



MANSFIELD

Business & Community Recovery Advisory Committee Minutes

Meeting Date: Wed 26 August 2020

Time: 4pm

Location: Zoom

Chair: Mayor Attley

Present: Mayor Councillor Marg Attley (MA)
 Councillor Paul Sladdin (PS)
 Mike Ruzzene – Director Urban Enterprise (MR)
 Bess Nolan-Cook – CEO Tourism North East (BNC)
 Michael Watson – Licensed Tourism Operator (MW)
 Leanne Blackwell – Independent (LB)
 John Lazarov – Mansfield & District Business Association President (JL)
 Franziska Weiss – Independent (FW)
 Jon Gifford – Mansfield & District Business Association (JG)
 Matthew Vasey – Agricultural Sector (MV)
 David Ritchie – Mansfield Producers (DR)
 Bart Smith – Independent (BS)
 Mathew Picone – Independent (MP)
 Agathy Patsouris – Consultant Urban Enterprise (AP)
 Kaylene Conrick – CEO Mansfield Shire Council (KC)
 Kirsten Lingard – Community Development Mansfield Shire Council (KL)
 Derek Beautyman – Economic Development Officer Mansfield Shire Council

Apologies: Nicole Nye – Economic Development Officer Mansfield Shire Council

ITEM	SUBJECT	ACTION / AGREEMENTS	WHO	DUE	STATUS
1.	REVIEW ACTION LIST				
1.1	Minutes of Previous Meeting	Passed	MA		
2	Overview of Recovery Phase and Survey	Capture of discussion: Council supporting business discussion: <ul style="list-style-type: none"> Cash, not counselling. Providing robust info on financial support options. 	UE BNC	Sep 3 rd draft report	



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		<ul style="list-style-type: none">• Help businesses to develop plans for doing things differently in medium/long term (specialist assistance in development)• Returning to restrictions has changed things. Return to stage 3 has changed economic landscape• People have reduced energy and fatigue about pursuing supports <p>Grants:</p> <ul style="list-style-type: none">• Grants was the most popular response – what is it that businesses need in the context of grants• Businesses have different needs• Simple EOI process• Grants potentially favoured towards businesses more equipped with skills/capacity to apply• Better communication on what grants are available• Councils role in facilitating direct grants is difficult and Council can help access <p>Business to business:</p> <ul style="list-style-type: none">• Progress made by MDBA on governance and risk management to better affect strategy and cross business collaboration• Connecting business for shared best practice stories and resources• MDBA membership expansion during COVID – becoming the peak body within Mansfield that works for businesses and is a conduit between shire/state government and community business	MW LB MA KL LB BNC JL MP DR JL JL JL		
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		<p>Mental health and wellbeing:</p> <ul style="list-style-type: none">• Prioritising jobs• Small reminders• Proposal for psychological guidance sessions partnership (council approached for assistance), didn't proceed• Future planning –something to look forward to• Rebrand/refresh – something positive, symbolic, could start now• Lack of EAP in businesses• Could we develop a program that covered all businesses in Mansfield? (link into proposal for psychological session partnership previously mentioned) <p>Greater yield from visitors:</p> <ul style="list-style-type: none">• Visitor servicing-packaging promotion of other businesses via mediums such as holiday homes. Vital to create positive customer experience• Discussion about why people didn't rate Visitor Servicing• It is important to create a positive customer experience – whole cycle, experience as a whole <p>Phase 2 – planning for the future</p> <ul style="list-style-type: none">• Lack of tourism strategy worrisome. What would we need to address/overcome to enable collaborative work on creating one?• Township amenities are all the townships	JL JL MW PS MA JL UE JL JL PS		
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		<ul style="list-style-type: none"> Historically a fraught industry. Very political between community/businesses/council, and not solely council's responsibility. Strategies have existed in the past, but has been highly political Reality of business without tourism and events – business shut downs Resilience is key – mentoring support, connections. Not just of businesses, but of individuals and impacting events Reminder of resources not stretching to outlying towns. Many of the resources are currently made by volunteers <p>Draft Report to completed by 3rd September and discussed at meeting on 9th September. Any additional feedback from todays discussion, to inform the report Due Monday 31 August</p>	<p>MW</p> <p>MA</p> <p>FW</p>		
3	Tourism North East presentation	<p>All businesses linked to visitor economy When we can open up it will be a competitive environment Marketing pyramid – Tourism Australia, Visit Victoria, TNE, Destination specific i.e. Mansfield and the individuals businesses Layers complement each other Be aware as plan recovery that destinations are competing, so important that we get the most out of destination in partnership with industry so that the visitor experience is good</p>	BNC		



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		Industry wide support separate from tourism specific support Overarching regional campaign examples - Ride and Walk High Country As we plan for recovery, to bring tourists back be really clear on the objectives – industry development (may be some that don't fit in the traditional tourism bucket – but they form part of the visitor experience), leverage from over-arching campaigns, Mansfield's presence at a Regional level.			
4	Blog	Encourage all members to use blog to stay in touch with each other. Kirsten to resend the link	MA KL		Added to action table
4.1		Responsibility for responding to questions falls amongst all members to share and respond to each other, however, formalised approach will be Kirsten ensuring questions are answered if not already discussed	KL		Added to action table
1. OTHER BUSINESS					
1.1	None				
2. NEXT MEETING:					
2.1	September 9 th via Zoom. Mayor Attley Chair				

Actions Table

Date	Action	Who	Status
26/8/20	Urban Enterprise draft recovery report to be circulated	UE	
26/8/20	Blog link sent to all members again	KL	
26/8/20	Ensure role of replying to questions on blog is in place	KL	



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Meeting Date: Mon 21 September 2020 **Time:** 4pm

Location: Zoom

Chair: Mayor Attley

Present:

Mayor Cr Marg Attley, OAM (Chair) - *Mansfield Shire Council* (MA)
Cr Paul Sladdin - *Mansfield Shire Council* (PS)

