

CEO Monthly Report

August 2022



Mansfield Shire

1. Customer Service

Monthly Customer Request Management System (CRMS) Report

CRMS statistics for the month of August show 213 customer requests registered with 86 requests remaining open and 127 being closed during the month.

Three complaints were received for August:

1. A cemeteries client complained that they received no response to messages about ordering a new plaque and placing ashes at the cemetery.
Action: Customer contacted, and issue resolved.
2. A community member expressed dissatisfaction about Council's policies and procedures after receiving a letter directing them to bring their waste and recycle bins in from the kerb after each pick up service.
Action: Customer contacted to provide further explanation, and the Waste team will be working with Council's Communications Advisor to undertake further community engagement on kerbside waste management moving forward.
3. A cemeteries client complained that Council had not provided the service of completing an order for a plaque.
Action: Discussed with Customer and issue resolved.

The majority (43%) of total requests opened were for Road Maintenance (Field Services). Road Maintenance (Field Services) requests consisted of (in order of frequency):

- Potholes
- Roads Corrugation
- Limb/tree removal
- Drainage
- Weeds and Vegetation
- Missing Sign

Asset Management (16%) was the second largest group. Asset Management requests consisted of (in order of frequency):

- Blocked Public Amenities
- General Building Maintenance
- Water hazard
- Removal of Building materials
- Facility maintenance

At the time of the report there were 18 overdue service requests. Overall organisation performance is 85% for total requests addressed.

Department	Total Events	Events Closed	Open	Open Overdue	Pending	Pending Overdue
Asset Management	35	24	3	2	5	1
Building Surveyor	4	0	3	0	1	0
Engineering Services	14	3	2	0	9	0
Environmental Health	4	3	0	0	1	0
Infrastructure and Planning	3	0	0	1	1	1
Local Laws	27	18	5	0	3	1
Parks and Garden Services	17	12	4	1	0	0
Planning	1	0	1	0	0	0
Records and Customer Service	5	2	1	0	0	2
Road Maintenance	92	63	9	2	13	5
Tourism and Events	1	1	0	0	0	0
Unallocated	4	0	3	0	1	0
Waste	6	1	2	0	1	2
Total	213	127	33	6	35	12

Definition of the tabs above:

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	213
Complaints	3

2. Governance

Confidential Reports at August Council Meeting 2022.

No. of Confidential Reports	Comments
1	<ul style="list-style-type: none"> ► Prospective Purchase of Land for Road Access Purposes

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	0
October 2022	0	0
November 2022	0	0
December 2022	0	0
January 2023	0	0
February 2023	0	0
March 2023	0	0
April 2023	0	0
May 2023	0	0
June 2023	0	0
TOTAL	2	2

Freedom of Information Requests (FOI) received in August 2022

No. of FOI Requests	Comments
1	FOI Request from Kimberley Astill regarding land access notices on Highett Street.

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	0
October 2022	0	0
November 2022	0	0
December 2022	0	0
January 2023	0	0
February 2023	0	0
March 2023	0	0
April 2023	0	0
May 2023	0	0
June 2023	0	0
TOTAL	3	3

3. Capital Works

2.1 - Current Financial Year				
Project	Budget (\$)	Comments	Budget Status	Estimated Completion Date
Buildings				
Bonnie Doon Community Centre	3,764	Mechanical services renewal at the Bonnie Doon Community Centre. Scoping yet to commence.	On Budget	Nov 2022
Council Building Renewal	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 Pavillion. Consultant to be engaged.	On Budget	June 2023
Public Toilets	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	Installation of the solar array on the roof of the Jamieson community hall and a generator. Planning work is well progressed. Roof inspections are complete. The Jamieson community group is managing this project and working with Council 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. Construction scheduled to start end of September 2022.	On Budget	April 2023

Bridges & Culverts				
Bridges & Culverts	620,133.00	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 – Procurement commenced.	On Budget	Jun 2023
Drainage				
Apollo St Drainage	870,000	Implementation of the Apollo Street drainage design plans. Divided in 2 stages. Stage 1 - Procurement initiated. Stage 2 – Assessing alternative cost-effective design options.	On Budget	Jun 2023
Mullum Wetlands Rejuvenation	120,000	Remediation works for overgrowth and silt removal at the Mullum Mullum Wetlands. Procurement initiated, tender evaluation in progress.	On Budget	Dec 2022
Drainage Renewal Inspect & Jet	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. Scope under development.	On Budget	Jun 2023
Open Space & Streetscapes				
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 scheduled to be completed by end of September 2022. Roundabout beautification works - scope to be developed.	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 – Procurement initiated. Street Lighting on intersection (Highton Lane / Monkey Gully / Rifle Butts). Scope to be developed.	On Budget	Apr 2023

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Council Land & Reserves	153,789	Playground and open space improvements at pre-determined locations throughout Mansfield and outlying townships. Scope to be developed.	On Budget	Jun 2023
Bonnie Doon Streetscape Upgrades - Delivery	40,000	Construction of the streetscape improvements. Procurement to be initiated.	On Budget	Jun 2023
Pathways				
Asphalt Pathways	3,644	Renewal of asphalt pathways within the shire. Scope under development.	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 initiated.	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. Procurement to be initiated.	On Budget	Jun 2023
Roads				
Kerb & Channel - Reconstruction	57,609	Tender Evaluation completed. Traffic management plan under review prior to contract execution.	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 – included in contract above.	On Budget	Jan 2023
Re-Sealing	319,816	Identified list of roads to receive pavement re-sealing works currently out for tender.	On Budget	May 2023
Car Park Resealing	31,363	Renewal work of asphalt car parking areas. Out for tender with resealing tender as one package.	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 commenced in September 2022.	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. Plans include a temporary parking surface to be constructed ready for use prior to Christmas.	On Budget	Jun 2023
Re-Sheeting	651,595	Identified list of unsealed roads to be renewed with additional gravel material has been field verified, scope developed and currently out for tender.	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

Update to be provided following the end of the first quarter of 2022-2023.

5. Statutory Planning

Planning Applications Lodged

App No.	Property Address	Proposal
A004/22	21 Bankers Rise Mountain Bay	Section 173 Assessment non habitable outbuilding
A005/22	214 Woolshed Road Woodfield	Section 173 Change to building envelope
A006/22	10 Saddle Court Mansfield	Section 173 Retaining wall construction within building exclusion zone
A007/22	19 Setters Court Bonnie Doon	Section 173 Variation to building envelope
DP002/22	240 Malcolm Street Mansfield	Development Plan for a nine (9) lot subdivision
P149/22	240 Malcolm Street Mansfield	Nine (9) Lot subdivision
P040A/22	99 Highton Lane Mansfield	Amendment to permit - Second dwelling & outbuilding
P106B/21	1415 Mt Buller Road Merrijig	Amendment to conditions – Dwelling & host farm, alteration to access
P115A/21	142 High Street Mansfield	Amendment – amended plans land for service industry
P147/22	41 Christensen Street Sawmill Settlement	Development of land for a dwelling
P148/22	1227 Howes Creek Road Mansfield	Use & development of land for dwelling & machinery shed
P152/22	295 Tabletop Road Bridge Creek	Change of use of shed to group accommodation
P153/22	23 Elvins Street Mansfield	Use & development of land for 8 dwellings, 8 lot subdivision, removal of carriageway easement
P154/22	514 Glen Creek Road Bonnie Doon	Development of land for dwelling, shed & studio
P155/22	785 Howes Creek Road Mansfield	Extension to existing dwelling
P157/22	206 Rifle Butts Road Mansfield	Use of land for an outdoor recreation facility (mountain bike park)
P158/22	152 Killarney Lane Boorolite	Outbuilding ancillary to a dwelling
P159/22	183 Ambrose Drive Tolmie	Dependent persons unit
P160/22	700 Piries Goughs Bay Road Goughs Bay	Outbuilding ancillary to a dwelling
P161/22	15 High Street Mansfield	Extend area for sale & consumption of liquor
P162/22	2109 Mt Buller Road Merrijig	Development of replacement dwelling
P163/22	190 Ambrose Drive Tolmie	Development of land for a dwelling & outbuilding
P164/22	1313 Glen Creek Road Barjarg	Outbuilding ancillary to residential cabins
P165/22	77 Harbour Line Drive Mountain Bay	Use & development of a store
P166/22	189 Peppin Drive Bonnie Doon	Alterations & additions to existing dwelling
Total Applications Lodged: 25		

