

# CEO Monthly Report

September 2022



Mansfield Shire

## 1. Customer Service

### Monthly Customer Request Management System (CRMS) Report – September 2022

CRMS statistics for the month of September show 224 customer requests registered with 72 requests remaining open and 152 being closed during the month.

One complaint was received for September:

1. A cemeteries client complained about a lack of communication and action regarding the ordering and placement of a plaque. The plaque has now been ordered and received by the client.

The majority (33%) of total requests opened were for Road Maintenance (Field Services). Road Maintenance (Field Services) requests consisted of (in order of frequency):

- ▶ Potholes
- ▶ Road corrugation
- ▶ Limb/tree removal
- ▶ Drainage
- ▶ Weeds and vegetation

Local Laws (32%) was the second largest group. Local Laws requests consisted of (in order of frequency):

- ▶ Lost, stray and wandering animals
- ▶ Cat trap register
- ▶ Euthanasia of injured wildlife
- ▶ Local Laws general enquiries
- ▶ Barking dogs
- ▶ Dog attack

At the time of the report there were 20 overdue service requests. Overall organisation performance is 91%.

Department	Total Events	Events Closed	Open	Open Overdue	Pending	Pending Overdue
Asset Management	27	19	0	2	6	0
Engineering Services	4	0	0	0	4	0
Environmental Health	2	1	1	0	0	0
Fleet Mechanic	1	0	1	0	0	0
Infrastructure and Planning	7	1	1	0	5	0
Local Laws	72	50	13	4	3	2
Parks and Garden Services	29	19	4	3	0	3
Records & Customer Service	2	1	0	0	0	1
Road Maintenance	74	58	3	2	10	1
Unallocated	1	0	1	0	0	0
Waste	5	3	0	0	0	2
<b>Total</b>	<b>224</b>	<b>152</b>	<b>24</b>	<b>11</b>	<b>28</b>	<b>9</b>

**Definition of the tabs on previous page 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	224
Complaints	1

## 2. Governance

### Confidential Reports at September Council Meeting 2022

No. of Confidential Reports	Comments
0	

### 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		
November 2022		
December 2022		
January 2023		
February 2023		
March 2023		
April 2023		
May 2023		
June 2023		
<b>TOTAL</b>	<b>2</b>	<b>2</b>

### Freedom of Information Requests (FOI) received in September 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		
November 2022		
December 2022		
January 2023		
February 2023		
March 2023		
April 2023		
May 2023		
June 2023		
<b>TOTAL</b>	<b>3</b>	<b>3</b>

### 3. Capital Works

3.1 - Current Financial Year				
Project	Budget (\$)	Comments	Budget Status	Estimated Completion Date
<b>Buildings</b>				
Bonnie Doon Community Centre	3,764	Maintenance of air conditioner. Quote received for \$4465.11 which exceeds 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 -Family & Children Centre)	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. Consultant to be engaged.	On Budget	June 2023
Public Toilets -Merrijig -Mansfield Rec	20,000 <u>25,000</u> 55,000	Merrijig public toilet design & consultation. Engagement with McCormack Park representatives in progress. Renewal of the playground toilet at the Mansfield Recreation Reserve being scoped.	On Budget	Mar 2023
Jamieson Hall Solar	108,000	The Jamieson community group is installing a solar array on the roof of the Jamieson Community Hall for EV charging station. Planning work is well progressed. Council involved in a collaborative manner. In procurement stage.	On Budget	Dec 2022
Mansfield Heritage Museum (Heritage Display Building)	1,280,836	Construction of the Mansfield Heritage Building as part of the Station Precinct Masterplan. Planning Permit issued. Tender-ready drawings are being developed.	On Budget	Dec 2023

Library Upgrade Fit-Out	15,000	Fit-out phase of the refurbished library building. To follow the renovation works which are currently underway. Works started September 2022.	On Budget	April 2023
<b>Bridges &amp; Culverts</b>				
Bridges & Culverts	620,133	Culvert and bridge renewals on Rifle Butts Road, Old Tonga Road, Tolmie Street - scope to be developed. Gooleys Bridge – Design work in progress. Sawpit Gully Road – Out to Tender.	On Budget	Jun 2023
<b>Drainage</b>				
Apollo St Drainage	870,000	Implementation of the Apollo Street drainage design plans. Divided in 2 stages. Stage 1 – No Tender response, re-tender option being discussed Stage 2 – Assessing alternative cost-effective design options.	On Budget	Jun 2023
Mullum Wetlands Rejuvenation	120,000	Rejuvenation of wetland – removal of excess sediment and overgrowth 1.Sedimentation basin design completed. 2.Rejuvenation design contract awarded.	On Budget	Dec 2022
Drainage Renewal Inspect & Jet program	50,000	Routine inspection and cleaning of Mansfield's stormwater drainage network. Procurement to be initiated.	On Budget	Jan 2023
Miscellaneous Drainage	280,000	Identified drainage improvements across Mansfield and the outlying townships. Procurement initiated	On Budget	Jun 2023
<b>Open Space &amp; Streetscapes</b>				
Bonnie Doon Community Centre - BBQ & Shelter	15,000	Open space furniture renewal. Procurement to be initiated.	On Budget	Jun 2023
Mansfield Streetscapes	76,000	High Street irrigation works stage 2 completed. Roundabout beautification works - scope to be finalised.	On Budget	Mar 2023
Street Lighting	88,000	Installation of street lighting at designated locations. Malcolm Street – Liaising with Ausnet. Family and Children Centre Carpark – works due to commence 18 Oct 2022.	On Budget	Apr 2023

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		Street Lighting on intersection (Highton Lane / Monkey Gully / Rifle Butts). Scope to be 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	Jun 2023
Bonnie Doon Streetscape Upgrades - Delivery	40,000	Construction of the streetscape improvements. Scope and design to be initiated.	On Budget	Jun 2023
<b>Pathways</b>				
Asphalt Pathways	3,644	Renewal of asphalt pathways within the Shire. Completed.	On Budget	Jun 2023
Gravel Pathways	118,218	Renewal of gravel pathways within the Shire. Scope under development. Great Victorian Rail Trail Widening – Procurement to be reviewed.	On Budget	Jan 2023
Concrete Pathways	50,000	Renewal of concrete pathways within the Shire. Scope under development.	On Budget	Jun 2023
Malcolm Street Footpath Construction	210,000	Construction of the new grant funded shared path along the north side of Malcolm Street. Tender out to market.	On Budget	Jun 2023
<b>Roads</b>				
Kerb & Channel - Reconstruction	57,609	Construction started.	On Budget	Jan 2023
Kerb & Channel - New	20,000	Construction of kerbs and channels in Rowe and McDonald Streets to improve drainage and extend pavement life – combined with K&C contract above.	On Budget	Jan 2023
Re-Sealing	319,816	Identified list of roads to receive pavement re-sealing works. Tender review underway.	On Budget	May 2023
Car Park Resealing	31,363	Renewal work of asphalt car parking areas. Tender review underway with above.	On Budget	May 2023
Re-Seal Preparation Program	385,748	Preparation works including pavement patching and drainage improvements prior to resealing. Contract awarded, and construction underway.	On Budget	Jan 2023
Car Parks - New - High Street	600,000	Construction of a new public car park in High St Mansfield. Concept plans have been developed. 1. Final design out to Tender.	On Budget	Jun 2023

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		2. Construction of temporary parking facility out to tender.		
Re-Sheeting	651,595	Identified list of unsealed roads to be renewed with additional gravel material has been field verified, scope developed and tendered. Contract to be awarded	On Budget	Apr 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. Scoping commenced.	On Budget	Jun 2023

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

## 4. New Initiatives

Project Initiative	2022-23 Budget	FTE	Project Update
Outlying Communities Infrastructure Fund Grant	\$50,000	N/A	This grant is open for applications, closing 14 October 2022. Project agreements and invoices are expected to be received by Council for payment by December 2022.
Environment Program (Tree Planting & Education)	\$10,000	N/A	Council appointed a permanent Environment Officer who will deliver this project. The expected start date for this project is Q1 2023.
Flood Mapping – Mansfield Township	\$25,000	N/A	This program is budgeted to cost a total of \$115k offset by \$90k grant funding. Council is waiting on results of a grant application prior to being able to confirm when the money will be spent. This is a two-year project requiring \$25k from Council in both 2022-23 & 2023-24.
<b>New Staffing</b>			
Community Connection Officer	\$41,500	0.50	This position has now been filled and commenced in September. This is a fixed term position for a period of 12 months.
Onsite Wastewater Management Plan Implementation	\$54,480	0.50	The action plan includes additional resources to inspect not less than 200 'legacy' septic systems. Recruitment in progress.
Roads Maintenance & Parks & Gardens	\$142,000	2.00	Both the Roads and Parks & Gardens ongoing positions have been appointed.