Jon Gifford - *Mansfield & District Business Association* (JG)
John Lazarov - *Mansfield & District Business Association President* (JL)
Bess Nolan-Cook - *CEO, Tourism North East* (BNC)
David Ritchie - *Mansfield Producers* (DR)
Matthew Vasey - *Agricultural Sector* (MV)
Michael Watson - *Licensed Tourism Operator* (MW)

Leanne Backwell - *Independent* (LB)
Mathew Picone - *Independent* (MP)
Bart Smith - *Independent* (BS)
Franziska Weiss - *Independent* (FW)

Agathy Patsouris - *Consultant, Urban Enterprise*
Mike Ruzzenne - *Director, Urban Enterprise*

Kaylene Conrick - *CEO, Mansfield Shire Council* (KC)
Jenny McMahon - *I/GM - Community and Corporate Services* (JM)
Kirsten Lingard - *Senior Co-ordinator Community and Economic Development* (KL)
Nicole Nye - *Economic Development Officer, Tourism and Events* (NN)
Derek Beautyman – *Economic Development Officer, Business and Industry* (DB)

Apologies: Michael Watson, Watson's Trail Rides; Mat Picone



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ITEM	SUBJECT	ACTION / AGREEMENTS	WHO	DUE	STATUS
1. OPENING OF MEETING					
2.	Attendance	Taken	MA		
3.	Apologies	Taken	MA		
4.	Minutes of Previous Meeting	Passed	MA		
5.	Action List				
6. BUSINESS					
6.1	Business Recovery Plan	Feedback incorporated into final plan. <ul style="list-style-type: none">• Need to work with DELP and Parks Vic in relation to crown land.• Expand discussion about grants for outdoor seating about council changing local laws etc.• Business coaching, need for 1:1 support• Improved collaboration with Mt Buller – the working relationship, especially over Summer.	MR		
6.2	Next stages re timeline	<ul style="list-style-type: none">• Additional Council report drafted with plan for endorsement.• Mapping out against economic development strategy. Will bring plan back to group.• Committee won't meet until caretaker over.	KL KC		



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7. GERNERAL BUSINESS					
7.1	Event Update	<ul style="list-style-type: none"> Working through Gough's Bay progress association and Bonnie Doon for Lake Eildon festival Finalising Targa too. Tasmania locked down and most volunteers come from there. We will reach out to Wangaratta and Murrindindi to try to recruit volunteers. 88 confirmed competitors. Targa- can they reach out to other car enthusiasts? Yes, have reached out to Motorsport Australia. Interview on local radio with man from Targa who put the word out for volunteers and spoke positively of council. 	NN KL NN PS		
8. OTHER BUSINESS					
8.1		<ul style="list-style-type: none"> Funds expended after new council comes in? Funds are already there and work commenced on some recovery activities so it won't stop because of caretaker. Update on what has commenced? Digitalising of assets and images. Cloud based software to make these images available in easy to use libraries. This is progressing. Mobile visitor kiosk we are getting quotes on. We will be working with Tourism North East. Is there a maximum permissible usage? Admin rights for internal use, and each business applies for a login. Unlimited users. Though 	DR KC NN JL NN		



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		<p>restrictions on admin numbers. Will have appropriate settings and efficiencies.</p> <ul style="list-style-type: none"> • Lake Eildon festival- is Gough's Bay participating? • The issue is where in Gough's – if using same region will need to fence the area- it will need to be bookable. Bonnie Doon talking with wakeboard Vic. • Fireworks can happen but need to consider cost. • Business recovery report – but where is community in this? • Currently advertising 3 positions for recovery, similar to Murrindindi. Looking to integrate into emergency framework too. • Kaze program that Earl is working on and we are having an extension to funding for this. 	PS		
			NN		
			BS		
			KL		
			PS		
9 NEXT MEETING					
9.1	To be set in November				

Actions Table

Date	Action	Who	Status



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Meeting Date: Mon 14 December 2020 **Time:** 4.30pm **Location:** Zoom **Chair:** Mayor Holcombe

Present: Mayor Councillor Mark Holcombe (MH)
Councillor Paul Sladdin (PS)
Jon Gifford – Mansfield & District Business Association (JG)
Franziska Weiss – Independent (FW)
John Lazarov – Mansfield & District Business Association President (JL)
David Richie – Mansfield Producers (DR)
Bart Smiith – Independent (BS)
Kaylene Conrick – CEO (KC)
Chris Snook – General Manager Community & Corporate Services, Executive Services (CS)
Nik Nye – Senior Coordinator Community & Economic Development (NN)
Saskia Van Bever – Community Recovery Co-ordinator (SVB)

Apologies: Matthew Vasey – Agricultural Sector (MV), Leanne Blackwell – Independent (LB), Michael Watson – Licensed Tourism Operator (MW), Mathew Picone – Independent (MP) & Bess Nolan-Cook – CEO Tourism North East (BNC)

ITEM	SUBJECT	ACTION / AGREEMENTS	WHO	DUE	STATUS
1. REVIEW ACTION LIST					
1.1	Minutes of Previous Meeting	Passed	MH		
2	Business & Community Recovery Plan	<ul style="list-style-type: none"> Implementation update of the actions out of the recovery plan. All requested to have the list emailed to them. Will also be published on <i>Have your Say</i>. All request that a column be added that indicates funding commitments and by whom. 	NN		



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		<ul style="list-style-type: none">• Reluctant to fund a recovery position out the recovery funding. MSC applied separately for a three year position.• A community recovery process will be developed and brought to the committee to discuss further.	PS KC		
4	Recovery Grants	<ul style="list-style-type: none">• Everyone agreed that the date for closing of applications for the exceptional assistance funding event of \$100k needs to be pushed back to end of Feb and preferably the community resilience and recovery funding as well.• To check with relevant Government bodies if event dates can be pushed back.• Three committee members to nominate themselves to be part of the sub-committee who will assist with the application assessments.• Final decision of funding allocation will be endorsed by Council.• All agreed that \$20k of the community resilience and recovery funding can be used for the Australia Day event.	SVB SVB SVB		
4.1	Event Update	<ul style="list-style-type: none">• State Government have released guidelines• Targa proceeding 5-7 Feb• Lake Eildon festival now being held 20 Feb• Community groups are assessing if they wish to proceed with their events given the additional COVID requirements needed to run an event	NN		