Planning Applications Determined

App No.	Property Address	Proposal	Date Issued	Withdrawn/ Lapsed/ Refused/ Not Required
A003/22	17 Stockmans Drive Mansfield	Section 173 – construction in building exclusion zone	17/8/2022	
A006/22	10 Saddle Court Mansfield	Section 173 Retaining wall construction within building exclusion zone	31/8/2022	
P025/22	46 Elvins Street Mansfield	Development of second dwelling	31/8/2022	
P040A/20	99 Highton Lane Mansfield	Development of second dwelling & outbuilding	31/8/2022	
P041/15A	35 Black Ore Road Ancona	Development of second dwelling	31/8/2022	
P045/22	177 High Street Mansfield	Buildings and works Visitor Information Centre	31/8/2022	
P049/22	6 Mountain Rise Merrijig	Development of carport	24/8/2022	
P069/22	310 Campagnolos Road Mansfield	Development of an outbuilding	1/8/2022	
P080/22	502 Monkey Gully Road Mansfield	Agricultural shed	19/8/2022	
P086/22	8014 Mansfield Woods Point Road Gaffneys Creek	Development of buildings & works (fuel pad) associated with use of land for mining	8/8/2022	
P093A/20	293 Howqua River Road Howqua	Use & development of land for a dwelling	11/8/2022	
P101/21	221 Monkey Gully Road Mansfield	Use & development of land for group accommodation	18/8/2022	
P106/22	144 High Street Mansfield	Construction & putting up for display internally illuminated business identification signage	1/8/2022	
P106A/21	1415 Mt Buller Road Merrijig	Amendment to septic – dwelling & host farm		1/8/2022 (Not required)
P107B/16	284 Rifle Butts Road Mansfield	Development of dwelling & outbuilding – amendment	5/8/2022	
P109/22	295 Mt Buller Road Mansfield	Use of land for a second dwelling	8/8/2022	
P114/22	265 Ford Drive Mansfield	Outbuilding ancillary to a dwelling	31/8/2022	
P118/22	886 Mansfield Whitfield Road Barwite	Extension & alterations to existing dwelling, carport, outbuilding & earthworks	31/8/2022	
P122/22	240 Hutchinsons Road Bonnie Doon	Buildings & works associated with camping & caravan park	17/8/2022	
P136/21	102A Malcolm Street Mansfield	Five lot subdivision & removal of native vegetation	11/8/2022	
P155/22	785 Howes Creek Road Mansfield	Extension to existing dwelling	17/8/2022	

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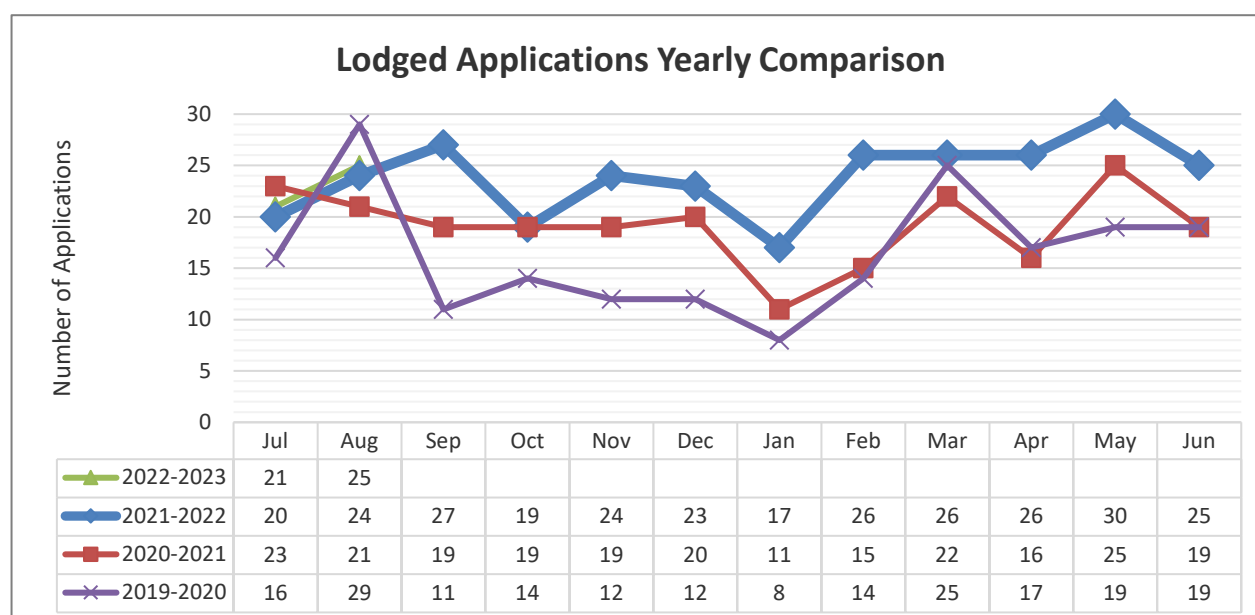
App No.	Property Address	Proposal	Date Issued	Withdrawn/ Lapsed/ Refused/ Not Required
P160/22	700 Piries Goughs Bay Road Goughs Bay	Outbuilding ancillary to a dwelling	30/8/2022	
Total applications determined:			21	1

Certification Applications Lodged

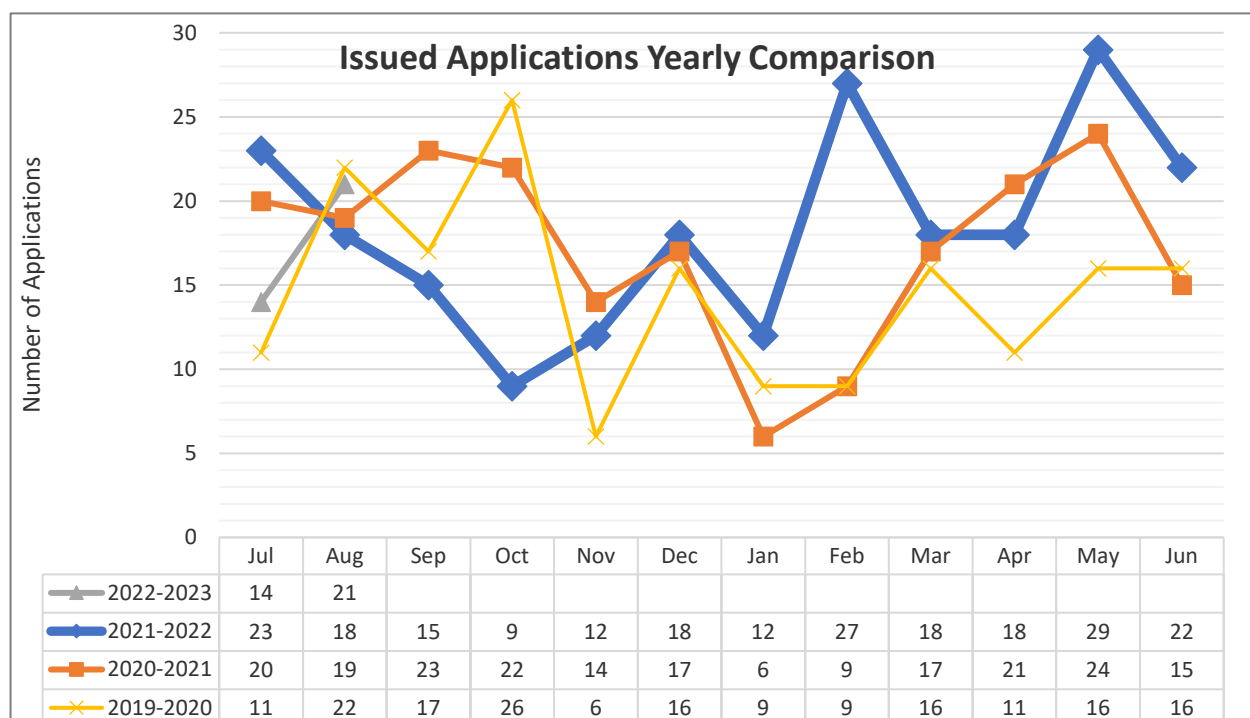
App No.	Property Address	Type	Date Lodged	Application Stage
S197865T/22	2 Collopy Street Mansfield	Certification – removal of easement	1/8/2022	Under assessment
S199305H/22	14-18 Malcolm Street Mansfield	Certification – six lot subdivision	22/8/2022	On referral
S199435C/22	31 Hunter Street Mansfield	Certification – variation to easement	23/8/2022	Certification & Statement of Compliance issued
Total applications received: 3				

Other Planning Consents & Enquiries

Type of Request	Number Issued
Condition 1 plans for endorsement	3
Secondary Consent	4
Extension of Time	5
Certification & Statement of Compliance	5
Total applications received: 7	