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:

- ▶ 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
P008A/22	14 Minerva Street Mansfield	Amendment – Two lot subdivision
P035A/22	380 Dead Horse Lane Mansfield	Amendment - Additional buildings and works
P114A/20	105 Banumum Road Mansfield	Amendment - Dwelling and outbuilding
P167/22	112 Peachey's Lane Barjarg	Use & development of a dwelling
P168/22	39 McKees Lane Maindample	Outbuilding ancillary to a dwelling
P169/22	1956 Mt Buller Road Merrijig	Outbuilding ancillary to a dwelling
P170/22	220 Malcolm Street Mansfield	Multi lot subdivision & removal of native vegetation
P171/22	507 Midland Link Hwy Maindample	Buildings and works associated with agriculture
P172/22	70 Paxtons Lane Mansfield	Boundary realignment
P173/22	14 Stewart Street Mansfield	Two lot subdivision
P174/22	426 Bunstons Road Tolmie	Use and development for a dwelling
P175/22	22 Purcell Drive Merrijig	Development of a dwelling
P176/22	343 Woolshed Road Woodfield	Outbuilding ancillary to a dwelling
P177/22	120 Banumum Road Mansfield	Replacement dwelling
P178/22	107 Cinnabar Lane Jamieson	Use and development of a dwelling
P179/22	28 Highett Street Mansfield	Development of works in Heritage Overlay
P180/22	53 Bayside Boulevard Goughs Bay	Sale and consumption of liquor
P181/22	410 Monkey Gully Road Mansfield	Outbuilding ancillary to a dwelling
P182/22	29 Old Gobur Road Merton	Use and development of a dwelling
P183/22	13 Lawsons Lane Mansfield	Outbuilding ancillary to a dwelling
P184/22	1 Curia Street Mansfield	Alterations and additions to existing dwelling
P185/22	781 Sonnberg Drive Bonnie Doon	Use and development for dwelling and outbuilding
<b>Total Applications Lodged: 22</b>		

### Planning Applications Determined

App No.	Property Address	Proposal	Date Issued	Withdrawn/ Lapsed/ Refused/ Not Required
DP001B/16	140 Highton Lane Mansfield	Amendment to Development Plan	29/09/2022	
P014/22	4210 Midland Hwy Barjarg	Use and development for a dwelling, wholesale plant nursery, alteration to access road zone 2		Withdrawn

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App No.	Property Address	Proposal	Date Issued	Withdrawn/ Lapsed/ Refused/ Not Required
P016/22	5 Sovereign Court Mansfield	Use and development for industry (joinery)	26/09/2022	
P031B/20	221 Mt Buller Road Mansfield	Amendment – general liquor licence	16/09/2022	
P053/22	2487 Mt Buller Road Merrijig	Development of dwelling and outbuilding ancillary to a dwelling	2/09/2022	
P057/22	2-4 8-10 Station Street Mansfield	Development of food and drinks premises, shops and sale and consumption of liquor	28/09/2022	
P065/22	109 Malcolm Street Mansfield	Two lot subdivision	16/09/2022	
P078/22	119 Merinda Way Mansfield	Use and development for group accommodation	30/09/2022	
P079/22	945 Old Tolmie Road Tolmie	Outbuilding ancillary to a dwelling	1/09/2022	
P085/22	21 Cinnabar Lane Jamieson	Use and development for a dwelling and outbuilding	14/9/2022	
P099/21	30 Jamieson Valley Lane Jamieson	Existing use rights for caravans and camping	2/09/2022	
P100/21	12 Honey Bee Run Goughs Bay	Alterations and additions to existing dwelling and outbuilding ancillary to a dwelling		Refused
P106B/21	1415 Mt Buller Road Merrijig	Amendment – dwelling host farm, signage	16/9/2022	
P111/22	9 Christensen Street Sawmill Settlement	Development of 2 dwellings and subdivision of 2 lots		Lapsed
P120/22	927 Chapel Hill Road Boorolite	Development of a dwelling	29/09/2022	
P143/22	91 Eagles Lane Bonnie Doon	Development of a dwelling	16/09/2022	
P127/22	7 Campbells Lane Mansfield	Development of replacement dwelling	30/09/2022	
P157/22	206 Rifle Butts Road Mansfield	Use of land for outdoor recreation facility (mountain bike park)	30/09/2022	
P162/22	2109 Mt Buller Road Merrijig	Development of replacement dwelling	29/09/2022	
P168/22	39 McKees Lane Maindample	Outbuilding ancillary to a dwelling	5/09/2022	

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App No.	Property Address	Proposal	Date Issued	Withdrawn/ Lapsed/ Refused/ Not Required
P169/22	1956 Mt Buller Road Merrijig	Outbuilding ancillary to a dwelling	8/09/2022	
P176/22	343 Woolshed Lane Woodfield	Outbuilding ancillary to a dwelling	28/09/2022	
P169246BA/21	63 High Street Mansfield	Amendment – three lot subdivision	6/09/2022	
<b>Total applications determined:</b>			<b>20</b>	<b>3</b>

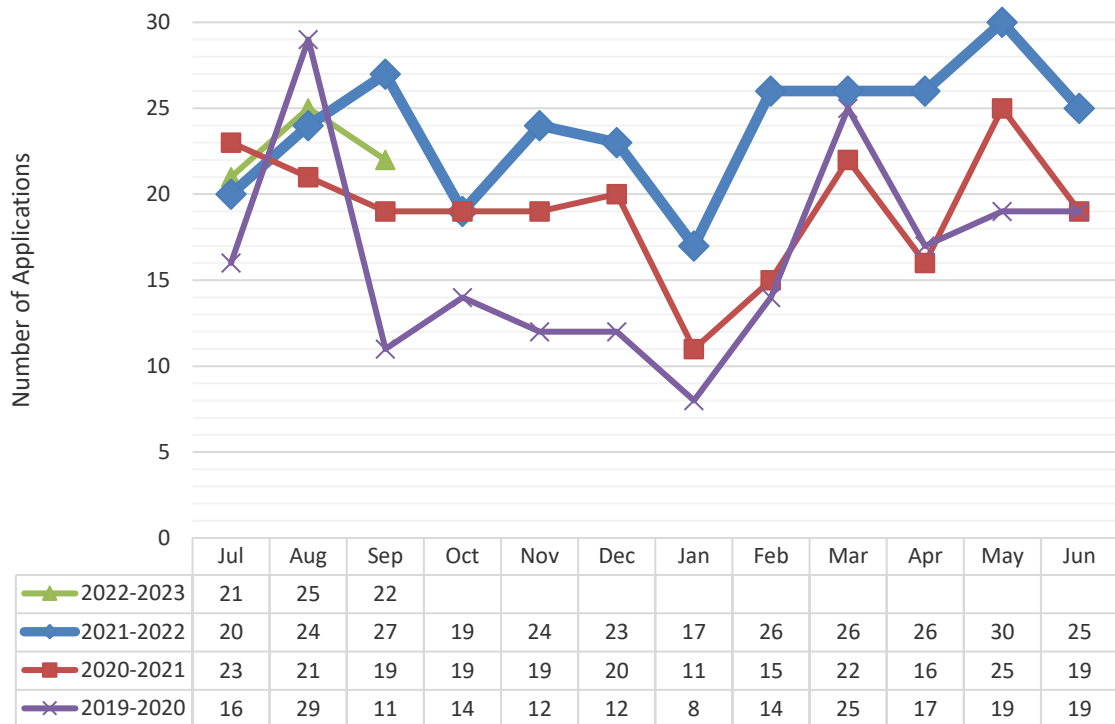
## Certification Applications Lodged

App No.	Property Address	Type	Date Lodged	Application Stage
S199580H/22	70 Paxtons Lane Mansfield	Boundary realignment	8/09/2022	On referral
S200656B/22	2 Greenvale Lane Mansfield	Two lot subdivision	9/09/2022	On referral
S200660V/22	50 Mt Battery Road Mansfield	Acquisition by acquiring authority	19/09/2022	Certification issued
<b>Total applications received: 3</b>				

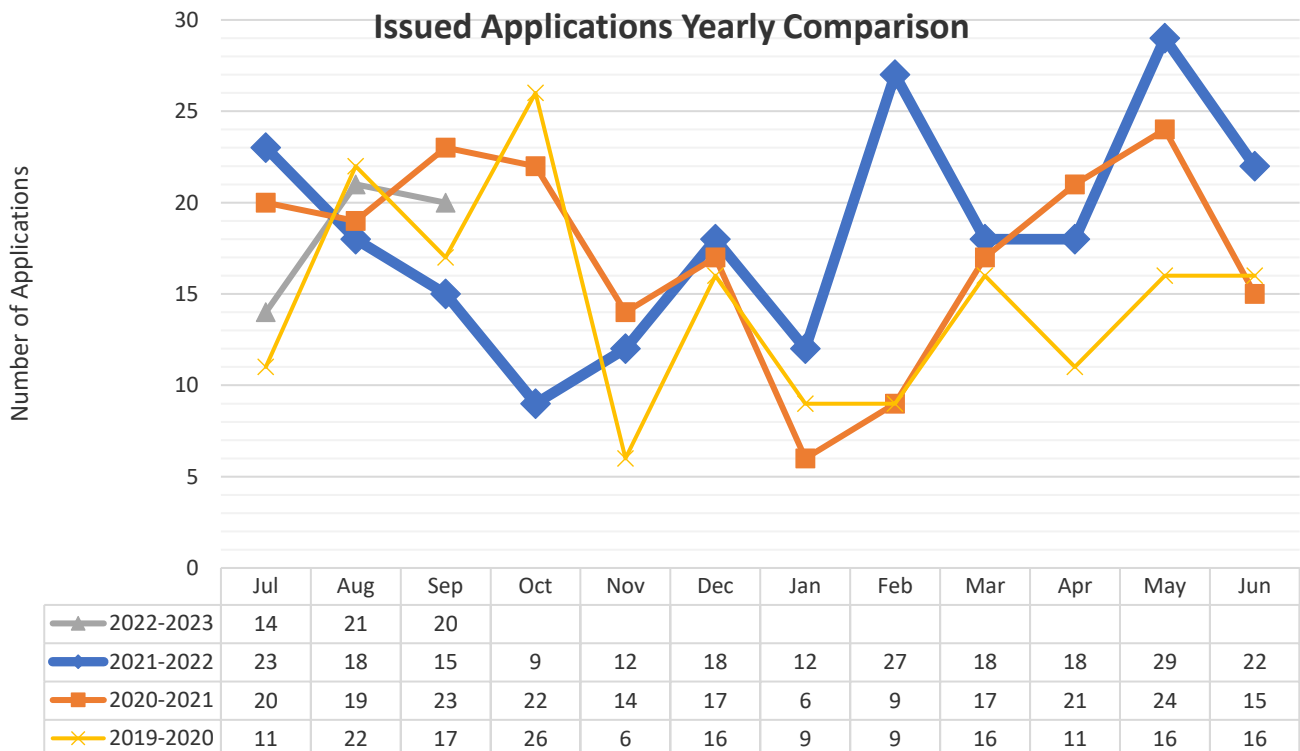
## Other Planning Consents &amp; Enquiries

Type of Request	Number Issued
Condition 1 plans and engineering plans for endorsement	5
Secondary Consent	5
Extension of Time	5
Certification & Statement of Compliance	5
<b>Total applications received: 20</b>	

