay Festival – Saturday November 19**

Worked with the Goughs Bay Area Progress Association and the Goughs Bay Boat Club to present a foreshore festival; alongside a Ramsay boat display and Mansfield Car Club show, council hosted a range of market stalls, food carts and live music. There were also kids activities such as jumping castle and a craft corner to make your own tote bag to take home.

Numbers were strong in the morning which was great to see and then as rain came in around lunchtime numbers slowly dropped off leading into heavier rain around 2pm.

Feedback from the groups, community and visitors was great and they were happy to see the event wasn't cancelled and pushed on.

▶ **Farmers Market Relocation – November 26**

Again, due to rain we assisted with relocation of the Farmers Market to the carpark in between the CFA and Mansfield hotel.

▶ **Christmas Windows and Scavenger Hunt**

Teaming up with Mansfield Community Bank and Mansfield District Business Association, Council helped develop the scavenger hunt marketing collateral for this annual event.

Other Projects

Outdoor Activation Funds

The following projects have been completed in September from Outdoor Activation:

- ▶ Water station at start of GVRT installed and running
- ▶ Six new picnic tables installed (4 on High St, 2 at Station Precinct)
- ▶ Umbrellas installed down median strip in permanent sockets

Planned finalisation or beginning of following projects in December

- ▶ Music Box Installation

Business Support - Economic Development

Business Support Newsletters with information on funding and grant opportunities, health/ mental health support, training workshops, local event links and MDBA membership and initiative information were emailed to 463 local businesses through November.

The reported figures below are the averages.

	Council's Business Newsletter	Industry Benchmark
Open rate	47.84%	19.4%
Click rate	13.06%	2.8%
Delivered	99.14%	-
Bounced	0.86%	-

Business Contacts

Council's Economic Development Officer Business Support continues to engage local businesses with visits and calls. Most engagements have included discussions around funding and grant opportunities, training and ongoing support programs. Through November 29 businesses were visited.

Business Supports

Council continues to provide support to the Mansfield District Business Association in facilitating the provision of further virtual and face to face business training workshops, support and advice sessions for local business with Business Victoria in partnership with Monarch Institute.

Businesses can directly book training sessions online via the Mansfield Shire Council "Business Matters" Newsletter and this offers online training sessions and the opportunity for face-to-face training utilising Mansfield Shire Council facilities to conduct the booked sessions.

Better Approvals

Businesses sought assistance to vary product/services through change, expansion or creation of new entities.

- ▶ Enquiry regarding interest in becoming a licensed firearm dealer and any council approvals.
- ▶ Enquiry regarding the potential development of a small light industrial area.
- ▶ Enquiry for permit requirements for a new gymnasium and physiotherapy business.
- ▶ Enquiry regarding office space for psychologist/ well-being consulting rooms.

GOTAFE Mobile Campus

The GOTAFE Mobile Campus will return to Mansfield for 6 to 8 December. Visits are gradually growing user visitation, and we are keen to maintain the momentum.

Business Victoria – Small Business Bus

The Business Victoria – "Small Business Bus" – visited Mansfield 18 November and while appointment uptake was low, walk-up enquiry kept the staff engaged. Promotion for this visit

utilised the Business Newsletter, MDBA promotion and targeted email marketing and social media promotion.

TELSTRA Mobile Shop

Telstra's November visit was again successful with plenty of enquiry, assistance and requests for their return and so they will be back for 24 November. We are currently trying to schedule a December visit.

Business Events Victoria – Workshop

Council facilitated the Business Events Victoria Workshop on 10 November funded through Business Victoria (DJPR). The workshop was held at Sebel Pinnacle with 10 attendees. The workshops covered events and clients, marketing, engagement, sales tips and techniques and collaborating/ cooperation. Follow up enquiry to Business Events Victoria (BEV) has been positive seeking further advice on gaining positions to the BEV website.

Library

Refurbishment Update – November

- ▶ Stage 1 of the building work has been completed.
- ▶ A removalist has been secured to move and store the books. This will take place between Christmas and New Year. The Library will be closed between Tuesday 21 December and Saturday 7 January, allowing time for everything to be packed up and stored OR moved to the Visitors Information Centre.
- ▶ A floorplan and work plan is being developed for the limited Library service at the VIC.
- ▶ We have been revisiting shelving requirements and considering whether it is financially viable to reuse some of the shelving components currently in use.
- ▶ Working with the High Country Library Network and SyrsiDynix to update the Library Management System to reflect changes in access to, and management of, the collection during the period of closure and the limited service at the VIC.