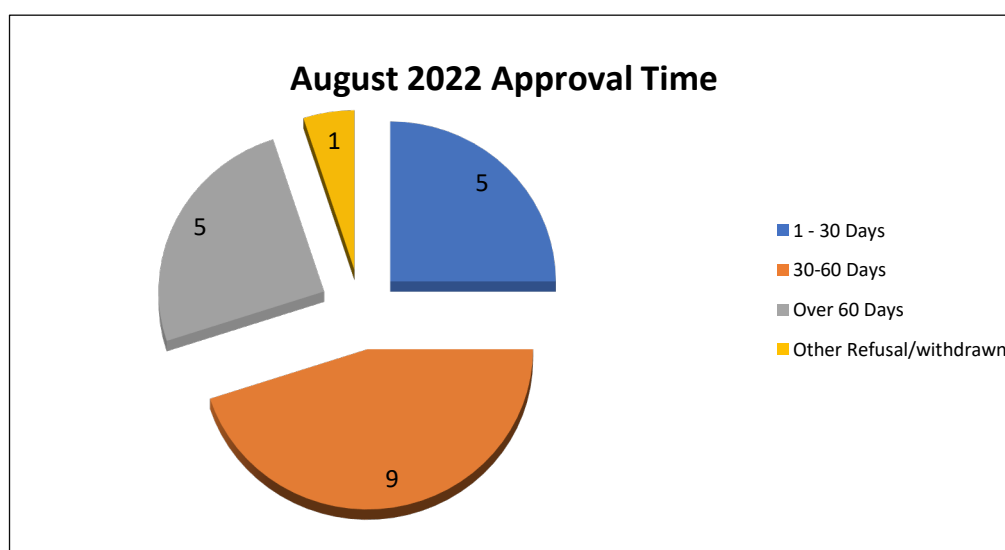


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Days Taken to Determine Planning Applications

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1 - 30 days	0	8	11	4	13	12	4	5					57
31 - 60 days	1	14	6	12	15	9	5	9					66
Over 60 days	5	2	1	2	1	1	2	5					23
Withdrawn / Permit not req./ Lapsed/Refused	1	2	3	2	1	2	3	1					16
Applications finalised	7	26	21	20	30	24	14	20					162



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		\$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
TOTAL	\$ 14,015,006	\$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			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
TOTAL	29		114		145	

*3 Residential units (MASS)

Value of Building Permits Lodged with Council

Type	Number	Value
RESIDENTIAL* (3 Urban 2 Rural)	5	3,131,440
ALT & ADDITIONS	5	1,331,308
DOMESTIC SHEDS & CARPORTS	11	614,937
SWIMMING POOLS & FENCES	8	383,283
COMMERCIAL & PUBLIC AMENITIES	2	724,093
TOTAL COST OF BUILDING WORKS	31	\$ 6,184,961

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					
OCT					
NOV					
DEC					
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
TOTAL	13	0	13	13	16

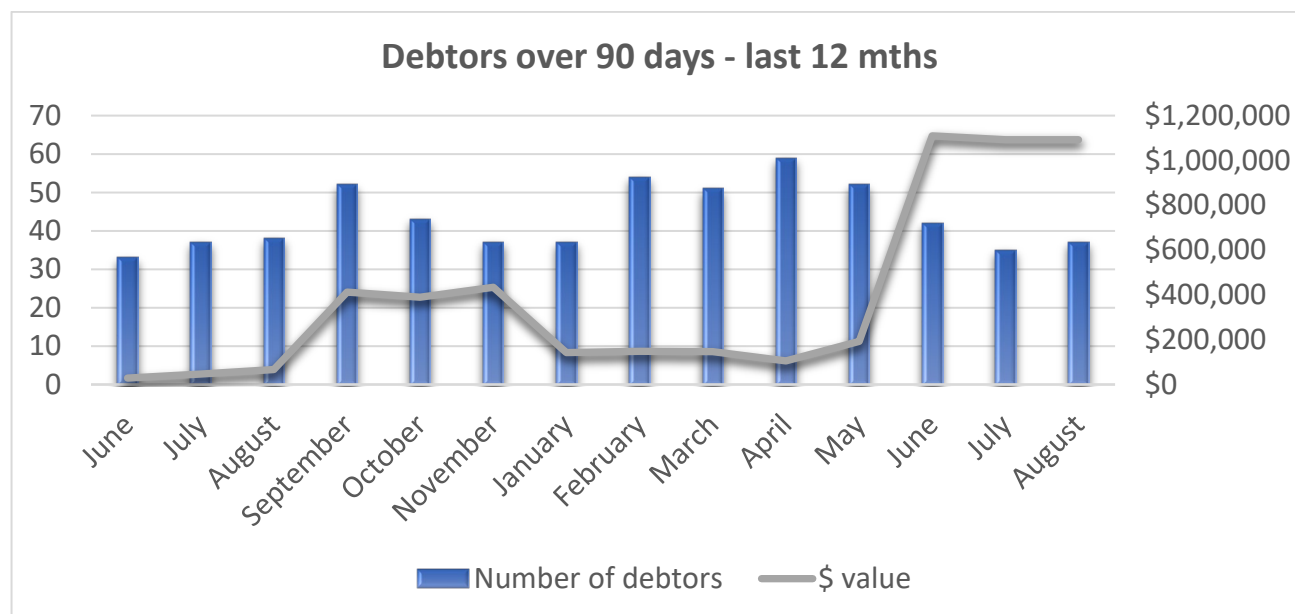
Septic Applications Lodged

	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			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
TOTAL	13		67		77	

8. Revenue Services

Debtors

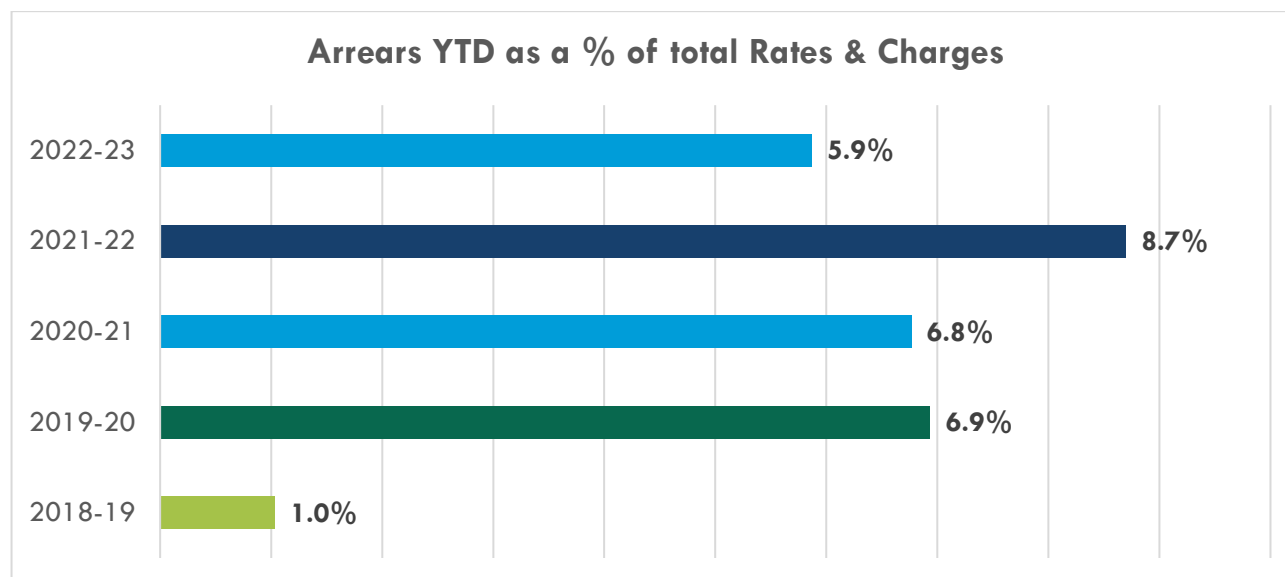
The number of debts outstanding over 90 days increased slightly from 35 to 37 however the amount remains over \$1m primarily due to one debtor related to Dual Court stadium being \$1.020m. The cost report for this project received from the VSBA will be submitted to the Commonwealth department in September on completion of the grant acquittal audit.