Lodged Applications Yearly Comparison

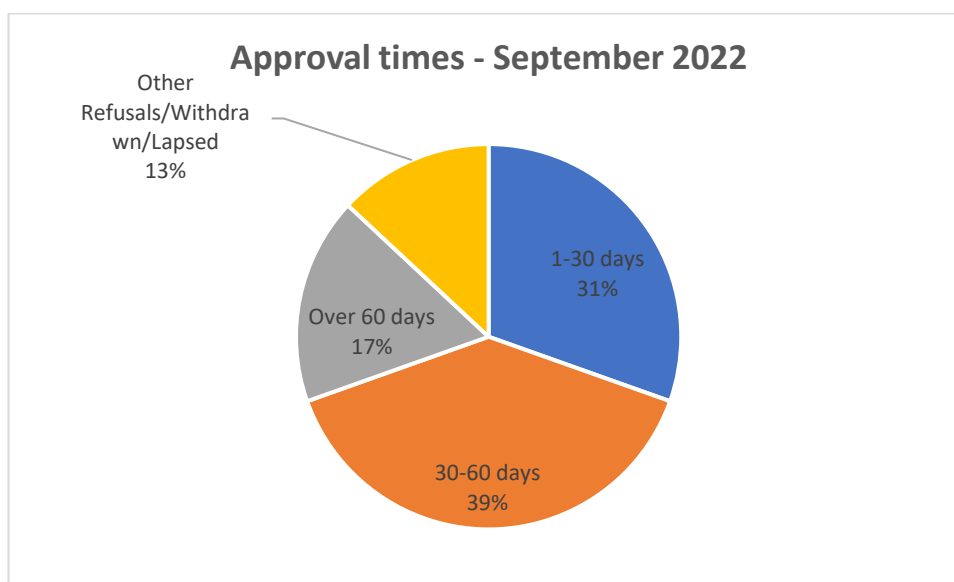


Issued Applications Yearly Comparison



**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				64
31 - 60 days	1	4	6	12	15	9	5	9	9				75
Over 60 days	5	2	1	2	1	1	2	5	4				25
Withdrawn / Permit not req. / Lapsed/Refused	1	2	3	2	1	2	3	1	3				19
<b>Applications finalised</b>	<b>7</b>	<b>26</b>	<b>21</b>	<b>20</b>	<b>30</b>	<b>24</b>	<b>14</b>	<b>20</b>	<b>23</b>				<b>183</b>

**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	VCAT Hearing delayed from August 2021	Hearing Re-Scheduled for 28 November to 1 December 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		\$3,392,677	\$5,004,259
NOV		\$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
<b>TOTAL</b>	<b>\$ 15,124,485</b>	<b>\$73,899,580</b>	<b>\$70,563,919</b>

### 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			6	54	8	39
NOV			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
<b>TOTAL</b>	<b>34</b>		<b>114</b>		<b>145</b>	

\*3 Residential units (MASS)

### Value of Building Permits Lodged with Council

Type	Number	Value
RESIDENTIAL* (3 Urban 2 Rural)	5	2,348,142
ALT & ADDITIONS	4	287,899
DOMESTIC SHEDS & CARPORTS	14	611,646
SWIMMING POOLS & FENCES	0	
COMMERCIAL & PUBLIC AMENITIES	5	4,046,753
<b>TOTAL COST OF BUILDING WORKS</b>	<b>28</b>	<b>\$7,294,440</b>

## 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					
NOV					
DEC					
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
<b>TOTAL</b>	<b>25</b>	<b>1</b>	<b>26</b>	<b>22</b>	<b>22</b>

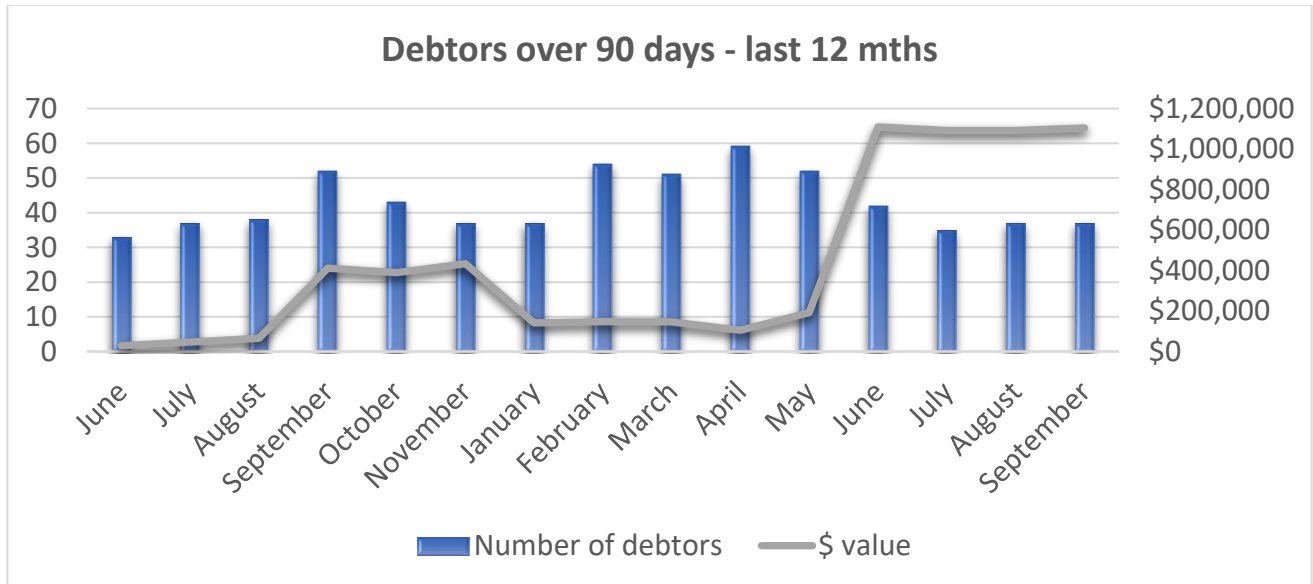
### Septic Applications Lodged

	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			8	19	7	32
NOV			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
<b>TOTAL</b>	<b>26</b>		<b>67</b>		<b>77</b>	

## 8. Revenue Services

### Debtors

The number of debts outstanding over 90 days has remained stable at 37 however the amount remains over \$1m primarily due to 1 debtor related to Dual Court stadium being \$1.020m



### Payment of Rates

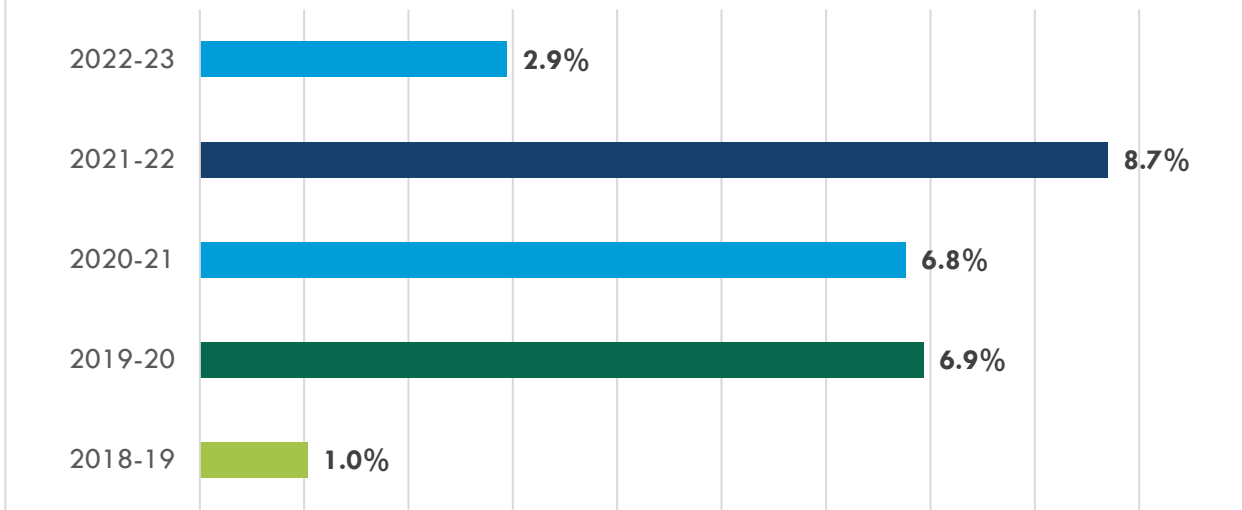
Rates and charges for 2022-23 were issued 1 September with the first instalment due 30 September 2022. The revenue and Ratings team have been extremely busy during September with ratepayers. Some have seen significant increases in their rates due to increases in CIV as identified by the Valuer General. As at the end of September 38 objections have been lodged (previous year objections were 14).

Arrears has decreased from 3.9% to 2.9% in September even though rates notices were issued on 1 September 2022.

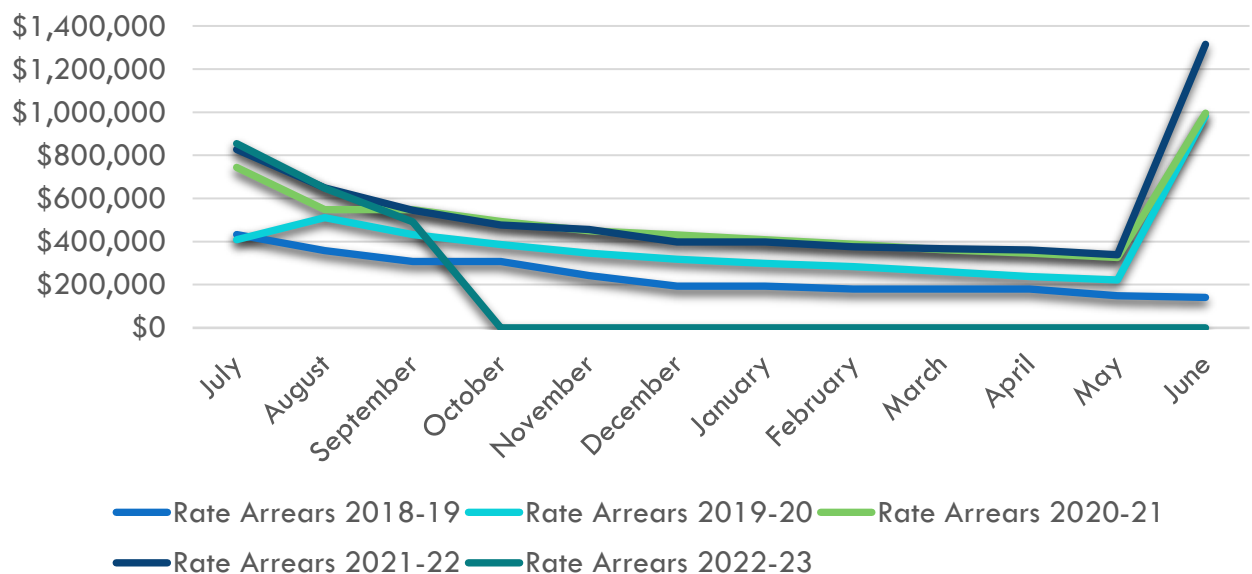


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Arrears YTD as a % of total Rates &amp; Charges