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1. OTHER BUSINESS					
1.1	Letter of Support	All agreed to support the request from Alpine Valleys Community Leadership Inc. for a letter of support from BCRAC for their application for Natural disaster recovery and climate adaptation leadership program.	NN		
1.2	Community communication	All agreed a communication plan needs to be developed to advise progress of the recovery plan to the wider community.			
2. NEXT MEETING:					
2.1	Wed 20 January 2021 via Zoom. Mayor Mark Holcombe Chair				

Actions Table

Date	Action	Who	Status
20/12/2020	Post Recovery Plan Implementation Update on Have Your Say	NN	
20/12/2020	Request RDV and BVR to push out dates for events to be held	SVB	
20/12/2020	Three committee members to nominate themselves to be part of the sub-committee to assist with application assessments.	COMMITTEE	


Mansfield Business & Community Recovery Advisory Committee Minutes
Meeting Date: Wednesday, 17 February 2021

Time: 4.30pm

Location: Via Microsoft Teams

Chair: Paul Sladdin

Present:	• Cr Paul Sladdin (PS)	• Bess Nolan Cook – CEO Tourism North East (BNC)
	• Leanne Backwell – Independent (LB)	• Kaylene Conrick – CEO Mansfield Shire Council (KC)
	• Jon Gifford – MDBA (JG)	• Chris Snook – GM Community and Corporate Services (CS)
	• Franziska Weiss – Independent (FW)	• Nik Nye – Senior Co-ordinator Community & Eco. Dev. (NN)
	• John Lazarov – MDBA President (JL)	• Saskia Van Bever – Community Recovery Co-ordinator (SVB)
	• David Ritchie – Mansfield Producers (DR)	• Michael Watson – Licensed Tourism Operator (MW)

Apologies: Mayor Mark Holcombe (MH), Matthew Vasey – Agricultural Sector (MV), Mathew Picone – Independent (MP), Bart Smith – Independent (BS)

ITEM	SUBJECT	ACTION / AGREEMENTS	WHO	STATUS
4	Minutes of Previous Meeting	Amend minutes from previous meeting to include Leanne Backwell	PS	Outstanding
5	Action List from January 2021	<ul style="list-style-type: none"> • Add description of funding name and amount • Email absent committee members for ask to be a third member on assessment subcommittee • Set up a meeting with Council, Mt Buller and MDBA 	NN	Completed Completed Outstanding
6.1	Business and Community Recovery Plan	<p>Implementation Update</p> <ul style="list-style-type: none"> • Marketing plan was to be implemented this week. COVID-delayed this. Now first week of March. • Campaign runs for 8 weeks. PR, social media, digital advertising and sponsored editorial. This will also be sent out to industry to assist in their future marketing campaigns. <p>Q. Is Jamieson being filmed/shot? Yes, still going ahead. NN to get a date for Franzi.</p>	NN FW	NN to secure date and report back to group



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- individual scoring of applications
- discussion of all application assessments
- Final decision by BCRAC
- Council will then be briefed on 2 March details tbc

Community group get-togethers (EOI process) :

- 31 eligible applications
- \$30,000 funding has been allocated for the applications.
- BCRAC to endorse

No questions/comments regarding community events
Committee endorsement: passed.

New or existing community events. Online application process:

- \$150,000 available.
- Sub Committee has recommended to fund \$110,059

Arts Mansfield: Alley Arts. Series of pop up events in the 5 alleyways of Mansfield. Working with Mens Shed and CWA and will ask if businesses want to keep doors open for longer. Will run weekend before High Country festival. Targeting Mansfield community not external. Anticipate 500-1000 people. Asking \$24,600. In kind \$2250.

- Sub-committee would like to recommend for funding.

Bonnie Doon Community Group – Family Fun Night. Will work with Delatite hotel for catering. Asking. \$1500. In kind \$1440.

- Sub-committee would like to recommend for funding.

Mansfield District Racing Club – Melbourne Cup Picnic Races. Extend the usual event to run longer and seeking funding for upgrading power access. Work with a lot of groups. Asking \$25000. In kind \$8400.

- Sub-committee is not recommending for funding but will ask to re-apply
- **Conflict of interest:** Leanne Backwell. Racing Club committee member though in BCRAC operating as an independent.