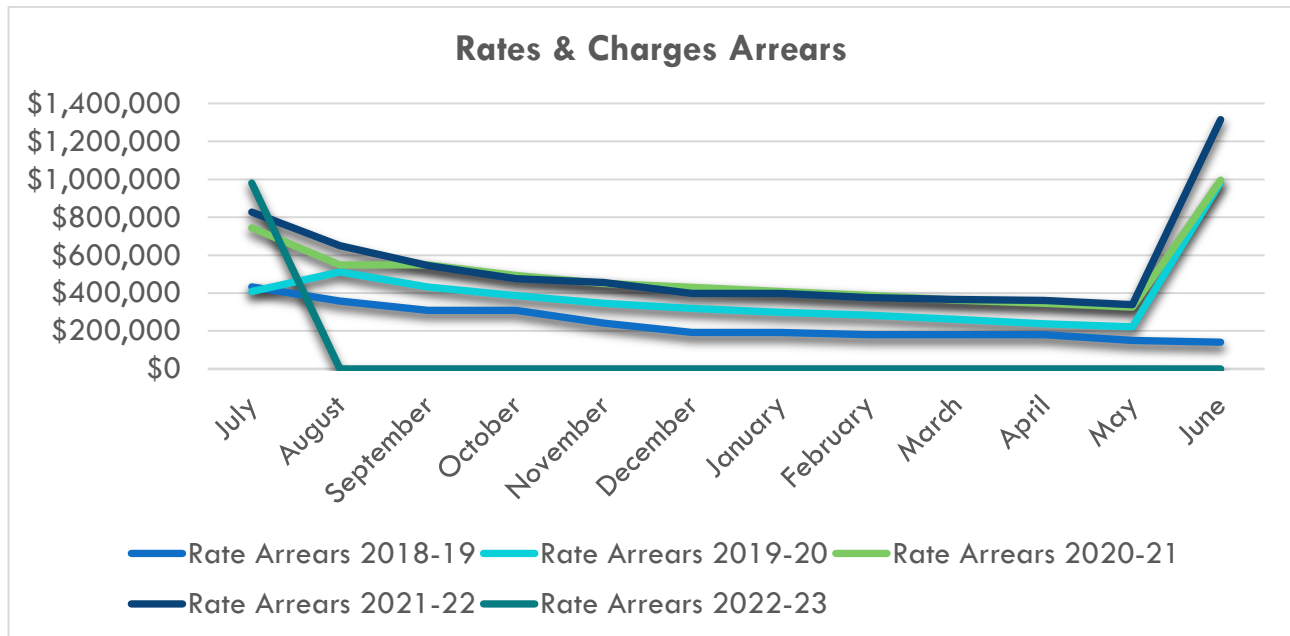
Payment of Rates

Rates and charges outstanding from June 2022 to August 2022 have reduced from \$0.85m to \$0.65m. The revenue and ratings team continue to undertake collection processes.

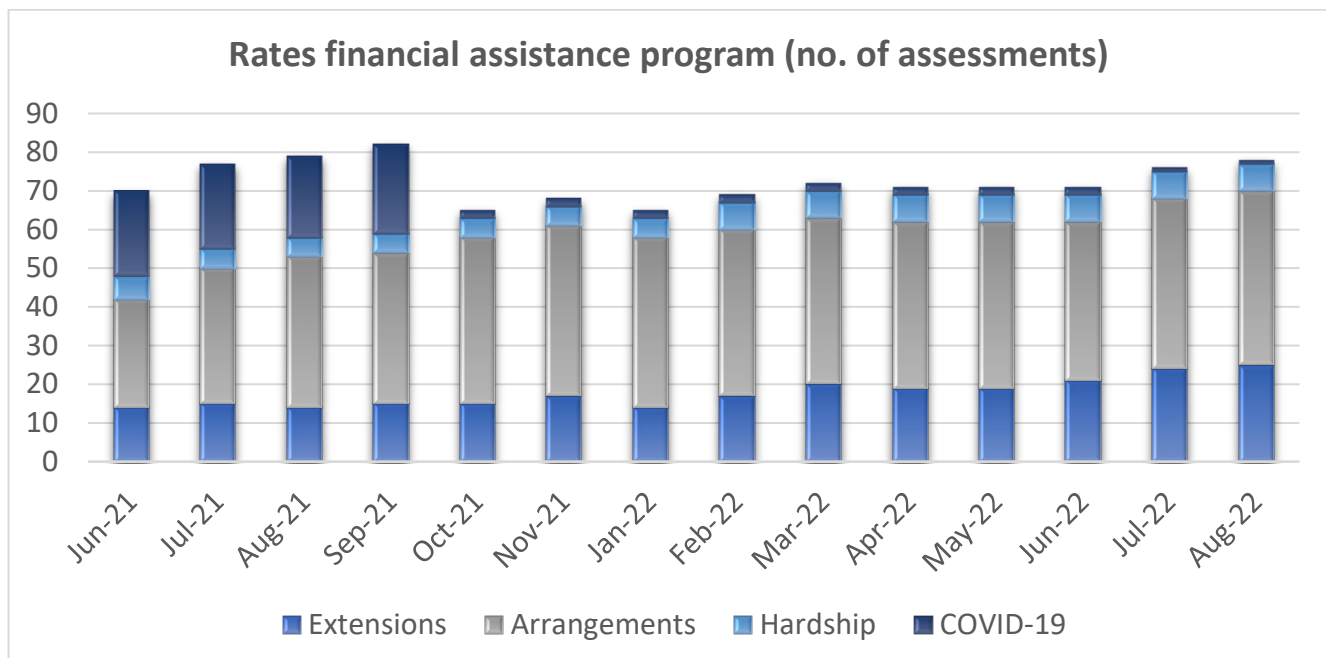
The first 2022-23 rates notice was issued on 1 September, with a total 9,083 notices being sent - 46% = 4,181 Notices Emailed and 54% = 4,902 Posted.



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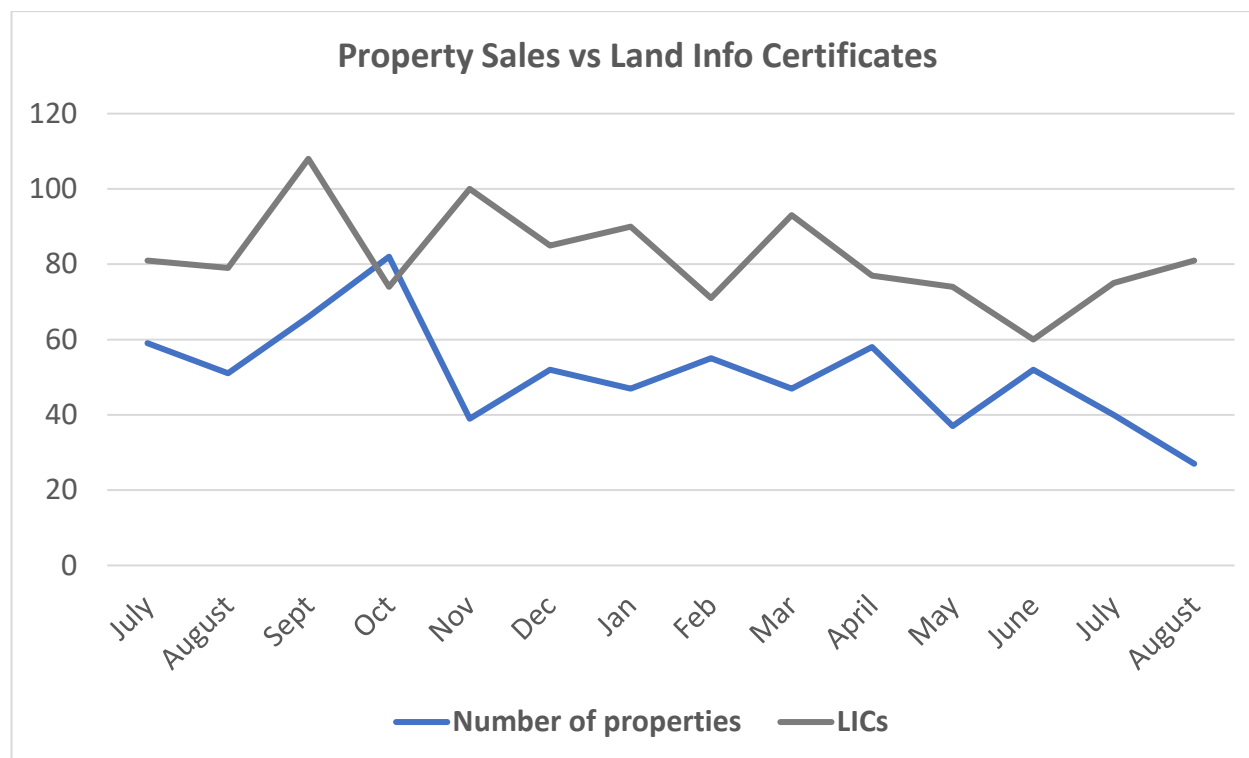
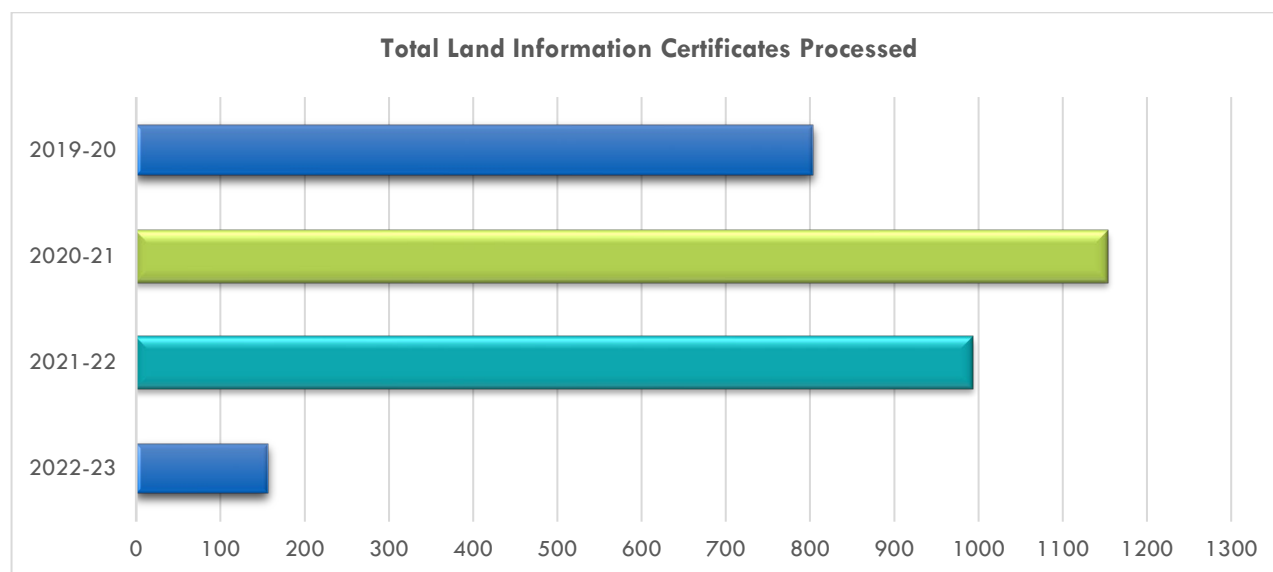
The number of property assessments accessing hardship arrangements continues to remain steady.