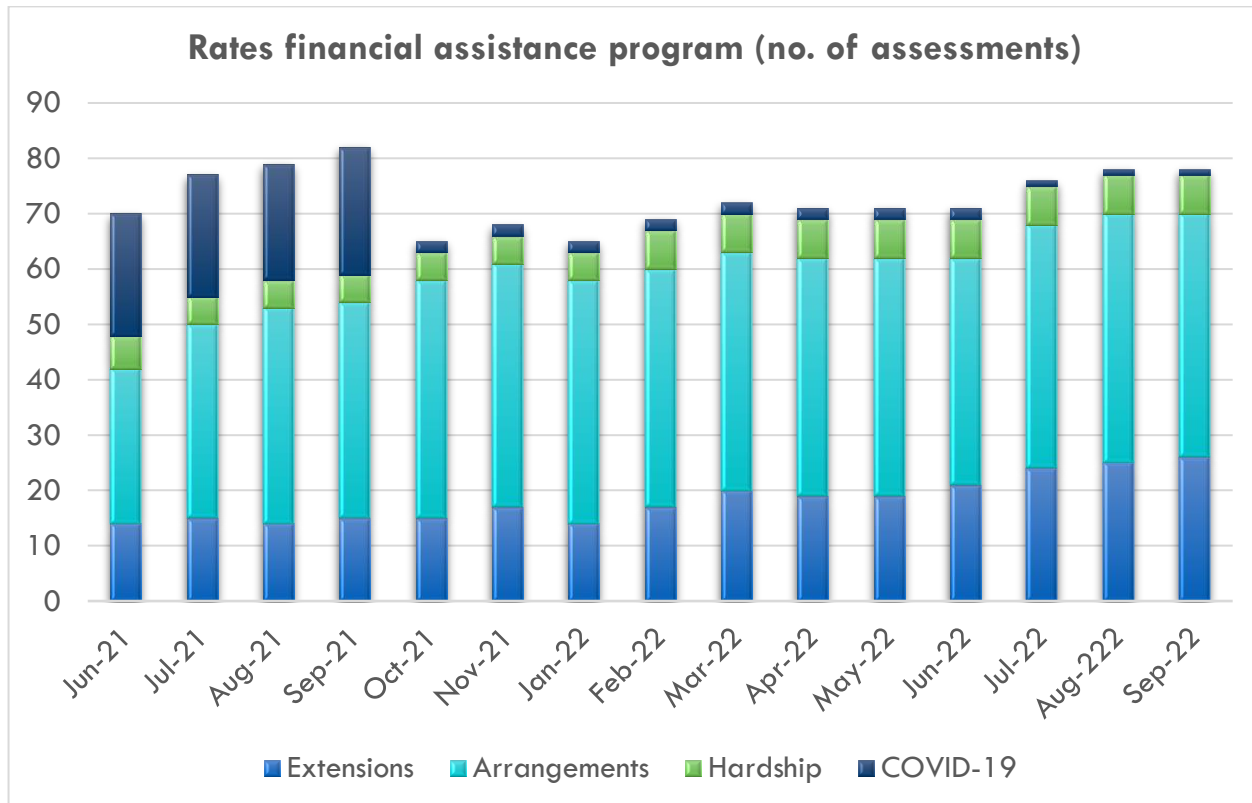


Rates &amp; Charges Arrears



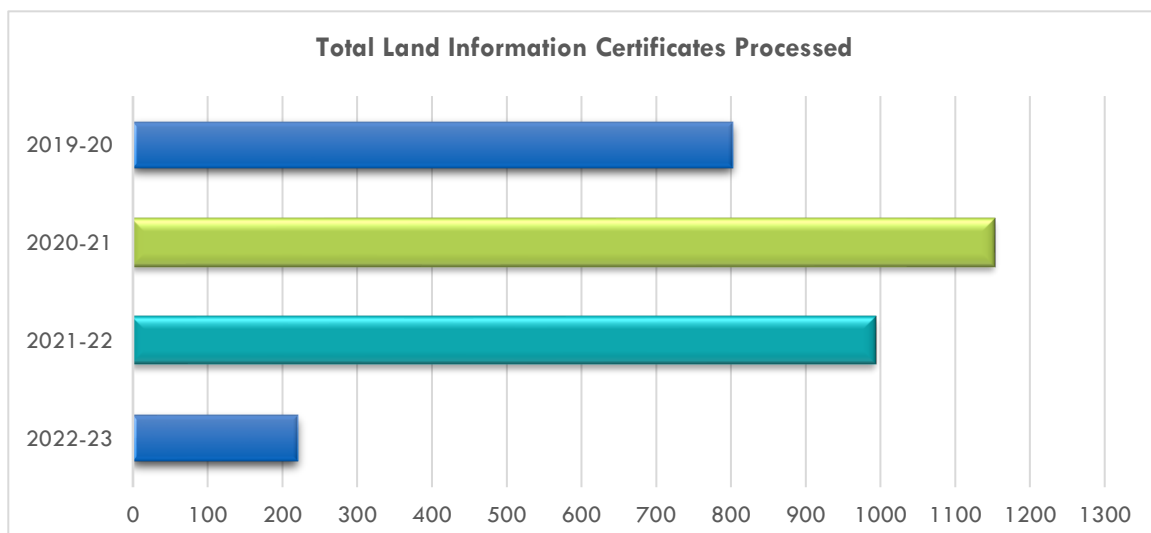
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The number of property assessments accessing hardship arrangements continues to remain steady.

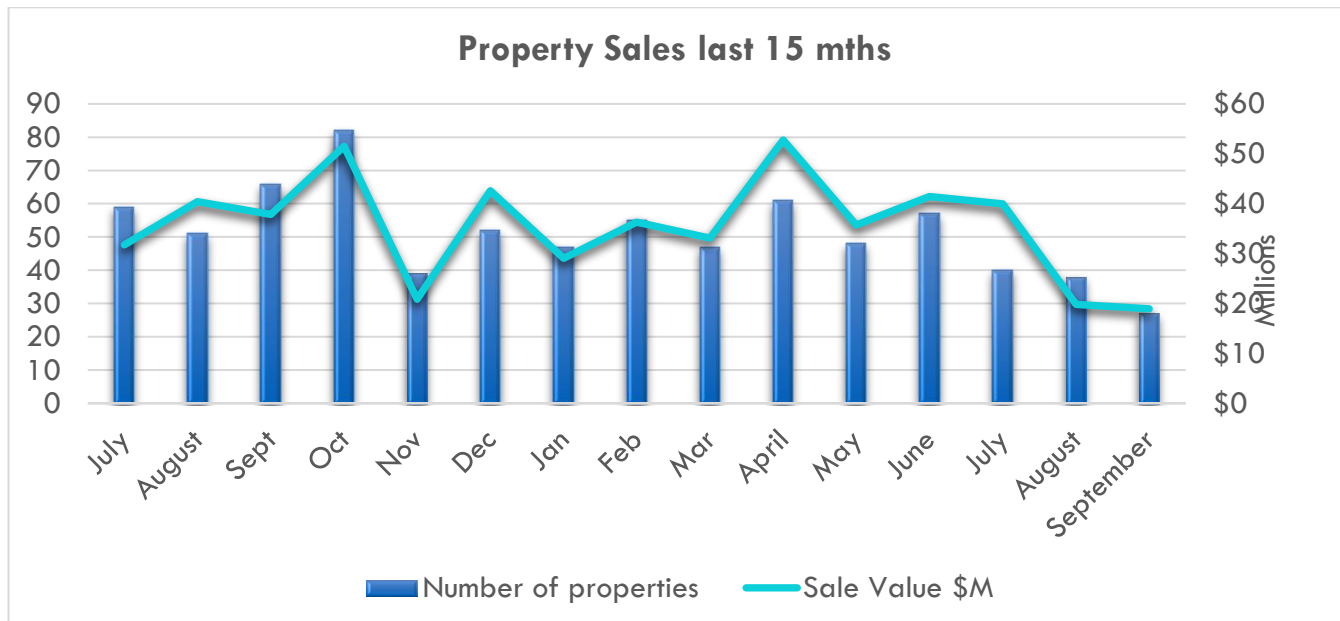
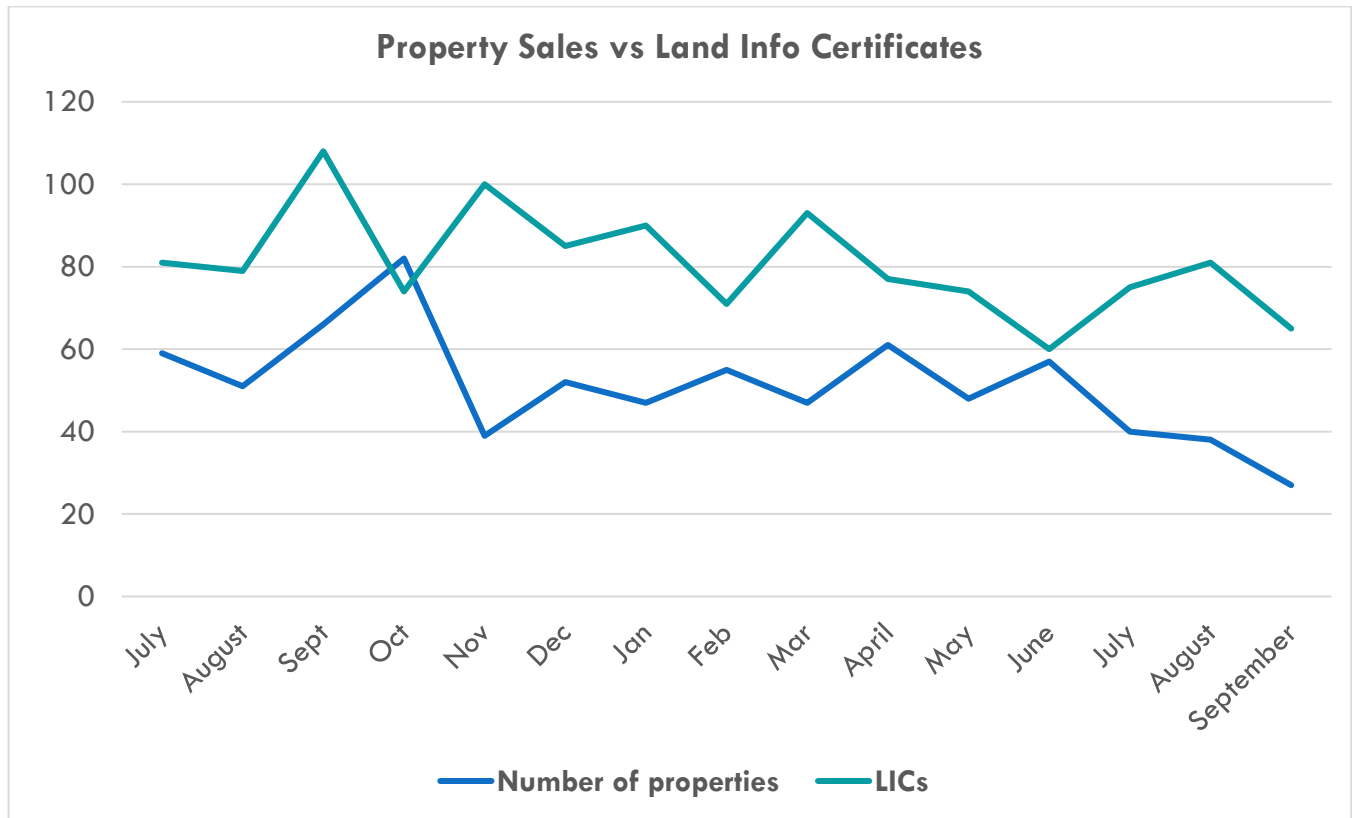
**Property Sales Data**