SVB

LB

SVB



		<p>Merton Rec Reserve-Mansfield Halls Music Festival. Music festival in outlying community halls. Jamieson, Bonnie Doon, Merrijig, Tolmie. Expecting 500-600 people. Seeking \$24,857. In kind \$5160.</p> <ul style="list-style-type: none">• Sub-committee would like to recommend for funding. <p>Mansfield Kindergarten – Drumming Class Seeking \$1059.</p> <ul style="list-style-type: none">• Sub-committee would like to recommend for funding. <p>Mansfield Pony Club - Competition Equestrian Australia Horse trial event. Asking \$25,000. In kind \$8400.</p> <ul style="list-style-type: none">• Sub-committee would like to recommend for funding, but conditional. Conditions: Need to clarify that only 50% can be used for assets, no prizes or staffing costs can be funded. <p>Mansfield Wine Makers – Day On High: Expecting 800 people. Asking \$5000, In kind \$1000.</p> <ul style="list-style-type: none">• Sub Committee is not recommending for funding. Applicant will be asked to rethink funding purpose to ensure community benefit and increase wellbeing.• Conflict of interest: David Ritchie. Is part of Mansfield Winemakers but will not be partaking in Day on High. <p>MASS – Rideathon. Recreates the inaugural Mansfield Rideathon from 50 years ago. A lot of Mansfield exposure. Expecting 2000 people. Seeking \$25,000. In kind \$11,150.</p> <ul style="list-style-type: none">• Sub-committee is recommending for funding. <p>Friends of Venilale – Ridge Line Walk. 16km walk. Expecting 500 people. Asking \$8280. In kind \$1140.</p> <ul style="list-style-type: none">• Sub-committee is not recommending for funding. Applicant will be asked to provide further information on how the Mansfield community will benefit.	DR SVB	
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		<p>Steiner School – Comedy night. Expecting 251people. Asking \$7500. In kind \$1890.</p> <ul style="list-style-type: none"> • Sub-committee is recommending for funding. <p>Outcome: Sub committee recommendation endorsed by BCRAC.</p> <p>Next Step: Community funding report to Council (16 March) for approval as per BCRAC committee recommendation</p> <p>Questions/Comments</p> <p>Q: New event numbers are speculative? Yes, these are anticipated amounts.</p> <p>Q: Alley Art-what are funds spent on? Performers and catering. This will be local and external.</p> <p>Q: Race Club and Wine Makers: What are the concerns here given that risk management should be included in their alcohol permits and licenses.</p> <p>A: They are allowed to serve alcohol. State Government are concerned about utilising funds on the provision of alcohol in case something goes wrong. While alcohol is a concern it is not the main reason of not recommending funding.</p> <p>Q: Australia Day Event was positive however in regards to families and alcohol consumption.</p> <p>A: Positive feedback was around the limited time of the event minimising risk around alcohol consumption. Regarding the race club event the concern is around extending the event.</p> <p>Q: Could they re-submit and be provided detail on how to improve?</p> <p>A: Information has been given that applicants can re-submit, however inappropriate to ask detail in this forum.</p> <p>Q: Is it an issue some of the events are fundraisers?</p> <p>A: not as long as the fundraising is beneficial to Mansfield community rather than external.</p> <p>Q: Was calendar of events considered? Yes</p>	<p>PS</p> <p>LB</p> <p>MW</p> <p>MW</p> <p>SVB</p> <p>LB</p> <p>SVB</p> <p>PS</p> <p>PS</p> <p>SVB</p> <p>JG</p>
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		Applicant and assessment information is still confidential.	SVB	
7	Event Update	<p>Targa</p> <ul style="list-style-type: none"> • 168 participants. • New format with street stage on Sunday (last day of event). • Feedback was overwhelmingly positive • Half of the competitors stayed overnight or longer. <p>Lake Eildon Festival was slated to go ahead with lockdown ceasing, however key exhibitors pulled out despite announcement. Council has made the decision to cancel the event this Saturday. It will run as usual on 4th Saturday of November.</p> <p>Merrijig Rodeo not going ahead Picnic In The Park not going ahead Day on High possibly going ahead</p> <p>Compliance and stability of lockdown status means decisions need to be made closer to events.</p>	NN	For information
8	Next Meeting	Wed 17 March via Microsoft Teams. Mayor Mark Holcombe Chair		

Actions Table

Date	Action	Who	Status
17/02/2021	Set up a meeting with Council, Mt Buller and MDBA	NN	
17/02/2021	Get date for Jamieson film/shoot and inform group	NN	
16/03/2021	Community funding report to Council for approval as per BCRAC committee recommendation	SVB	


Mansfield Business & Community Recovery Advisory Committee Minutes
Meeting Date: Wednesday, 17 March 2021

Time: 4.30pm

Location: Via Microsoft Teams

Chair: Paul Sladdin

Present	• Cr Paul Sladdin (PS)	• Chris Snook – GM Community and Corporate Services (CS)
	• Leanne Backwell – Independent (LB)	• Nik Nye – Senior Co-ordinator Community & Eco. Dev. (NN)
	• Bart Smith – Independent (BS)	• Saskia Van Bever – Community Recovery Co-ordinator (SVB)
	• Franziska Weiss – Independent (FW)	• David Ritchie – Mansfield Producers (DR)

Apologies: Mayor Mark Holcombe (MH), Matthew Vasey – Agricultural Sector (MV), Mathew Picone – Independent (MP), Jon Gifford – MDBA (JG), Kaylene Conrick – CEO Mansfield Shire Council (KC), Bess Nolan Cook – CEO Tourism North East (BNC), Michael Watson – Licensed Tourism Operator (MW), John Lazarov – MDBA President (JL)

ITEM	SUBJECT	ACTION / AGREEMENTS	WHO	STATUS
4	Minutes of Previous Meeting	Leanne Backwell – add Independent to her name and reload (HC to do) Minutes carried	PS	Outstanding
5	Action List from Feb 2021 meeting	<ul style="list-style-type: none"> Set up a meeting – this is now done (Kaylene, John and Mark Bennett met) Get date for Jamieson film/shoot and inform group. This took place 16/03/2021 Community funding as per BCRAC committee recommendation. This was passed at the Council meeting last night. 	PS NN PS SVB	Completed
6.1	Council Assistance Fund	Update on project initiatives <ul style="list-style-type: none"> Marketing Professional Development Mobile Kiosk Engaged Tourism North East. Social media, paid digital advertising. Trail towns lifestyle program. 28 minute program going to be aired 5 June at 4pm. Will be shown 3 times over next 12 months. Meets our demographic (high yield spenders) Mansfield official visitors guide updated and distributed. \$20k investment. Social media results: Fantastic response so far. Reached over 500k click throughs.	NN	For information