Preschool Storytime has moved from the Drama Room at the Sports Complex to the Youth Centre. This is a much more comfortable and inviting space for young children and their parents.

A Christmas extravaganza is being organised for early December with a visit from Santa and local musicians.

Library Sector

Public Libraries Victoria Network have reported that the temporary interruption to the loan service due to problems with the State-wide courier service should be resolved by March next year. As a result, borrowers will again be able to access items outside the High Country Library Network.

Library Statistics for October 2022

	Visits	Loans	Library programs	Program attendees	Room bookings	IT help	Holds placed
Nov 2022	2511	3289	2	28	0	63	510
Oct 2022	-	3545	2	38	0	58	531
Sept 2022	2005	3110	2	42	1	74	542
August 2022	2816	3726	12	271	4	59	600
July 2022	2530	3738	3	42	1	89	586
June 2022	2470	3876	3	50	8	78	511

- ▶ Unable to provide visitor numbers for October because the old door counter could not be set up at the point of entry. A new door counter was ordered for November.
- ▶ Room bookings are not available.
- ▶ Storytime continues to be run off site. No other programs were offered.

11. Communications

Media Releases

Throughout November, 13 media releases were generated and distributed to the media with a 100% publication rate in the Mansfield Courier.

Media Undertaken by the Mayor

23 November – Mayor Cr James Tehan attended his monthly radio spot on Mansfield Community Radio following the Council Meeting and covered the following topics:

- ▶ Mayoral Election
- ▶ Outlying Communities Infrastructure Fund
- ▶ 100 Highton Lane Development
- ▶ Targa High Country Permit Issued
- ▶ Audit and Risk Committee
- ▶ Merton Plan Engagement
- ▶ Draft Climate Action Plan

Comments provided to media

North East Media

2 November

- ▶ Mayor commented on Magda's Big National Health Check

17 November

- ▶ Mayor's comments re: tree vandalism in Highett Street

24 November

- ▶ Mayor's comments re: Goughs Bay Festival

Community Bank Mansfield and District

21 November

- ▶ Video recording for the Heritage Museum promotion

Mansfield Shire Council | CEO Monthly Report

Social Media

All media releases produced are also shared via Council's Corporate Facebook page, driving visitation back to the website.

For the November period, Council's Facebook page saw an increase in follows of 26 taking the number of followers to 6,400.

Statistics on the Facebook page activity are provided below:








▶ Post reach	32,305 (up 2.2%)	▶ Reactions eg: likes	1,051
▶ Post engagement	7,361	▶ Shares	110
▶ Comments	351		

The top performing post over the November period was the promotion of the Goughs Bay Festival with a post reach of 19,674.

Other top performing posts that received the greatest reach were in relation to:

- ▶ The new Goughs Bay picnic facilities - 4,609
- ▶ Lost cat - 4,478
- ▶ Swimming lessons at the Mansfield Pool – 3,660 with an engagement rate of 1,256 (highest engagement this month)
- ▶ Telstra mobile shop being in town – 3,527