The number of Land Information Certificates (LICs) processed annually and year to date are shown below. LIC's are required to be provided by Council to property conveyancers to assist in calculating property settlement payments in relation to Council rates and charges outstanding against a property being bought/sold.

The volume of LIC's processed can provide an indicator of the buoyancy of the property market. The Mansfield Shire saw a slowing down in the property market in 2021-22 and this continues to be evident by the data so far in 2022-23.



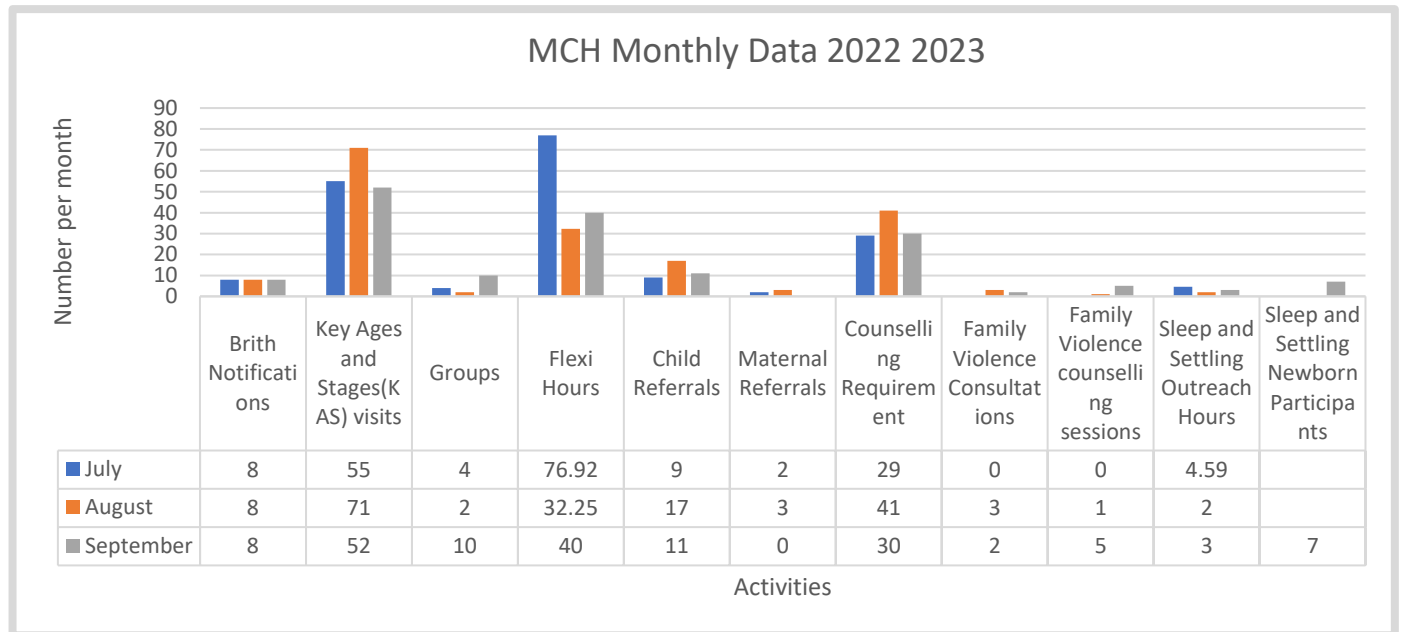
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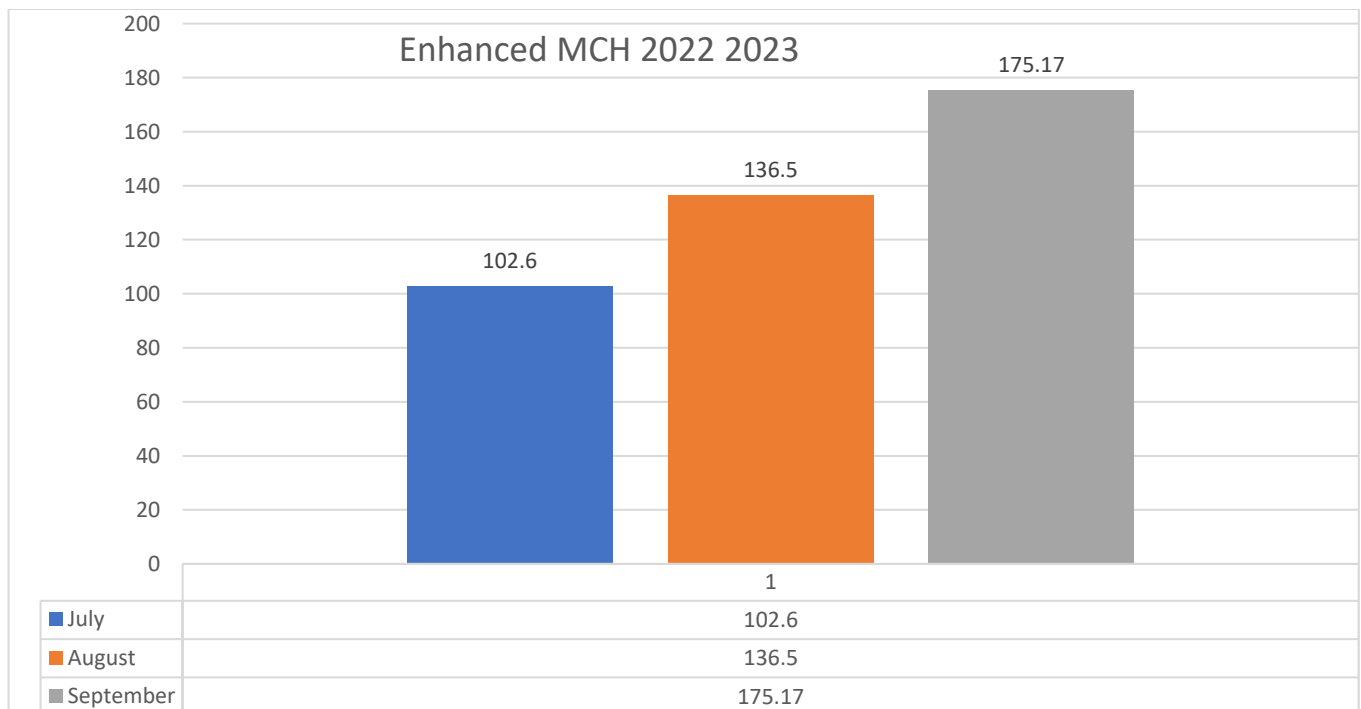
## 9. Community Health and Wellbeing

### Maternal and Child Health

#### Universal MCH



#### Enhanced MCH



## Financial Counselling



Michele was awarded Financial Counselling Victoria's (FCVic) 2022 Jan Pentland Memorial Award. This Award recognises excellence in providing financial counselling services to the wider community above and beyond their normal duties as a Financial Counsellor and was presented to Michele at a gala dinner held on 21 September at the MCG as part of FCVic's flagship event of the year. Michele was nominated by her Manager at VincentCare Victoria.

## Youth Services

**Grant:** Mansfield Shire Council has secured a grant through the Youth Affairs Council of Victoria (YACVic), and the Youth program is a project partner in *Future Proof: Young People, Disaster Recovery and (Re)building Communities*. Project partners include 8 councils, 3 Local Education and Employment Networks (LLENS), 2 Aboriginal Community Controlled Organisations (ACCOs) and Victoria University (VU). Outcomes include the enrolment of 15 young people supported to attain locally-useful qualifications relevant to disaster recovery.

**Staff:** Megan Dunn will commence in the role of Youth Program Officer on Tuesday 4 October 2022

We have upcoming **events**:

- ▶ 30 October 2022 - Skate Park League (rescheduled from September due to weather conditions)
- ▶ 27-31 October 2022 - Mandela Project Leadership retreat
- ▶ 28 October 2022 - Rock Out

## Integrated Family Services

In September Integrated Family Services continued to work on 'demand management', as the service had been operating with no vacancies for several months. The service continues to receive referrals.

Staff in the service supported families as per usual, including support with childhood education, housing, accessing mental health services, court processes and family led decision making meetings with the Family Violence Child Safety Team among other things.

## Health and Quality

**Jumpstart funding** – an application has been submitted to Vic Health for the Jumpstart Funding. Notification regarding success of the application is February 2023. If successful, the funding will allow us to create a play and crawl class for children aged up to 5 years to bridge the gap of structured play classes for toddlers.