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		<p>Paid advertising: Great click through of content that has been paid for. Average time spent is 3minutes.</p> <p>Website mansfieldmtbuller.com.au has been updated. More engagement, less bounce backs. PR and media: targeting lifestyle leaders such as a famil next week in financial review.</p> <p>Professional development we're about to undertake. Kicked it off with business networking night that was well received. Will ramp up more with a keynote speaker. Mentoring with TNE too.</p> <p>Digital assets improved with over 2000 vibrant images to ensure consistency across marketing which will be distributed.</p> <p>Mobile kiosk. Went out to quote twice and received no response. Then went to two manufacturers directly. Going through process of reviewing quotes. Should be in place by June. Will then go to the committee for further finessing.</p> <p>Feedback: Great feedback from TNE, good work.</p>	DR	
6.2	Community Resilience and Recovery Funding	<ul style="list-style-type: none"> • The \$1000 events have started to happen. • Community events (\$25,000) - Council endorsed recommendation of funding <ul style="list-style-type: none"> • All organisers have been contacted • Meetings have been set with unsuccessful applicants and to allow them to apply again with feedback • Re-opening application rounds again on Monday. <p>Request to push back next recovery meeting to allow for:</p> <ul style="list-style-type: none"> • Longer application period • More time to assess <p>Applications will be opened to all Mansfield shire community groups and not for profits.</p>	SVB SVB	



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		<p>Given the bad timing of the last round (Christmas) a longer time this time is a good idea as more people may be interested.</p> <p>Longer application round may increase quality of applications.</p> <p>Consensus: extend next round by 2 weeks.</p>	FW DR	
6.3	Exceptional Assistance and Immediate Support Funding	<p>David, Franzi and Bart moved to breakout room due to conflict of opinion. However no quorum with remaining participants.</p> <p>Need to schedule another meeting. Must impress upon all committee members to be in attendance. It has to be an extraordinary meeting for the express purpose of discussing the community events.</p> <p>23rd March date set.</p> <p>Question on the cycling event that is taking place this week: is this the High Line event?</p> <p>Answer: No, it is only one component of the High Line event, the High Line event is much bigger.</p>	BS SVB	
6.4	Community Recovery Plan	<p>The community recovery plan sits next to the business recovery plan. The plan's focus is on community driven recovery and resilience.</p> <p>It will support:</p> <ul style="list-style-type: none"> • Municipal emergency management plan (including the recovery sub plan) which focusing on council services • Neighbourhood house plan which focusing on municipal services <p>Phased approach: Respond, Recovery, Reimagine (longer term resilience)</p>	SVB	For information



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		<p>Informed by:</p> <ul style="list-style-type: none">• Youth plan• other LGAs recovery work• MACE recovery workshop <p><u>Respond</u> phase is largely covered by Municipal emergency management plan lead by Sue Hare</p> <p><u>Recover</u>: Getting people back on their feet, supporting community groups, community connections, and promoting physical and mental health. Actions so far are the promotion and administration of available recovery grants.</p> <p><u>Reimagine</u>: long term community resilience and continuity Areas of focus are:</p> <ul style="list-style-type: none">• provision and accessibility of information• Ensuring all communities are connected and have a voice• Empowering communities to plan for their future• Empowering youth to be part of the solution <p>Proposed projects:</p> <ul style="list-style-type: none">• Update of the community directory and research a networking platform. Using momentum from the grants to assist with consultation and development. Utilise existing leaders and facilitate peer to peer learning. This project will address the need to connect with new residents.• Youth recovery project: creation of a group with the aim to consult on youth communication needs, provide development opportunities and empower them to be the drivers and the doers. Building a platform for youth to connect, built by youth.• Alpine Valley Leadership Partnership. Develop existing leaders and emerging leaders. This will also include youth. Could also develop the skills set of BCRAC.		
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		<ul style="list-style-type: none"> Business Continuity Template being developed as part of the business recovery action plan. Also developing a template for community groups. <p>These projects focus on the set up and facilitation of initiatives due to the limited time. A transition strategy needs to be developed for each project to ensure sustainability after the recovery team finishes at the end of June.</p> <p>Feedback / comments from committee BS: Good work. Specific list. Haven't heard of a community continuity template before, so interested to know how BCRAC can help. PS: Attended meeting with department of health: how to target youth, particularly in terms of climate change. Mitchell and Murrindindi Shire Youth Council are undertaking projects on this. Paul to send details to Saskia for reference.</p>		
6.5	Exceptional Assistance & Immediate Support Funding	<p>Allocation of \$100k for non-supported Recovery Coordinator resource. We have 100k to allocate fitting the criteria (covered).</p> <p>Any recommendations and ideas? DR: Should be discussed a lot more with more members. BS: Could it be linked with emergency work already being done? The work on repairs for emergency centres? DR: Could it be given to SES or CFA? NN: Would need to be very specific for a very specific project. PS: Could it be added to the current \$100k to turn it into \$200k? NN: If BCRAC decides so, then yes. LB: Would like to know more about the current options PS: Do we have to open it up to others? BS: Yes, given the group BS: Urgent repairs for emergency relief and evacuation centres is front of my mind. Power outages especially. PS: Have only had 3 applications. SBV: applications were open for over 2 months FW: Still don't think it was long enough.</p>		Get clarification from Sue Hare about dedicated evacuation venues in the shire.



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		<p>DR: Perhaps money is best spent on assets for outlying emergency centres – ie Tolmie/Jamieson</p> <p>PS: CFA have to approve all brigade equipment because they have to maintain it.</p> <p>NN: May not meet criteria. Repairs and maintenance yes, but not sure on equipment.</p> <p>BS: Best to talk to Sue (action. Get clarification of dedicated evacuation venues in the shire).</p> <p>BS: Circulate the criteria</p> <p>FW: Especially to those not on the call</p>		
7.1	Event Update	<p>Classic Holden Nationals was cancelled due to lockdown. They are coming back February 3rd-7th 2022. 2 people wanted refunds. The reset rebooked.</p> <p>Mansfield Tour is happening this weekend over 2 days.</p> <p>Mansfield Campdraft & the Bob Wheatly Gelding Memorial Stakes is on this weekend.</p> <p>Harmony Day is on the 27th in the botanic park.</p> <p>Day on High has cancelled for this year.</p> <p>Question: What support Mansfield Tour has received?</p> <p>Answer: support is through the event management process and provision of one outdoor field services for traffic control for 4 hours.</p>	<p>NN</p> <p>PS</p> <p>NN</p>	For information
	Extra item: Survey	<p>Would be good to have more interest and attendance at the meetings. Originally it was set up as advisory, never intended to be Council led. We are keen to send out a survey monkey for feedback designed around how people perceive this. It will provide more info that we can give regarding the impetus for the special meeting.</p> <p>LB: Yes, good idea.</p> <p>PS: Who is the intended audience?</p> <p>PS: Everyone who was invited to attend the committee.</p> <p>DR: A good idea and heartened by the surveys that are being undertaken, so it is good. Finding out why so many people aren't attending is a good idea.</p> <p>BS: happy to be part of it, especially to give the community perspective. Has enjoyed it and hopefully value add as a community member.</p> <p>Consensus: Proceed with the survey.</p>	CS	Chris Snook to organise a survey to be sent out to BCRAC