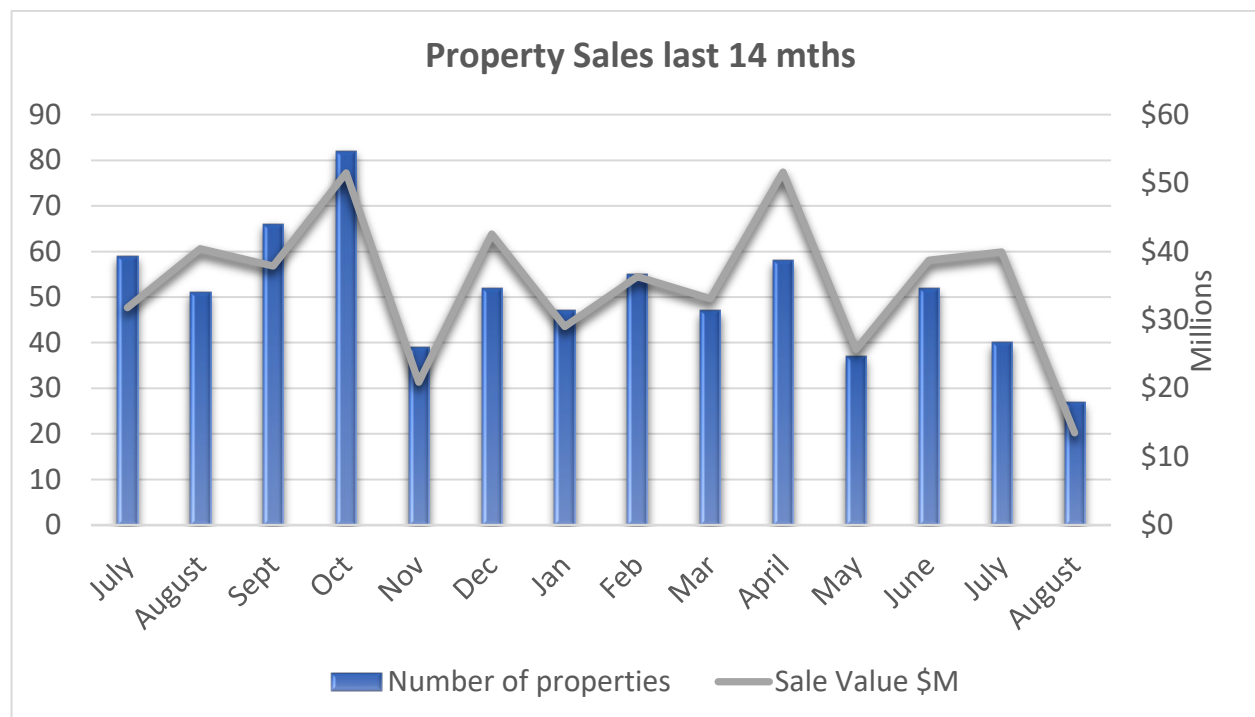


Property sales data

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. Mansfield Shire saw a slowing of the property market in 2021-22 after a significant increase in 2020-21.