**This Girl Can Week** – Mansfield Shire Council partnered with Mansfield Bushwalks and Mansfield Respond to deliver Bushwalks as part of the This Girl Can Week campaign. This encourages women to get out and get active. 3 walks were on offer during the week.

**Mansfield Better Communities for Children Network meeting** – First network meeting occurred this month, establishing a schedule and topics for discussion via a survey to all attendees, to ensure the continuity and success of the network.

**Vic Kids Eat Well** – Vic Health and Cancer Council initiative to improve the availability of food and beverages sold in canteens or provided at fundraising events, sporting clubs etc. We currently have interest from the Mansfield Swim Club. Working with the schools to get on board.

It is exciting, heart-warming and validating to see Council's contribution to health promotion captured in this promotional video for Magda's Big National Health Check – showcasing some of **Mansfield Respond** initiatives. This is a link to the ABC promotional video [Magda's Big National Health Check Preview](#). The documentary airs on the ABC on November 1, 2022, at 8.30pm.

## Aged Care

Regional assessment team continues following the cessation of Home and Community Care, with referrals coming in from the Health Navigator at MDH.

Tracey Dalziel has been recruited to the Community Connections Officer role and is working with aged population to establish the needs and wants for the aging community, commencing with a survey to collate data and move forward with programming.

We continue to support the Mansfield District Hospital Support @ Home program.

## **BRV Family Violence Prevention**

The activities undertaken as part of this project in September 2022

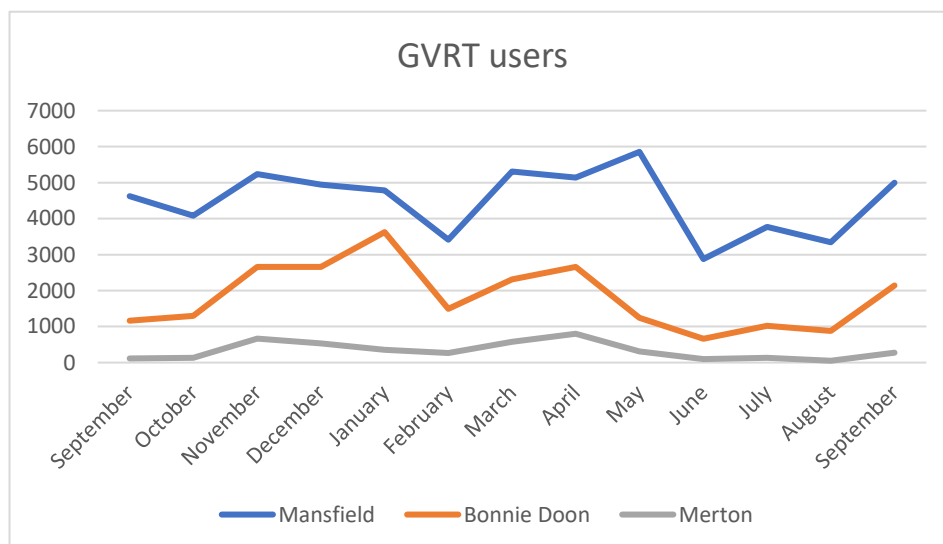
- ▶ Progress report to the Employee Consultative Committee of gender equality actions
- ▶ Councillor briefing – Presentation to councillors outlining the obligations council, as a defined entity, is required to undertake to meet the Gender Equality Act 2020. This includes the internal facing requirements such as the workplace gender audit and gender Equality Action Plan (GEAP) and the external facing obligations Gender Impact Assessments.
- ▶ Internal documents, resources and processes finalised for the undertaking Gender Impact Assessments that enables implementation, recording, and reporting.
- ▶ Work with the Emergency Management Officer to embed family violence awareness and safety for women and children during times of disaster in council emergency management operational documents and processes.

## 10. Visitor Services

### The Great Victorian Rail Trail (GVRT)

Visitors to the GVRT continue to increase with an additional 372 riders through Mansfield, 979 through Bonnie Doon and 160 at Merton when compared to this time last year. An increase from year to year demonstrates the trail is gaining traction and maintaining its appeal to a wide range of riders.

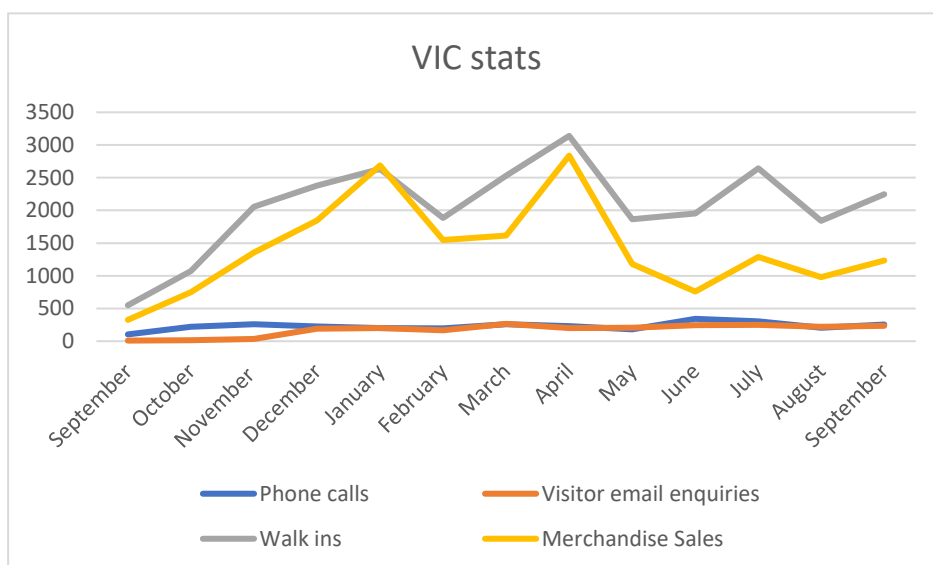
Increases in use from August to September are common, coinciding with increased activities away from the snowfields and cyclists taking advantage of warmer weather. With almost 1,000 additional riders through Bonnie Doon on the GVRT this year compared to last year, the increased water levels at Eildon are also likely to be a factor for increased visitation as the lake provides a stunning backdrop for riders at high water levels.



- ▶ The Great ARTdoors update – Artists continue work to complete a series of art installations along the trail. We have engaged Thirdrow Films (a small Melbourne based documentary film & video company) to document the GVRT Art Installations Project. This will be used to promote not only this significant project but the GVRT as a whole.
- ▶ A water fountain has been purchased, with funding from the Victorian Government's COVIDSafe Activating Outdoor package and equal funding from GV Water. This will be installed at the trailhead of the GVRT, behind the Visitor Information Centre, close to the bike repair kit and bike pump that was also installed as part of the same Victorian Government funding.
- ▶ Mitchell, Murrindindi and Mansfield have advocated for marketing from Tourism North East specific to the Great Victorian Rail Trail and the Great ARTdoors project.



### 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	549	2,245
Retail Sales	\$326	\$1,235

Some major changes to boost retail offerings have been made to increase revenue through retail sales. Council continues to improve on how it leverages walk-in visitors, who largely seek maps and directions, to convert for retail and souvenir sales.

Point of sale software is being upgraded to ensure the retail offering is supported by Council's standard systems.

### Industry

Economic Development Officer for Tourism & Events Gareth MacDonald attended the Victorian Tourism Industry Council Summit in Werribee for three days in September.

The Summit explored how visitors are serviced in both physical and digital spaces. Key presentations included:

- ▶ Service mindset in a post-pandemic world
- ▶ Accessibility and inclusiveness
- ▶ The importance of creating space for Indigenous Culture in Tourism
- ▶ Update to fire danger ratings
- ▶ How to leverage existing non-traditional tourism businesses into tourism offerings

## Visitor Survey

The Visitor Information Staff have recommenced gathering information from visitors to the centre, which considered age ranges, origin of travel, reasons for travel and other demographic assessment questions. These figures have remained consistent throughout the survey's current lifespan.

**35%** of visitors were aged 60+

**30%** of visitors were aged 40 – 60

**25%** of visitors were aged 18 - 40

**44%** were adult couples

**76%** of visitors were here for a holiday over one day with **32%** staying 2 nights

**59%** of visitors to the VIC were visiting Mansfield for their first time

Most popular activities for visitors were, in order:

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

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.

## Commonwealth Games Submission

Gareth MacDonald, Economic Development Officer – Tourism & Events, was contacted by Wangaratta Shire on Friday 9 September to put forward a joint EOI submission for the road cycling route for the 2026 Commonwealth Games.

This included Mansfield's capacity for accommodation, facilities available and any other way we could support an overnight stay for the cycling leg from Shepparton to Mansfield.

The depth of knowledge and connections of the team at the Visitor Information Centre were invaluable for this EOI and they worked over the weekend (in between guest enquiries and servicing) to update databases and present a realistic number of rooms and beds available.

The submission was completed, detailed and presents an attractive offering for an overnight leg of the cycling race.

## Events

September is traditionally quiet for events in Mansfield Shire as winter closes and the spring event season is about to begin. Some annual events that Council has supported this year are outlined below:

► **Jamieson Hot Rod Muster | 16-18 September**

Council assisted financially with a \$1,000 contribution towards event marketing and planning. This event books out the entire town of Jamieson for the three days and they use all local suppliers for dinners, food, accommodation and more. They were almost close to not continuing after two cancelled years of COVID and changes to the management of the event. This event financially benefits Jamieson greatly and gets great exposure amongst car clubs and beyond.

The financial support from Council ensured this event could continue to bring economic benefit to Jamieson this year and into the future.

The weather was not the greatest but over the three days the town was buzzing with plenty of spectators and event participants. With a Show 'n' Shine at the brewery and a street cruise there was plenty to see. Throughout the years the hot rod group has made multiple donations to the Jamieson community with equipment for their hall kitchen and more.

► **North East Skatepark series competition – 17 September**

Rescheduled to 30 October due to bad weather. This will now be here as part of the High Country Festival over the long weekend.

## Upcoming Events

Council has just collated the range of events happening throughout spring in Mansfield. Staff from the Visitor Information Centre assisted in contacting community groups, event organisers and business to try to form a comprehensive list of all events happening.