Mansfield Business & Community Recovery Advisory Committee Minutes

7.2	Round Table	<p>PS: Feedback: What is happening? FW: Need staff. For example have to block out cabins because don't have cleaning staff. DR: Speaking from Mansfield Producers: Due to uncertainty and also regulations challenging time. Winery – almost finished picking. New building, so long as it passes Council approval will be good to go Mid May. Recovery wise, regions have done exceptionally well. Has heard similar from people in Orange. Have never done better at winery in terms of visitation. Mansfield is under pressure, infrastructure. Council needs to plan for future growth, water etc. Mansfield under incredible pressure and it will only grow. It is hard to get good staff. Without backpackers and workarays it is very hard. LB: Race club wise – planning and developing a super event to run on cup day. Doing committee recruitment. Sporting wise – netball has been hard to get 'adults' back into it, but youth are plentiful. BS: Long weekend traffic was intense. In Melbourne however, lots of folded businesses and vacancies.</p> <p>Will get minutes out asap.</p>		For information
8	Next Meeting	Exceptional meeting 23 rd March		

Actions Table

Date	Action	Who	Status
18/03/2021	Set exceptional meeting for 23 rd March for all BCRAC to decide on endorsement of seed funding event	NN	Outstanding
18/03/2021	Ask Sue Hare for clarity about dedicated evacuation centres in the Shire	SVB	Outstanding
18/03/2021	Arrange for survey monkey for info on BCRAC	CS	Outstanding
18/03/2021	Send list of funded events to councilors	SVB	Outstanding
18/03/2021	Send detail on LGA youth recovery plans to SVB	PS	Outstanding


Mansfield Business & Community Recovery Advisory Committee Minutes
Special Meeting
Meeting Date: Tuesday, 23 March 2021 **Time:** 4.30pm **Location:** Via Microsoft Teams **Chair:** Mayor Mark Holcombe (MH)

Present	• Cr Paul Sladdin (PS)	• Chris Snook – GM Community and Corporate Services (CS)
	• Leanne Backwell – Independent (LB)	• Nik Nye – Senior Co-ordinator Community & Eco. Dev. (NN)
	• Kaylene Conrick Mansfield Shire Council (KC), – CEO	• Jon Gifford – MDBA (JG)
	• John Lazarov – MDBA President (JL)	• Saskia Van Bever – Community Recovery Co-ordinator (SVB)

Apologies: Matthew Vasey – Agricultural Sector (MV), Mathew Picone – Independent (MP), Bess Nolan Cook – CEO Tourism North East (BNC), Michael Watson – Licensed Tourism Operator (MW), John Lazarov – MDBA President (JL)

ITEM	SUBJECT	ACTION / AGREEMENTS	WHO	STATUS
\$100k Event Seed Funding		Review recommendations of sub committee <ul style="list-style-type: none"> • Highline Mountain Bike Festival <ul style="list-style-type: none"> • Highline Mountain Bike Festival received the highest score from the sub-committee. First in Australia of its kind. On par with international competitions. Clearest growth potential, sustainability and economic benefit for the shire. • Harvest Moon Festival <ul style="list-style-type: none"> • Harvest Moon Festival scored second highest. This event did not have the same growth potential as Highline. • Jam Fest <ul style="list-style-type: none"> • Jam Fest. Scored lowest due to sustainability of the event. Not very clear on marketing. <p>Questions MH: Highline, is this the same one that was on at the weekend?</p>	MH SVB	Complete



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	<p>SVB: It is the same organisers, this year a very limited version of the event was held. Same location. With funding however, it will become larger.</p> <p>KC: It is not the same event due to the size and style.</p> <p>PS: The event on the weekend was successful but it was a taster event. Public liability – was this investigated? SVB: This was not required for the funding application.</p> <p>PS: Run on private property, how will this be managed? SVB: 3 year agreement for the land.</p> <p>JG: Based on highline event, potential that it has with international standard event to grow and bring those people in is massive. Food and wine events we have seen before, this is a new style of event and with large international growth potential.</p> <p>PS: Like the youth focus.</p> <p>JL: Note also that when they applied, giving back to community was mentioned as very important.</p> <p>MH: Will they seek external funding? SVB: Yes. NN: Red Bull is association and supporting material, not money.</p> <p>LB: Final dot point on funding – can you clarify? SVB: Forecasted income from entries and sponsorship and how they would utilise the \$100k but not how they are managing money that they are putting into it.</p> <p>Outcome All in favour of Highline Mountain Bike Festival</p>		
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MANSFIELD SHIRE