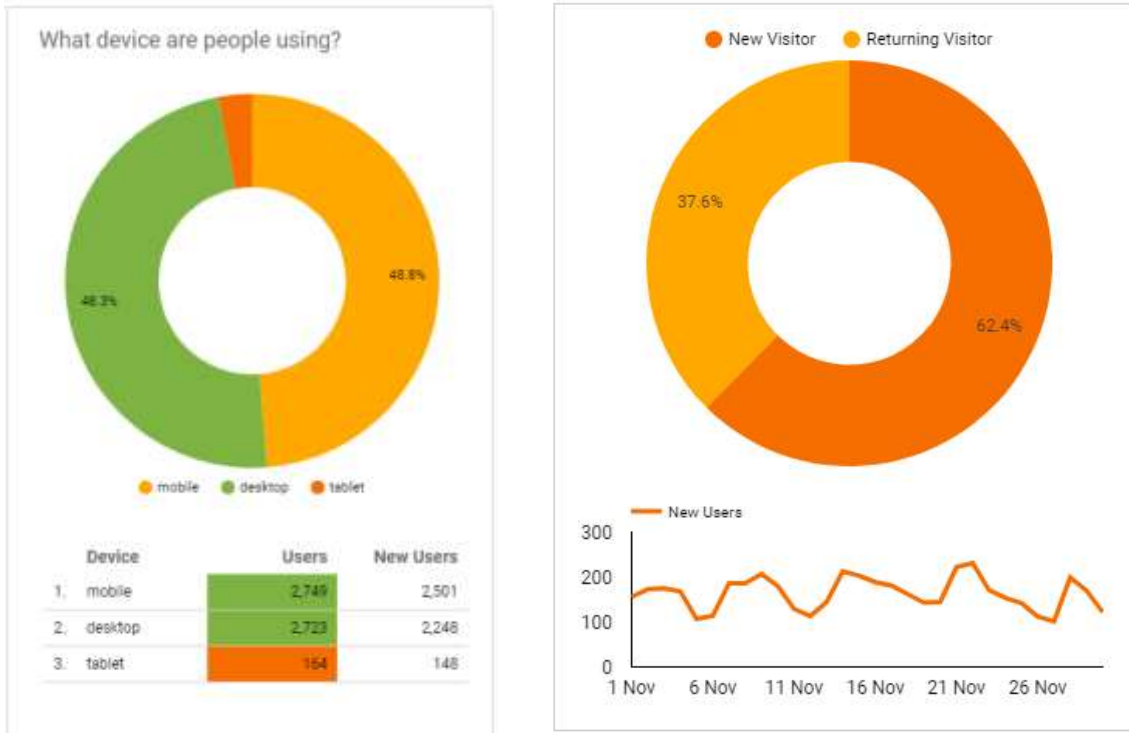
Further details on post results provided below.

	The Telstra Mobile Shop is in town today to answer all your questions about mobile service, telephone and internet 📶 📞 You can find them in High Street between Toyota and Foodworks. Thurs, 24 Nov	Post reach 3527	Engagement 175
	Congratulations to Cr James Tehan who was elected to his second term as Mayor and Cr Steve Rabie as Deputy Mayor for a 12 month term. The election process took place at last night's Council meeting. We congratulate both Crs Tehan and Rabie on their appointments. Wed, 23 Nov	Post reach 2313	Engagement 290
	All systems are a go for the Goughs Bay Festival this Saturday! A little bit of rain expected late in the day so get down early and enjoy the day. 🎪 Kids jumping castle 🎨 Face painting and craft workshops 🍷 Food, beer, wine and spirits 🎶 Live music all day 🚤 See the Ramsay Boat owners and Mansfield Car Club Show n Shine See you there 🦄 Thurs, 17 Nov	Post reach 2288	Engagement 72
	Road resealing works around the Shire are planned from 5 December to 16 December as part of Council's Resealing Program. Traffic management will be in place between 7am and 5pm on the affected roads during works. This round of resealing will improve roads that many of you have told us need repair, and more resealing work is planned for February... Thurs, 24 Nov	Post reach 1877	Engagement 52
	A nine metre temporary wall at the Mansfield Library Victoria is providing a perfect exhibition space for the work of young Mansfield artists. The exhibit 'Dreaming with Eyes open...', features bookmarks created by 72 children, who entered this year's Children's Book Week competition. Read more on our website -... Sat, 12 Nov	Post reach 1777	Engagement 110
	Emergency-related apps aren't easy for everybody. If you'd like to learn more about using them, come to this tech workshop at the Tolmie Hall, delivered through the Tolmie Community Based Bushfire Management Program. Bring along your mobile device for help setting up the apps correctly. Two sessions will be held on Tuesday 22 November: 2pm -... Thurs, 10 Nov	Post reach 1698	Engagement 42
	The Merton Community Group has been busy and have created a community plan for the future of the town. We are looking to incorporate this into a larger, comprehensive plan that looks forward for 20 years and considers urban planning and community vision in tandem. With the existing community plan in mind, we are hoping to engage with the broader... Fri, 25 Nov	Post reach 1639	Engagement 85