This is now available online [at mshire.co/SpringEvents](https://mshire.co/SpringEvents) and is currently having physical copies printed for distribution around cafes, restaurants, VIC, accommodation etc

We also contacted Tourism North East to have this added as an additional button on our official website. [Go to MansfieldMtBuller.com.au](https://Go to MansfieldMtBuller.com.au)

## Seniors Week

Council presented a range of events for Seniors Week 2022. Council was successful in obtaining a grant from the Victorian Seniors Festival and, due to COVID restrictions last year, held over a previous grant, which means this year a full range of events are being held thanks to \$6,700 in funding from the Victorian Seniors Festival. This has enabled Council to cover the costs of most of the events and to subsidise others to make them affordable for all. Some events included:

- Painting classes with Wendy Jagger
- Light Bushwalking with Mansfield Bushwalks
- Seniors Pilates classes with Barefoot Pilates
- Seniors Yoga and mindfulness
- Oma movie screening with Rosehaven and Mansfield Armchair Cinema
- Mad Hatters Morning Tea with Friends of the library group

Mansfield Shire Council | **CEO Monthly Report**

- ▶ Seniors Ball with Mansfield Golf Club

**Other Projects**

COVIDSafe Outdoor Activation Package update

The following projects have been completed in September:

- ▶ New powerbox near Amphitheatre
- ▶ Plumbing for Water Station on GVRT
- ▶ New tap at Botanic Park near main gate entrance
- ▶ Purchase of Torso sculpture
- ▶ Slab for music box installation

Planned finalisation or beginning of following projects in October

- ▶ Final water station installation on GVRT
- ▶ Events Trailer
- ▶ Murals on the Goods and Eisners Lane
- ▶ Music box installation

**Economic Development - Business Support**

Business support newsletters continued to provide grant, wellbeing support, workshop, local events links and MDBA membership and initiatives information. 459 businesses were emailed newsletters in September.

The reported figures below are the averages.

	<b>Council's Business Newsletter</b>	<b>Industry Benchmark</b>
<b>Open rate</b>	51.09%	19.4%
<b>Click rate</b>	9.54%	2.8%
<b>Delivered</b>	99.24%	-
<b>Bounced</b>	0.76%	-

Open and Click rates continue to be well above current industry benchmark levels.

**Business Contact**

Ongoing support to a total of 84 local businesses and community organisations provided regular communications (visits, telephone and emails) around Council infrastructure engagements, funding and grant opportunities and training/support programs. Employment and Housing are the ongoing issue for most business owners seeking to employ. Economic Development visited 52 businesses for face-to-face catchups and engagement around business, business offerings and Council engagements for infrastructure works impacts during September.

## **Business Supports**

Council continues its support for the Mansfield District Business Association in facilitating an offering of virtual and face to face business training, support and advice sessions for local business with Business Victoria's partnership provider Monarch Institute.

The Economic Development team has met with MDBA President on two occasions to discuss and arrange provision of ongoing supports whilst the organisation seeks to resolve resourcing for MDBA support staff in its operations.

## **Better Approvals**

Businesses seeking assistance from Council during September were low. Economic Development, in discussion with Small Business Mentoring Services (SBMS), has been able to secure 6 no cost introductory appointments for local businesses seeking assistance for either their current operations or planned operations.

Two businesses were able to be provided with referrals to SBMS for complimentary assistance engagements.

- ▶ Kevington Hotel for assistance with their re-opening and a food manufacturing idea.
- ▶ Goughs Bay Dairy Goats seeking funding opportunities, employees and sponsorships.

## **GOTAFE Mobile Campus**

Economic Development and Community Development team members met with GOTAFE Commercial Manager and Engagement Co-ordinator during September to discuss further development of GOTAFE's relationship with the Mansfield Community and Education Sector. Further engagement occurred with Mansfield Secondary College, Mansfield Steiner School, MACE and Mansfield Autism Statewide Services around future needs and service provision.

The Mobile Campus is scheduled to return to Mansfield again for 25 to 27 October and promotion of the upcoming visit is underway.

## **Business Victoria – Small Business Bus**

The Business Victoria Small Business Bus will be in Mansfield for 17 November and will be located within the car parking area in Highett Street (South) between the Mansfield Hotel and the Courthouse.

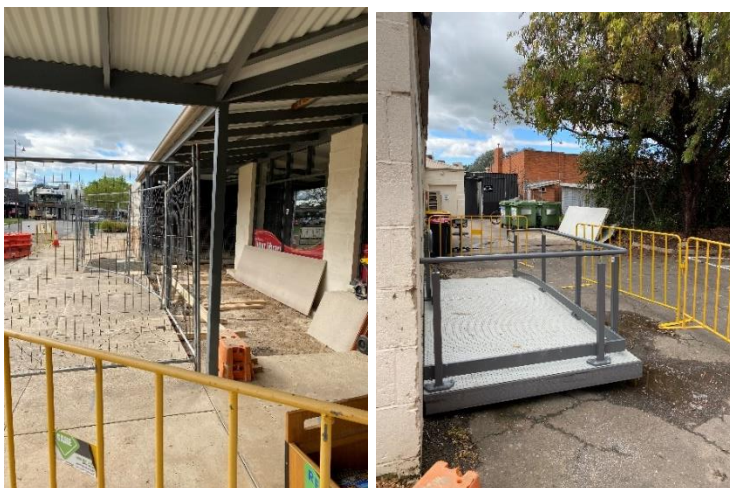
## Library

### Refurbishment Update – August

- ▶ The refurbishment has finally begun! The Library was closed for 4 days in September to allow for plumbing works, site establishment and the fitting of internal walls. We reopened on Friday 1 October to a busy crowd, many of whom gave good feedback about the 'new' temporary space and the quality of the building work. Patrons are grateful that the Library is remaining open for the majority of the build. Positive comments were also made about the wide and sturdy ramp which provides access into the Library from the rear carpark.
- ▶ Other focus areas included reviewing shelving requirements, removal and storage of the collection and asset disposal.
- ▶ Communication included:
  - Visits to local businesses and residences
  - Media releases and updates in Mansfield Matters
  - Website and Facebook updates
  - Verbal communication and posters at the Library



*Site establishment / temporary walls*



*Changed access into the Library*



### Children's Book Week Bookmark Competition

The Library ran a Bookmark Competition for young artists to celebrate Children's book week. The theme was based on this year's Book Week theme "Dreaming with eyes open...". 72 entries were received in total, the quality of the artwork was impressive. 1st and 2nd place winners in the 3 age categories won book vouchers from Ink Bookshop. The 6 designs will be produced as bookmarks and made available for the Mansfield Shire community throughout the next 12 months. All 72 entries will be displayed at the Library during October and November.



<b>Winner</b>	<b>Winner</b>	<b>WINNER</b>	<b>2nd place</b>	<b>2nd place</b>	<b>2nd place</b>
<b>Molly</b>	<b>Pichpanha</b>	<b>Elodie</b>	<b>Amelia</b>	<b>Audra</b>	<b>Felicity</b>
Age Category: 13 - 17	Age Category: 9 - 12	Age Category: 4 - 8	Age Category: 13 - 17	Age Category: 9 - 12	Age Category: 4 - 8

### Library Statistics for September 2022

	Visits	Loans	Library programs	Program attendees	Room bookings	IT help	Holds placed
Sept 2022	2,005	3,110	2	42	1	74	542
Aug 2022	2,816	3,726	12	271	4	59	600
July 2022	2,530	3,738	3	42	1	89	586
June 2022	2,470	3,876	3	50	8	78	511
May 2022	2,184	3,302	10	198	9	57	560
April 2022	2,716	3,821	26	371	8	73	523
Mar 2022	2,684	3,733	13	199	12	49	489

- ▶ Number of visits was reduced because of 6 closed days (2 x public holidays, 4 x renovations)
- ▶ Room bookings and programs (other than Storytime) are no longer available.
- ▶ Higher program figures in August reflect the Children's Book Week school and Kinder visits.
- ▶ This is the first time hold statistics have been included in the monthly report. It is anticipated that this number will increase during the period the Limited Library Service/Click and Collect is available at the Visitors Information Centre, January – March 2023.

## 11. Communications

### Media Releases

Throughout September, 14 media releases were generated and distributed to the media with 100% being published in the Mansfield Courier.

### Social Media

All media releases produced are also shared via Council's Corporate Facebook page, driving visitation back to the website. Council's Corporate page has 6,320 followers with 29 new follows recorded during September.

For the September period, 34 posts were generated.

Statistics on the Facebook page activity are provided below:




▶ Post reach	57,815
▶ Post engagement	4,917
▶ Post clicks	449
▶ Comments	90
▶ Reactions e.g.: likes	769
▶ Shares	84

Lost pets continue to receive the most engagement/reaction, mostly because they are widely shared and potential owners are tagged.