Business & Community Recovery Advisory Committee

Minutes of meeting held Monday, 26 April 2021

4.30pm – 6.00pm

Item No.	Business	Detail	Actioning Officer
1.	Opening of Meeting	Welcome and Acknowledgement of Country	MH
2.	Attendance	Mayor Cr, Mark Holcombe (Chair) - <i>Mansfield Shire Council</i> (MH) Cr Paul Sladdin - <i>Mansfield Shire Council</i> (PS) Jon Gifford - <i>Mansfield & District Business Association</i> (JG) David Ritchie - <i>Mansfield Producers</i> (DR) Michael Watson - <i>Licensed Tourism Operator</i> (MW) Leanne Backwell - <i>Independent</i> (LB) Franziska Weiss - <i>Independent</i> (FW) Bart Smith - <i>Independent</i> (BS) Chris Snook - <i>GM Community and Corporate Services</i> (CS) Nicole Nye - <i>Senior Coordinator Community and Economic Development</i> (NN) Saskia Van Bever – <i>Community Recovery Coordinator</i> (SVB) Jenny McMahon - <i>Interim Senior Coordinator Community and Economic Development</i> (JM) Helen Coghill – <i>Community Development Project Officer</i> (HC)	
3.	Apologies	John Lazarov - <i>Mansfield & District Business Association President</i> (JL) Kaylene Conrick - <i>CEO, Mansfield Shire Council</i> (KC) Mathew Picone - <i>Independent</i> (MP) Matthew Vasey - <i>Agricultural Sector</i> (MV)	

Item No.	Business	Detail	Actioning Officer
		Bess Nolan-Cook - CEO, Tourism North East (BNC)	
4.	Minutes of Previous Meeting	Endorsed	MH
5.	Action List	<ul style="list-style-type: none"> Committee to provide feedback on the Business Continuity Plan Template to Helen Coghill. Committee to provide ideas for the EAIS funding (\$100,000) to Saskia Van Bever 	MH
6.	Business		
6.1.	Council Assistance Fund	<p>NN provided an update on the current projects.</p> <p>The high country marketing campaign runs until the end of May. Contributed \$70k. Full results provided next committee meeting.</p> <p>Professional development has commenced:</p> <ul style="list-style-type: none"> Sam Hicks one on one session for businesses outside of hospitality. Melbourne innovation by Startup Shakeup will run a digital literacy audit to support businesses further. Steve Sammartino, leading futurist, event on 25 May. Same night as budget submission hearing. Timing of event is so that budget will be complete and then Steve begins around 7pm. MDBA will run industry development per their recommendations. <p>Clarification of costs:</p> <ul style="list-style-type: none"> Council put \$10k toward Startup Shakeup. The money has come out of economic development not bushfire recovery money. Keynote speaker Steve Sammartino's fee (\$13,000) is out of bushfire recovery fund. Cost subsidized through ticket sales. Tickets go on sale this week. 	NN
6.2	Community Resilience and Recovery Funding	SVB presented the assessment by the Sub-committee. Assessment was tabled at the meeting and is included with these minutes. Discussion occurred regarding each	SVB

Item No.	Business	Detail	Actioning Officer
		<p>of the applicants. Questions revolved around the legitimacy of some of the applicants, how the funding enhances the event, and the reach of the events.</p> <p>Leanne Backwell declared a conflict of interest for the Melbourne Cup Picnic Races application as president of the Race Club. She left the meeting prior to the discussion of the application.</p> <p>Three successful applicants (with possible fourth):</p> <ol style="list-style-type: none"> 1. Mansfield Producers - Twilight Market 2. Mansfield Race club- Melbourne Cup picnic races 3. The Life Circle auspiced by Rosehaven - The last waltz 4. Mansfield District Hospital - Soup for schools - a conflict of interest to be investigated. <p>Approx. \$39,000 available. If soup for schools has no conflict, the total granted money is \$38,100. The remainder will be used as a buffer and distributed to community groups as needed.</p> <p>No outstanding matters at the end of the discussion and recommendation of funding has been accepted to be passed onto Council.</p>	
6.3	Exceptional Assistance and Immediate Support Funding	Council endorsed the recommendation of funding for the Highline Mountain Bike Festival which will be run 18 - 20 March 2022.	SVB
6.4	Community Recovery Plan	<p>SVB provided an update on the progress of the approved community recovery projects and is included with these minutes. Questions revolved around the required funding of the projects. All projects which require funding are funded externally.</p> <ul style="list-style-type: none"> • Community directory update 	SVB

Item No.	Business	Detail	Actioning Officer
		<ul style="list-style-type: none"> Youth ambassador group Connected communities Community group continuity plan template will be started this week 	
6.5	Business Continuity Plan Template	<p>HC presented the Business Continuity Plan Template, an outstanding action from the Business Recovery Plan. Questions revolved around the need, who it was aimed at, how to involve MDBA and the planned promotion of it.</p> <p>The committee is asked for further feedback, the template is included with these minutes.</p>	HC
6.6	Exceptional Assistance & Immediate Support Funding	<p>Feedback was requested from the committee on potential projects to allocate the remaining \$100,000. Funding needs to be used for activities and measures to support local economic recovery or immediate maintenance and repairs to relief and evacuation centres. New funding allocation needs to be approved by BRV and funding needs to be acquitted by 30 June 2022.</p> <p>Ideas discussed by the committee revolved around maintenance for evacuation centres, community events and the emergency precinct.</p> <p>JM mentioned the eligibility of a feasibility study for the emergency precinct will need to be discussed with BRV.</p> <p>Any further ideas to be sent to SVB who will be preparing an options paper.</p>	SVB
7. General Business			
7.1	Events	<p>NN provided an update on upcoming events</p> <ul style="list-style-type: none"> Mother's Day Classic, Sunday 9 May 	NN

Item No.	Business	Detail	Actioning Officer
		<ul style="list-style-type: none"> Lantern Festival, Saturday 19 June. Usual format altered due to covid restrictions. Liam Delaney (professional trainer) who used to run Lake Eildon Challenge wants to hold a marathon along rail trail. Mansfield Hot Rod Muster. 	
7.2	Round Table	<p>Feedback was requested from the committee on community & business recovery – concerns/ observations/praise (word on the street)</p> <p>No negative feedback was obtained from the community. The main issues from local businesses are fatigue and staff shortages. One of the reasons is supply shortages of affordable accommodation, Airbnb popularity is a contributing factor. Mansfield weekends stay busy.</p>	MH
8. Next Meeting			
8.1	Scheduled date	<p>Wednesday 19 May</p> <p>PS will be an apology for next meeting.</p>	MH