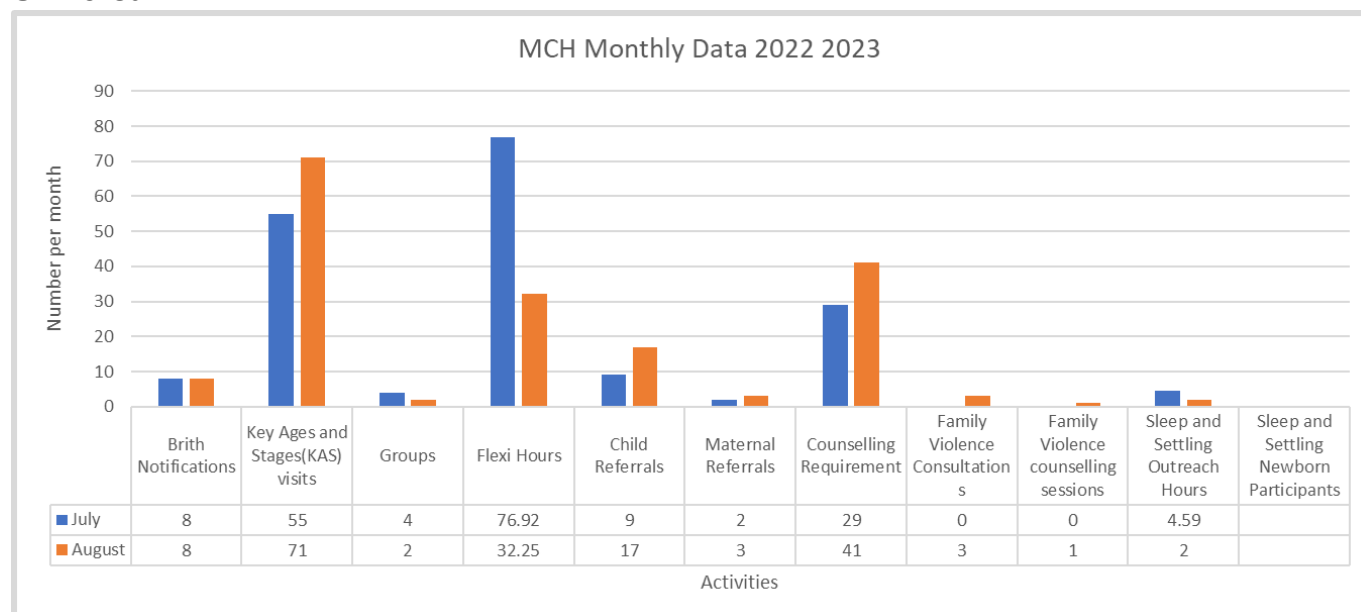




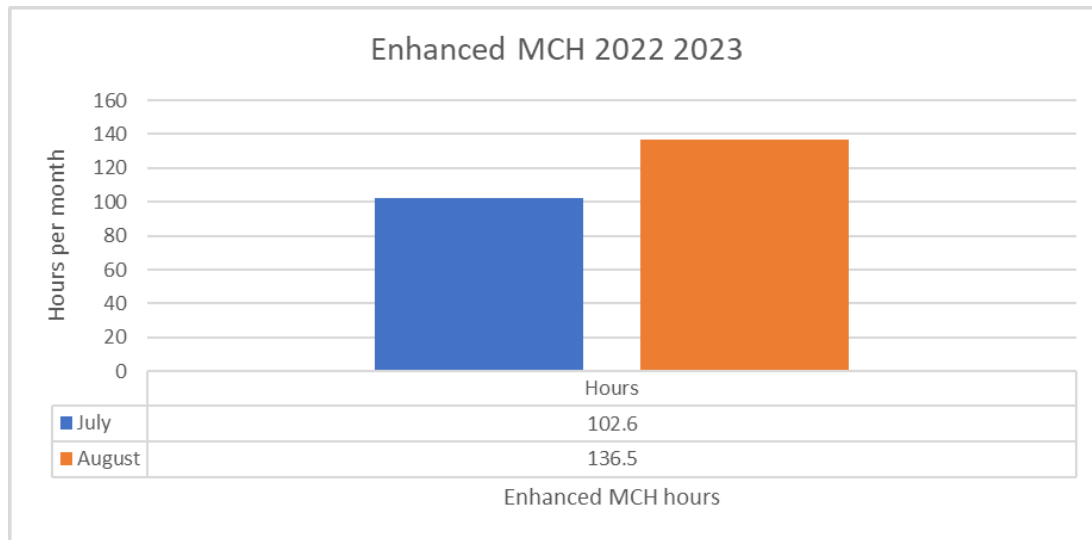
9. Community Health and Wellbeing

Maternal and Child Health

Universal MCH

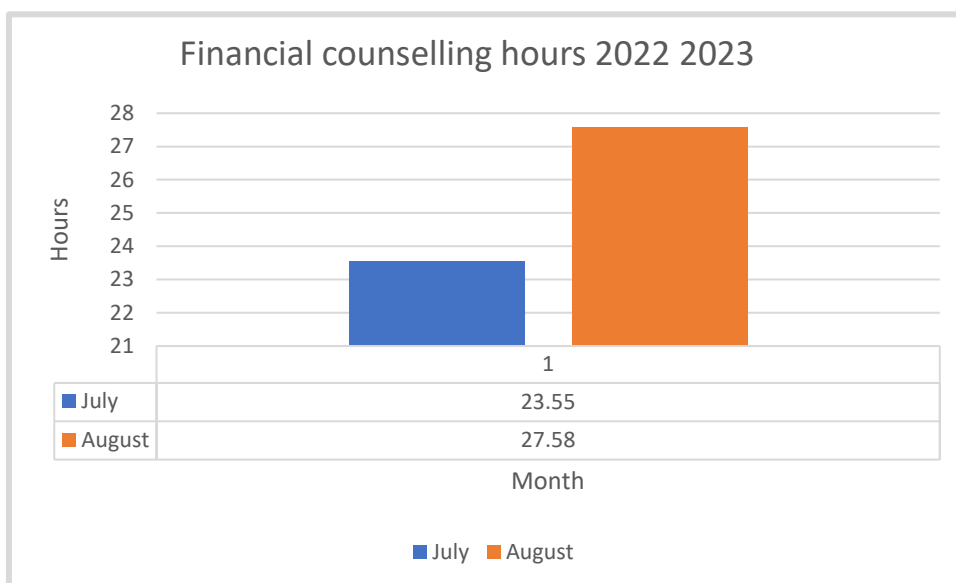


Enhanced MCH



Supported Playgroup

August	Activity	Attendance	Percentage
	Tuesday SPG	4	24
	Wednesday SPG	5	40
	Thursday SPG	6	33
	Home coaching 1	2	40
	Home coaching 2	1	20
	Homecoaching 3	0	0



Financial Counselling

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August contained some good news: The Financial Counselling program is assisting a 79 year old gentleman. Support has incorporated two home visits. Results to date include successful negotiation of three debt waivers totalling \$15,853.

Youth Services

Youth services has successfully recruited a Youth Program Coordinator and Youth Program Officer. The Coordinator is currently visiting local schools and businesses to introduce themselves and the restructured program. We have upcoming events:

- ▶ 17 September 2022 - Skate Park League
- ▶ 27-31 October 2022 - Mandela Project Leadership retreat
- ▶ 28 October 2022 - Rock Out

Integrated Family Services

August saw Integrated Family Services work on 'demand management', as the service had been operating with no vacancies for several months. The service was able to close with three families, meaning that room has been opened for other families in need.

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

Better Communities Network will recommence in September to reconnect Educational providers Departmental representatives, Health and allied health providers and non-government organisations.

Respond – Soup for Schools Project was completed with St Marys in Merrijig and Mansfield Kindergarten.

Application process for Jump Start Funding from Vic Health commenced to obtain funding for physical activity for toddlers.

Aged Care

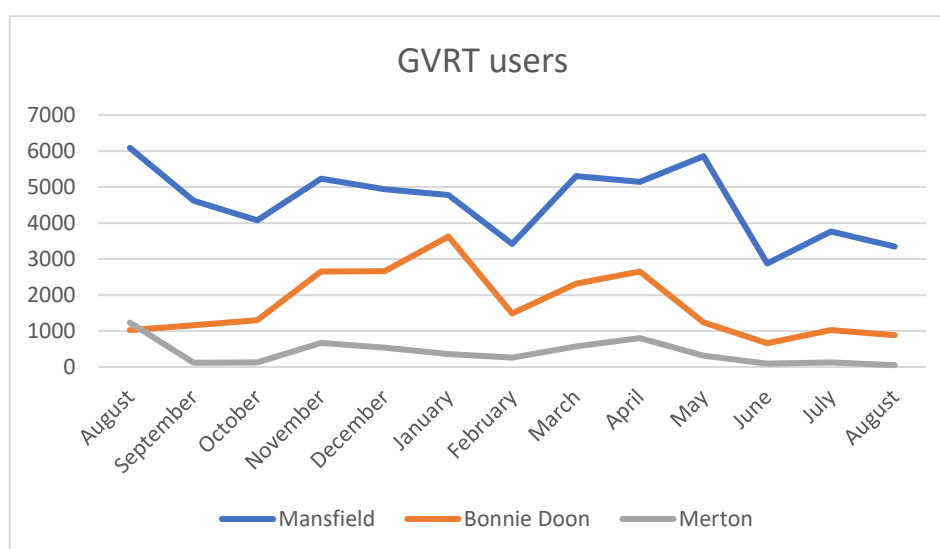
Regional assessment team continues following the cessation of Home and Community Care. We are currently recruiting for the Community Connections Officer and will conduct interviews this week. We continue to support the Mansfield District Hospital Support@Home program.

10. Visitor Services

The Great Victorian Rail Trail (GVRT)

A decrease of 2,745 recorded on the count on the Mansfield end of the GVRT has been recorded in comparison to this time last year, when August 2021 recorded a count of more than 6,000 users for the month. Some factors that influence this drop in numbers include:

- Weather – this is one of the wettest years that the trail has seen, with both increased rainfall (10mm) and an increase in the number of days of rain. The temperature was also 3 degrees lower, on average, this year compared to last year.
- The Bonnie Doon counter remained stable so it could simply be people are doing shorter trips in different sections of the trail and not coming all the way through to the Mansfield end.
- August 2021 was a lockdown month, with many people remote working and not able to travel interstate or overseas. This increased regional tourism and enhanced the flexibility of local riders. COVID restrictions have a positive correlation with bicycle sales.
- Other local activities may have an impact. This year, Mt Buller is open and it is a great snow season, so outdoor activities may be skewed to people wanting to take advantage of snow based activities now that this is an option again.



The Great ARTdoors update

- Artists are now working on their installations along the Rail Trail after a significant process for selection of artists and appropriate sites. A small Melbourne-based documentary film and video production company, Thirddrow Films (thirddrowfilms.com), will document the GVRT Art Installations project. This will promote the project and the GVRT as a tourism asset.
- Many cycling events end or begin at the trailhead of the GVRT, which is at the Mansfield Visitor Information Centre. Last year, the Friends of the GVRT applied for a grant for a water station at that site through Goulburn Valley Water but were unsuccessful. Using

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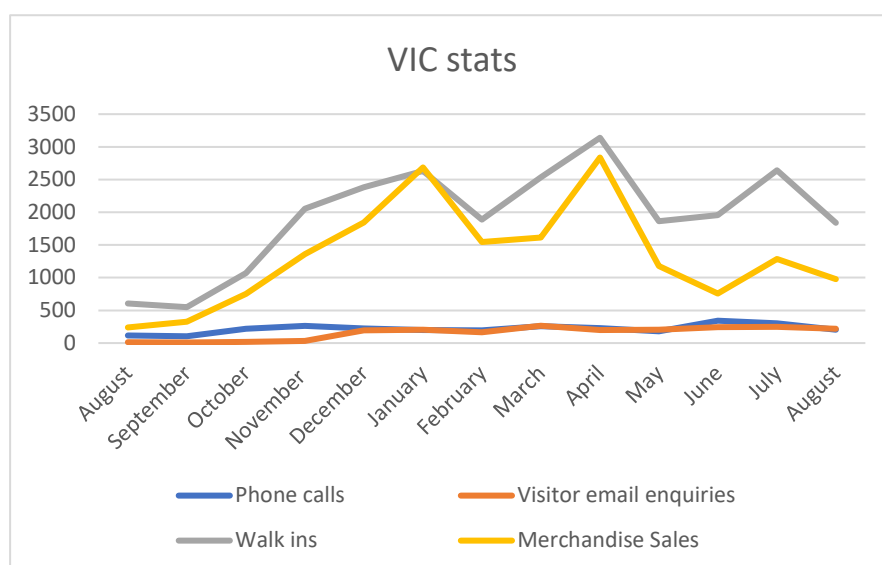
funding from the Victorian Government's COVIDSafe Outdoor Activation Fund and from Goulburn Valley Water, Council has been able to secure and install a water fountain at this location, which also hosts a bike repair station and bike pump.