The posts that received the greatest reach and engagement were in relation to:








▶ Cat – Looking for owner	5,574
▶ 20th Anniversary	4,157
▶ Senior's Festival line-up	3,975

An overview of the posts that received the most engagement is provided below:

	CAT FOUND - LOOKING FOR OWNERS! 🐱🐱 Female cat found this morning on Tabletop Road (around number 300). She is very friendly and has no tail except for a stump. If this she looks familiar, please give our Local Laws officers a call on (03) 5775 8555 and we can arrange for her to be returned home. *She is not yet microchipped but will be prior to leavin...	Post reach	Engagement
	Fri, 16 Sep	5574	518
	28 October marks the 20th anniversary of the declaration of the Mansfield Shire Council following de-amalgamation from the Delatite Shire Council in 2002! The Mansfield Shire community is invited to attend a free celebration event at the Mansfield Botanic Park on Saturday 22 October commencing at 10.00 am. The event will include food, music and a few...	Post reach	Engagement
	Wed, 21 Sep	4157	459
	Seniors Festival 2022 line-up revealed! We're proud to present a great range of events and activities comprising painting workshops, Pilates, yoga and movies through to morning teas and bushwalks. The program will be topped off by the Seniors Ball at the Mansfield Golf Club on Thursday 6 October. All events are free or heavily subsidised so all can enjoy....	Post reach	Engagement
	Tues, 13 Sep	3975	237



## Mansfield Shire Council | CEO Monthly Report

	Seniors Festival 2022 – Spots still available We still have some limited spots available across activities during our 2022 Seniors Festival. So head to our website for further details and book now! <a href="http://mshire.co/seniors2022">http://mshire.co/seniors2022</a> Also a reminder to book for the Seniors Ball - Just \$10 and includes a 2 course meal, live band & dancing– Mansfield Golf Club - Thursday 6... Thurs, 29 Sep	Post reach 2896	Engagement 136
	The consultation period for our new draft Domestic Animal Management Plan has been extended to Monday 19 September. The plan sets out our approach to promoting responsible ownership of cats and dogs across the Shire. So far it's had 173 visits and 86 downloads, but only received 1 submission. We want to hear from you! The draft Plan is availabl... Fri, 16 Sep	Post reach 2855	Engagement 129
	How great do our new bins look with featured artwork by local Taungurung artist, Maddi Moser! As part of a recent waste audit the need for improved waste infrastructure was identified as a priority. It was decided that five new, custom steel, 240L dual bin would be installed at the Botanic Park, Goughs Bay General Store, Bonnie Doon Post Office, Jamieson Publ... Fri, 16 Sep	Post reach 2535	Engagement 443
	🌸 SPRING IS HERE! 🌸 In Mansfield, Spring means events! We have just finished collating all the events we could find happening around our lovely Shire from September to November. There is over 40, so you are sure to be busy! A digital copy for you to download and make your checklist is available via the link below. Look out for physical copies around... Mon, 12 Sep	Post reach 2528	Engagement 193
	The winners of the Children's Book Week 2022 competition have been announced! Congratulations to the winners for each category as follows: 13-17 years 1st prize: Molly Diepeveen, 15 years 2nd prize: Amelia Stevenson, 14 years 9-12 years 1st Pichpanha Sorn, 12 years 2nd Audra McCallion, 9 years 4-8 years 1st prize: Elodie Durrant, 8 years 2nd prize: Felicity... Mon, 19 Sep	Post reach 2402	Engagement 235
	Here's a great opportunity for our outlying communities. Applications are now open for the Outlying Communities Infrastructure Fund. Has your community group got a project it would like funded? For more information visit our website - <a href="http://mshire.co/Communityfunding">http://mshire.co/Communityfunding</a> #grants #community #infrastructure #mansfield #mansfieldshirecouncil... Fri, 9 Sep	Post reach 2132	Engagement 64
	We are widening the existing narrow section of Malcolm Street over the Owens Creek culvert to accommodate two-way traffic removing the need to give way to oncoming vehicles. Through community consultation and a resulting investigation, we determined that the widening of the culvert was required to improve safety and traffic flow for the roa... Sat, 10 Sep	Post reach 2022	Engagement 221

## Media Undertaken by the Mayor

21 September - Mayor Cr Tehan attended his monthly radio spot on Mansfield Community Radio following the Council Meeting and covered the following topics:

- ▶ Planning Approval for the Commons 2-4, 4-8 Station Street
- ▶ Independence Anniversary Celebration
- ▶ Outlying Communities Infrastructure Fund
- ▶ Planning Review Report
- ▶ Commercial/Industrial Waste Charge Increase

## Comments from Mayor provided to media

21 September – Mansfield Courier

- ▶ Mayor's quote to be included in article re: Housing Shortage

26 September – Mansfield Courier

- ▶ Mayor's quote to be included in article re: funding for roadside weed and pest control

Mansfield Shire Council | **CEO Monthly Report****Council's Website**

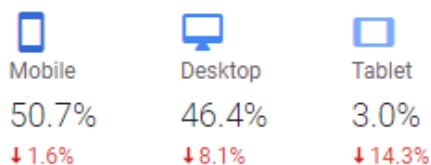
Council's website has attracted over 5.9k visitors throughout September resulting in over 19k page views. This is down 1.4% on the previous period.

Average visitation is 415 per day with over 50% of visits originating from mobile devices. The 'Job Opportunities' and 'Work with Us' pages attract the most interest.

23% of visitors to the website are returning visitors with 76.5% new visitors.

Waste is obviously important to our community with visits to the 'Check my bin day' page experiencing the longest average time spent on the page at 4.49 minutes closely followed by the 'Pay Your Rates' page at 3.40 minutes.

Sessions by device

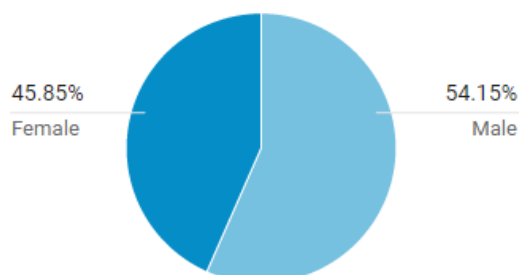


What pages do your users visit?

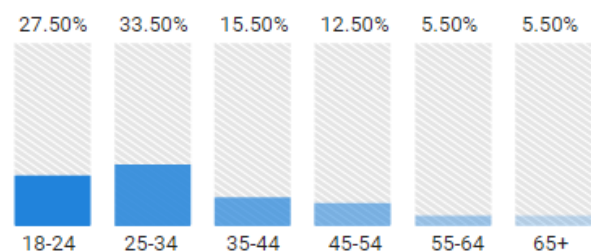
Page	Page Views
/Home	2,640
/Council/Work-With-Us-r-Job-Opportunities	861
/Council/Work-With-Us	473
/Community/Resident...ng/Check-My-Bin-Day	442
/Plan-Build/Planning	440
/Community/Resident...rce-Recovery-Centre	433
/Plan-Build/Public-No...on-public-exhibition	427
/Community/Resident...ates/Pay-Your-Rates	407
/Plan-Build	377
/Council/Contact-Us	375

**Snapshot of users:****Gender**

100% of total sessions

**Age**

100% of total sessions

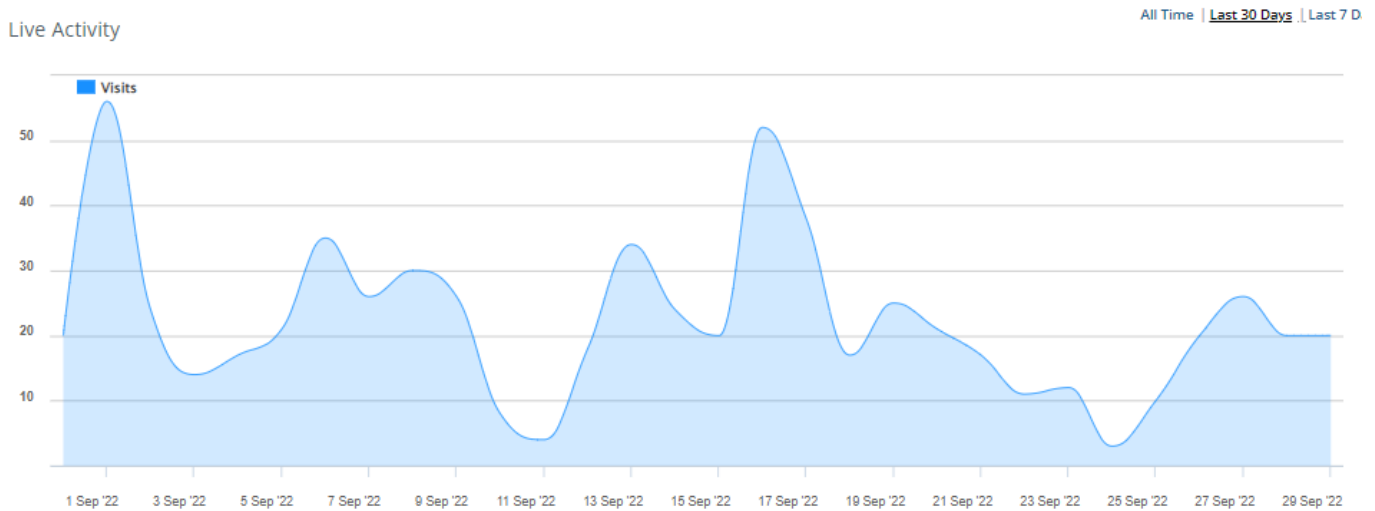


Mansfield Shire Council | **CEO Monthly Report****Engage Portal**

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

For the September period, the platform received over 400 visits and recorded 19 new registrations. There are 14 projects that remain current on the portal.

Details of visitation for the past 30 days are below:



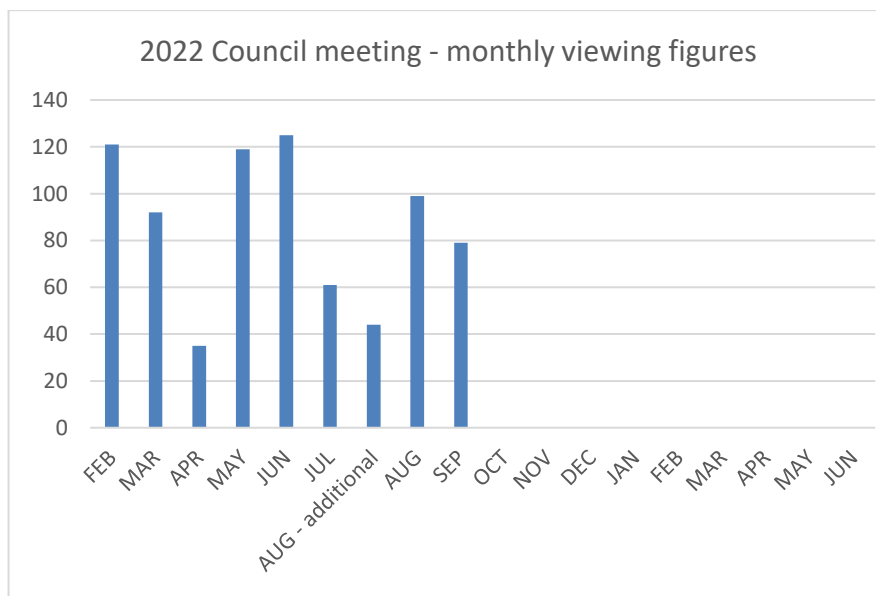
The Domestic Animal Management Plan and Changes to Recycling and Waste Services continue to be the top projects with the most participation.

**YouTube**

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

The September Council meeting has received 79 views.

Updated viewing figures for 2022 are provided below.



## **12. Procurement**

NIL completed procurements that require contracts and/or purchase orders over the total of \$75,000 (less GST) for the month of August.