Council's Website

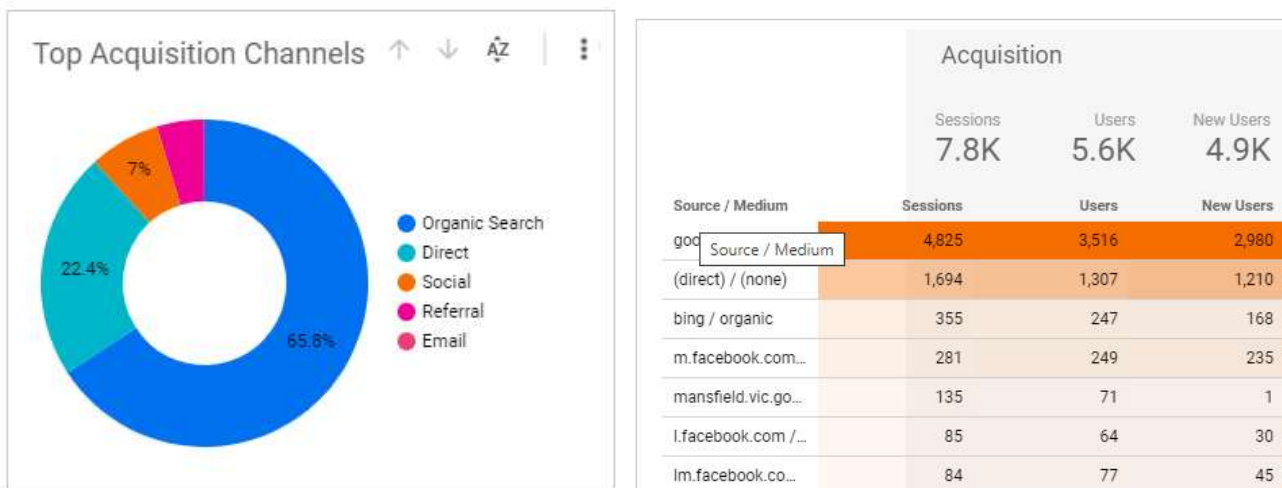
Council's website has attracted over 5.6K visitors throughout November resulting in over 18.5k page views. Each visitation session averaged 2 minutes.

The majority of visitation originates from mobile devices with most being return users. Breakdown provided below.



The 'Job Opportunities' page continues to attract the most interest followed by Planning Applications on Public Exhibition page.

Predominantly, the visitation has resulted from an organic google search or direct access to the page, followed by social media.

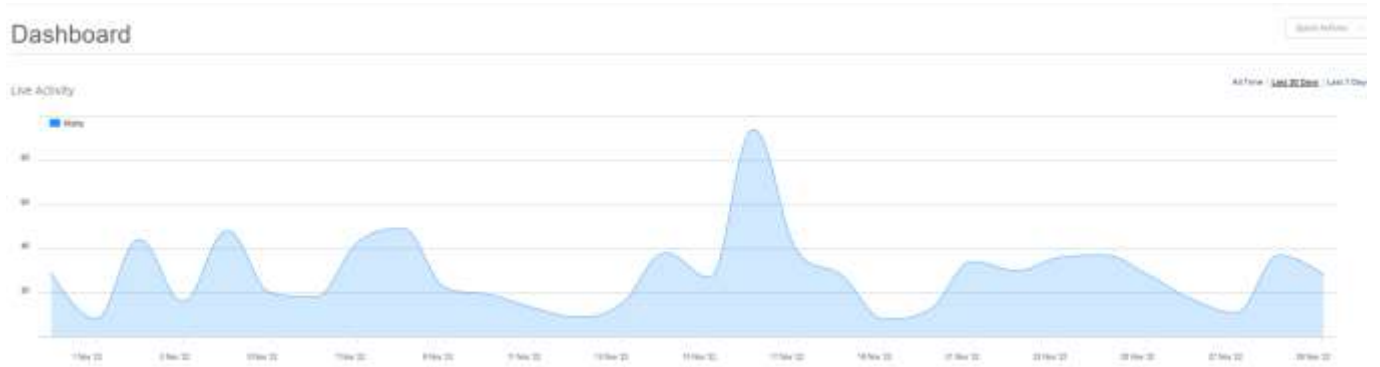


Engage Portal

Regular community consultation is undertaken via Council’s Engage Portal.

For the November period, the platform received over 857 visits and recorded 16 new registrations.

Details of visitation for the past 30 days are below:



The Changes to Recycling and Waste Services continues to receive the most visits at 84 with 27 survey responses received.

At the time of reporting, the Merton Plan engagement had been active for seven days with five visitors recorded on the page resulting in one survey one submission being lodged.

YouTube

We continue to have a high level of community participation in our online Council meetings.

The October Council meeting has received 87 views.

Updated viewing figures for 2022 are provided to the right.

The recorded Mayor’s October appearance on Mansfield Community Radio has been accessed by 12 listeners. This is a pretty good result considering it is a new initiative.