Mansfield Visitor Information Centre (VIC)

While the count on the Rail Trail is down, the walk-in visitation to the Visitor Information Centre and sales have increased significantly from this time last year.

	2021	2022
August – Walk In visitors	\$605	\$1,841
Retail Sales	\$239	\$976

When looking at our month-on-month enquiries, we can also see a steady increase in numbers since lockdown finished in August 2021. This peaked in April but remains high compared to last year.



This success can be attributed to the shift toward an experiential offering at the VIC, with the inclusion of the Aboriginal Art exhibitions, repair and refresh of interpretive signage on the poles, internal speakers creating a modern atmosphere using contemporary music and a general refresh of the look and content provided at the VIC. Council continues to strive to provide a positive experience for visitors to the centre.

Council has been working with Tourism North East on communicating with new migrant markets to promote experiences across the region directly with those cohorts, as well as being able to provide relevant information, such as ticketing and booking requirements, in appropriate and effective ways.

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.

35% of visitors were aged 60+

29% of visitors were aged 40 -60

44% were adult couples

76% of visitors were here for a holiday over one day

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

Most popular things were in order -

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

The most popular reasons for visiting the information centre were, in order:

- Maps and directions
- Operator information
- Road conditions and updates.

Events

August is traditionally very quiet for events in Mansfield. Community events are not in full swing yet, but Council was able to assist with the following events:

Maindample Plant Sale

Council received feedback after the last Maindample Plant Sale in 2020 around the traffic concerns for the highway. In previous years there has been no traffic management needed on the highway, only in the township.

With increased local traffic due to population growth, increased regional travel and higher visitation to Mt Buller, a Traffic Management Plan was put in place to ensure the continued safety of drivers and pedestrians around the Maindample Plant Sale.

The Plant Sale is a positive community initiative with significant funds raised for the Maindample CFA. Council supported the event by covering costs for traffic management, including the initial plan and signage, setting up and packing down on the day.

Organiser of the Maindample Plant Sale, Ros, sent this feedback to Council:

Hi Gareth

This is Ros Maindample CFA. I just wanted to say thank you for your support for our Garden and Plant Sale yesterday. The road signs certainly made a difference. We were about to prevent any blockages on the highway. It was a great day. The community were so happy to have the event back on. It was another sign of things getting back to 'normal'.

Thank you very much

Ros

Upcoming events

A comprehensive list of upcoming events during the spring period has been collated by Council's Tourism and Events team, who have reached out to businesses, community groups and organisers to confirm events for the season.

This is now available online at mshire.co/SpringEvents with physical copies being distributed.

Seniors Week

Council's Community Health and Wellbeing team and Tourism and Events team are partnering to present 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 include:

- 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
- Seniors Ball with Mansfield Golf Club

Other Projects

Outdoor Activation Funds

Council was able to deliver on many of the projects the community had prioritised in community engagement within budget, leaving funds for additional projects, including:

- New power box near the Amphitheatre

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- New Water Station on Great Valley Rail Trail
- Two new art murals in Mansfield
- New tap at Botanic Park near the main gate entrance
- Events trailer for transport and storage of umbrellas, marquees
- Purchase of torso sculpture, which has received positive community feedback.

Tourism North East

The Tourism & Events Officer has been working closely with TNE around the cycling space and future marketing plans and research projects into new markets and identifying potential spaces to attract these users to our region.

As a result of this the recent proposed marketing plan for Ride High Country was altered due to feedback around the offering from Mansfield. It will now include heavier coverage of the Rail Trail art project and the Highline event and further events on the Highline site.

We are also in discussions with Tourism North East around the possibility of being included in an Augmented Reality trial piece for the North East region, leveraging off our Outdoor Activation Funding to have our new murals come alive through Augmented Reality apps.

Business Support

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 453 local businesses through August.

The reported figures below are the averages.

	Council's Business Newsletter	Industry Benchmark
Open rate	51.09%	24.1%
Click rate	9.54%	7.3%
Delivered	98.59%	-
Bounced	3.37%	-

August's higher Open rate and Click rate continue above the industry benchmark levels and are higher than achieved in July.

Business Contacts

Council's Economic Development Officer Business Support continues to visit, call and email local businesses. Most communications have been about funding and grant opportunities, training and support programs and other opportunities for local businesses offered through state, federal and

agency programs. Through August, 26 businesses were provided with direct support, with a total of 34 contacts to those businesses throughout the month.

Business Support

Council continues to support 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 in partnership with Monarch Institute.

Businesses have the flexibility to book training sessions online via the Business Matters Newsletters and this offers both online training sessions and the opportunity for face-to-face training utilising Mansfield Shire Council facilities to conduct booked sessions.

Better Approvals

Local businesses seeking assistance in progressing their offerings by varying, expanding or creating new entities continued through August.

- A beginning civil construction business looking for training and employee supports.
- Continuing to assist Kevington Hotel with potential accommodation changes and business expansion ideas in need of funding assistance.
- Goughs Bay Dairy Goats looking for a variety of funding propositions and employees and potential interest in sponsorship.

GOTAFE Mobile Campus

The Mobile Campus visited Mansfield during August. Each visit has resulted in increased visitors, with 54 visits this month. A significant proportion of these visitors were employers seeking advice on staff training opportunities through GoTafe.

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 Library refurbishment is due to begin on Monday 19 September. During September, the Library will close for 3 days (Tuesday 20, Tuesday 27 and Wednesday 28) to allow for exterior plumbing works, site establishment and the fitting of internal walls. The front wall of the Library including the entrance will be fenced off. Access to the Library will be through the back car park.
- The focus this month has been firming up final details of the design with the architects and working with the builders to minimize disruption to the Library service.
- A list of assets (shelving and furniture) no longer required has been compiled for disposal.

Children's Book Week (20 – 26 August) *'Dreaming with eyes open...'*

Bookmark Competition

The Library is running a Bookmark Competition for young artists based on this year's Book Week theme "Dreaming with eyes open...".

1st and 2nd place winners will be selected in 3 age group categories: Ages 4 – 8, 9 – 12 & 13 – 17. The winning designs from each age group will have their design produced onto bookmarks which will be available for free in the library for the entire year. 1st and 2nd place winners in each category will also receive book vouchers from Ink Bookshop, worth \$50 and \$25 respectively. Prizes have been donated by Friends of Mansfield Library. Winners will be announced on the Mansfield Library Facebook page on 9 September.

This is a wonderful opportunity for children and young people to have their artwork produced and enjoyed by the wider community.

Storytime sessions

To celebrate Children's Book Week, Library staff ran storytime sessions in kindergartens, schools, at MASS and at the Library.

There were ten sessions in total, reaching approximately 200 children. These included:

- The prep class from Mansfield Steiner School
- Farmhouse 3 and 4 year old day care and kindergarten
- Mansfield 3 and 4 year old kindergarten
- Grade 3 at Mansfield Primary
- Mansfield Autism State-wide Service (MASS). This was the first year the Library had visited MASS.

These sessions provide the opportunity for Library staff to share our love of story, rhyme and song, and most importantly to share the 2022 Children's Book Week winning books.



High Country Library Network (HCLN)

The updated Local History Collection Development Policy has been approved. Library users from Mansfield, Benalla and Alpine Shires are now able to view items held in Wangaratta Library's North East Room (shared Local History Collection) at their own Library branch. A secure and environmentally safe suitcase has been purchased to transport items between the Shires.

Mansfield Library continues to prioritise our local history collection, seeking out and purchasing material for both our own collection and the North East Room, and conducting regular reviews and stocktakes of this section.

The HCLN Library Coordinators held our annual collections conference in August. This financial year, higher priority will be given to purchasing eResources and multiple copies of high demand physical items. We are working on providing book sellers more clearly defined guidelines for profile buying.

OF NOTE: Mansfield Library supports local business by spending our annual discretionary fund (\$6,000) primarily at Ink Bookshop.

Library Statistics for August 2022

	Visits	Loans	Library programs		Program attendees	Room bookings	IT help
August 2022	2,816	3,726	12		271	4	59
July 2022	2,530	3,738	3		42	1	89
June 2022	2,470	3,876	3		50	8	78
May 2022	2,184	3,302	10		198	9	57
April 2022	2,716	3821	26		371	8	73
Mar 2022	2,684	3,733	13		199	12	49

- Room bookings are low for July - August due to preparation for refurbishment.
- Higher program figures reflect the Children's Book Week school and Kinder visits.
- August 2021 – lower visits due to COVID, including 8 days of lockdown.

11. Communications**Media Releases**

Throughout August, 20 media releases were generated and distributed to the media. 20 have been 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.

For the August period, Council's Facebook page saw an increase in follows of 30.










Statistics on the Facebook page activity are provided below:

- Post reach 20,082
- Post engagement 6,904
- Comments 156
- Reactions e.g.: likes 895
- Photo views 1,618
- Clicks 707

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Lost pets continue to rate highly and generate the most engagement. Following these, the posts that received the greatest reach were in relation to:

- The Skyline Road Tourism Precinct update
- The Community Christmas Picnic
- The Art Exhibition at the Visitor Information Centre
- Draft Domestic Animal Management Plan
- Cr. Webb's book reading to Grade 2 Primary School students during Book Week was well received.

	UPDATE: This lovely cat has now been claimed and will be returned to her family soon. Female cat found in Mansfield 🐱🐱 If she looks familiar please contact our local laws team on (03) 5775 8555. *Microchip No. 991003001920777 (she wasn't micro-chipped when found - we have had thi... Thurs, 18 Aug	Post reach 7257	Engagement 1137
	Work is well underway to deliver a design for the development and construction of the Skyline Road Tourism Precinct catalyst project, a priority project in the Activating Lake Eildon Masterplan. Together with Murrindindi Shire Council we recently received \$500,000 in funding from the Victorian Government's Investment Fast Track Fund to complete the... Fri, 26 Aug	Post reach 5565	Engagement 365
	*UPDATE 31/8: She has been reunited with her family. CAT FOUND - Looking for owners! 🐱🐱 She was found near Campagnolos Road on Howes Creek Road and handed into Delatite Vet by a community member. If this cat 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... Mon, 29 Aug	Post reach 5393	Engagement 793
	*UPDATE: The Community Christmas Picnic is moving to Thursday 15 December. Be sure to save the date and keep an eye here for details - http://mshire.co/ChristmasPicnic2022 Wed, 17 Aug	Post reach 4645	Engagement 334
	A collection of works from prominent Lockhart River artists Evelyn Omeenyo and Patrick Butcher Jnr, are on loan from Aboriginal Exhibitions Gallery and now on display at the Mansfield Visitor Information Centre until 1 December! Lockhart River Arts Indigenous Corporation was established in 1995 is a prominent Indigenous Australian art centre located in... Thurs, 1 Sep	Post reach 4219	Engagement 143
	After community consultation, we have developed the draft Domestic Animal Management Plan 2022-2025 to reflect the feedback received about animal management in the Shire. 🐶🐱🐾 The draft Plan is now available for you to review and to submit your feedback until 8 September 2022 at https://engage.mansfield.vic.gov.au/ Read more on our website ... Tues, 23 Aug	Post reach 4120	Engagement 628
	ITS BACK! After 2 years off with COVID the Grand Parade returns to Mansfield on Saturday 29 October. With thanks to Martins Garage - Isuzu Nissan Subaru and Mansfield Rotary its full steam ahead, so register your interest now! More information including a link to register your entry is available on our website - http://mshire.co/parade Sat, 13 Aug	Post reach 3386	Engagement 226
	We enjoyed seeing our local school children dressed up as their favourite book characters as they celebrated Book Week today. Cr. Webb was on hand to welcome the Mansfield Primary School grade 2 class to the municipal office and took great enjoyment in reading them his favourite book, Alone by Scott Stewart. Each year since 1945, the Children's Book... Wed, 24 Aug	Post reach 2753	Engagement 667
	We have purchased two newly released children's books by Taungurung authors to distribute across the community. 'Bijil Ba Wudhi Deberra' by Auntie Loraine Padgham, and 'An Important Message from Mr Beaky' by Cassie Leatham and Sue Lawson, were purchased as part of our NAIDOC Week initiative. Read more on our website including a list of schools and... Tues, 30 Aug	Post reach 2730	Engagement 291

Media Undertaken by the Mayor

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

- CEO appointment

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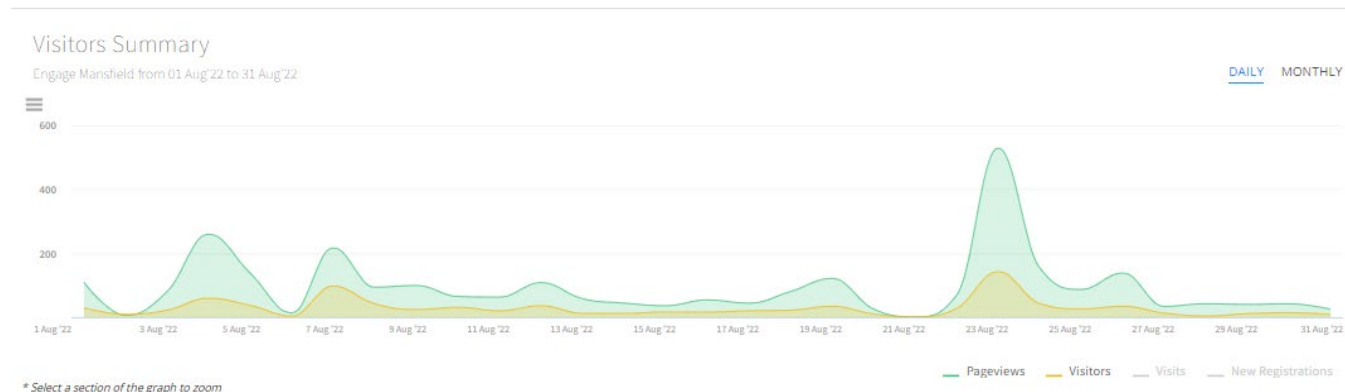
- Bonnie Doon Community Plan
- Heavy Vehicle Safety and Productivity Program application
- Footpath and Shared Path Strategy 2022
- 24 August – ABC Breakfast Radio
- Bonnie Doon Community Plan

Engage Portal

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

For the August period, the platform received over 1,000 visits and recorded 51 new registrations.

Details of visitation for the past 30 days are below:



The graph below provides details on the current top projects and the total visits for each during August.

TOP PROJECTS	
	Participants (%)
New High Street Car Park	63 (35.2%)
Bonnie Doon Plan	32 (12.3%)
Changes to Recycling and Waste Services in Mansfield Shire	18 (14.9%)
Botanic Park Masterplan	6 (15.0%)
Mansfield Aquatic Study	1 (1.3%)
Mansfield Open Space Strategy	1 (6.3%)

* Calculated as a percentage of total visits to the Project

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Most traffic to the Engagement portal during August was in response to the High Street Car Park (31 responses) followed by the Bonnie Doon Plan (18 surveys completed).

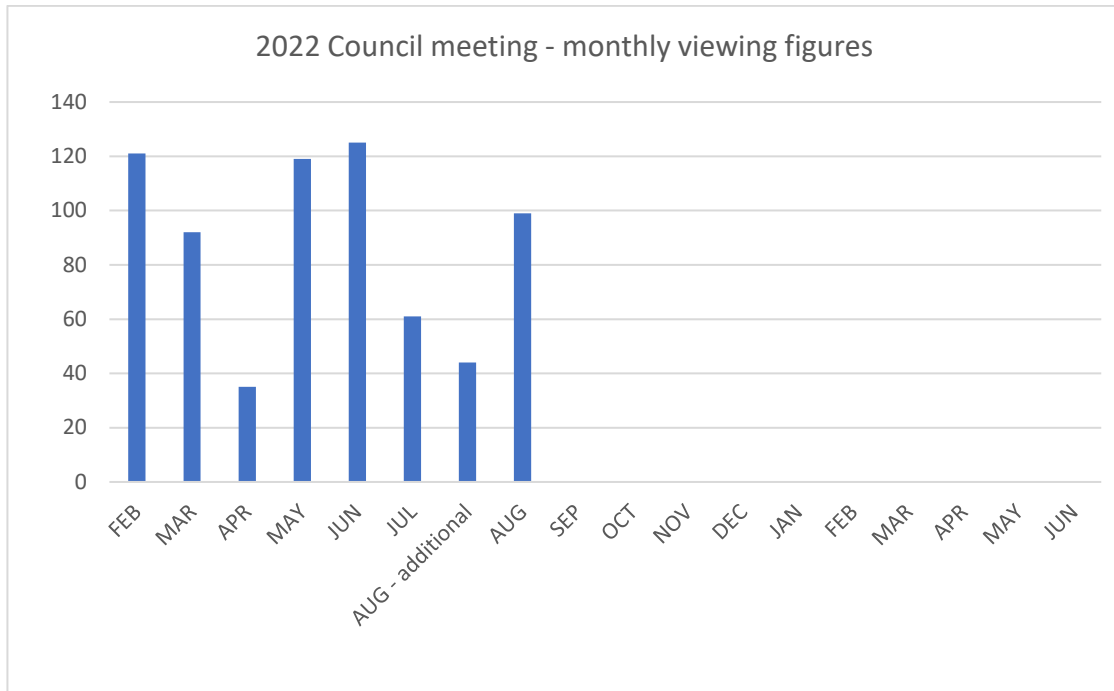
The spike recorded on 23 August is in response to the reminder that feedback was due to close on the Draft Domestic Animal Management Plan.

YouTube

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

The August Council meeting has received 99 views.

Updated viewing figures for 22 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.