MANSFIELD SHIRE

Business & Community Recovery Advisory Committee Minutes

Wednesday, 23 June 2021

4.30pm – 6.00pm

Item No.	Business	Detail	Presenting Officer
1.	Opening of Meeting	Welcome and Acknowledgement of Country	Mayor
2.	Attendance	Mayor Cr, Mark Holcombe (Chair) - <i>Mansfield Shire Council</i> (Mayor) Cr Paul Sladdin - <i>Mansfield Shire Council</i> (CrS) John Lazarov - <i>Mansfield & District Business Association President</i> (JL) Jon Gifford - <i>Mansfield & District Business Association</i> (JG) Kaylene Conrick - <i>CEO, Mansfield Shire Council</i> (CEO) David Ritchie - <i>Mansfield Producers</i> (DR) Leanne Backwell - <i>Independent</i> (LB) Bart Smith - <i>Independent</i> (BS) Mandy Kynnersley – <i>Interim General Manager Community & Corporate Services</i> (I/GMCCS) Saskia Van Bever – <i>Community Recovery Coordinator</i> (CRC)	
3.	Apologies	Bess Nolan-Cook - <i>CEO, Tourism North East</i> (BNC) Matthew Vasey - <i>Agricultural Sector</i> (MV) Michael Watson - <i>Licensed Tourism Operator</i> (MW) Franziska Weiss - <i>Independent</i> (FW) Mathew Picone - <i>Independent</i> (MP)	
4.	Minutes of Previous Meeting	Endorsed.	Mayor

Item No.	Business	Detail	Presenting Officer
5.	Action List	<ul style="list-style-type: none"> There are no outstanding actions 	Mayor
6. Business			
6.1.	Funding report	<ul style="list-style-type: none"> Recommendation 1: Subject to approval from Bushfire Recovery Victoria, allocate \$100,000 from the Exceptional Assistance & Immediate Support funding as follows: <ul style="list-style-type: none"> a. \$50,000 to the Harvest Moon event by Delatite Winery b. \$10,000 to the Jamieson Memorial Hall evacuation centre upgrades c. \$40,000 to the Bonnie Doon Recreation Reserve evacuation centre upgrades <p><i>Approved.</i></p> <p>David Ritchie declared a conflict of interest for the Harvest Moon event as the owner of the Delatite Winery. He left the meeting prior to the discussion.</p> <p>Discussion around details and sustainability of Harvest Moon event. Further discussion around governance requirements, ownership and costings of projects. Confirmation provided that the Council Emergency Management Officer approves of the selection process.</p> Recommendation 2: Subject to approval from Bushfire Recovery Victoria, divert \$30k in Council Assist funding from the Digital Imagery/Assets project toward a feasibility study for an emergency services precinct. <p><i>Approved.</i></p> <p>Clarification on the scope of the feasibility study provided. Proposed funding to come from Event marketing and Digital Imagery/Assets allocations in the Council Assist Fund.</p> 	CRC

Item No.	Business	Detail	Presenting Officer
		<p>Mayor requested a list of cancelled events. SVB to action.</p> <p>Noting that this recommendation is subject to approval from the funding body.</p> <p>CEO suggested that Mayor as chair of the committee should make comment to the funding body for this recommendation to be in best interests of community and best use of funds.</p> <p>No outstanding matters at the end of the discussion and both recommendations of funding have been accepted to be passed onto Council.</p>	
6.2	Business Recovery Plan	<ul style="list-style-type: none"> Implementation progress update <p>Progress reports will continue to be provided to Council.</p> <p>MDBA and Council will work together to ensure actions are implemented and duplication is avoided.</p>	CRC
6.3	Community Recovery Plan	<ul style="list-style-type: none"> Recommendation 1: Community Recovery Plan to be recommended to Council for endorsement. <p><i>Approved subject to actions.</i></p> <p>Suggestion to include link to MACE's Engaging communities project. SVB to action.</p> <p>Further discussion occurred regarding funding of the projects and the sustainability of the projects. Expected cost of the implementation of the plan is \$10,000 to \$15,000 covered by external funding. Projects to be community driven, facilitated by Council.</p>	CRC

Item No.	Business	Detail	Presenting Officer
		<ul style="list-style-type: none"> • Recommendation 2: The Community Continuity Plan template is made publically available for use. <p><i>Approved subject to actions.</i></p> <p>Suggestion to include the Bonnie Doon Community Centre as a resource centre on page 4. SVB to action</p> <p>No outstanding matters at the end of the discussion and both recommendations have been accepted to be passed onto Council.</p>	
6.4	Business Concierge & Hospitality Support Program Funding	<ul style="list-style-type: none"> • Brief on the project and planned delivery model <p>New funding provided to Council. Six month funding of \$60,000 to support businesses with Covid-safety with a weekly reporting requirement. Looking to redirect Council resources for this given the short lead times. Noting a request has been made to DJPR regarding funding for Mt Buller.</p> <p>Air BNB requirement for QR code to be investigated? SVB to action.</p>	CRC
7. General Business			
7.1	Round Table	<ul style="list-style-type: none"> • Feedback from committee on community & business recovery – concerns/ observations/praise (word on the street) <p>LB: Feedback from a new resident was that Lantern Festival was fantastic. LR: Issues with trading and staffing have not changed.</p>	Mayor

Item No.	Business	Detail	Presenting Officer
7.2	Future of committee	<ul style="list-style-type: none"> Recommendation: That in accordance with the Terms of Reference of the BCRAC, the members one year terms expire July 2021 and the committee is wound up by Council as at 30 June 2021. <p><i>The recommendation was not approved.</i></p> <p>Committee agreed that a survey should be shared to gauge next steps. SVB to action.</p> <p>Discussions were had around status of recovery funding, the effectiveness of the group and willingness and value in continuing.</p> <p>Suggestion to check funding requirements. SVB to action</p>	I/GMCCS
8. Next Meeting			
8.1	Scheduled date	Open pending results of survey.	Mayor
9. Meeting Closure			

Actions Table

Action	Who
Provide a list of cancelled events	SVB - complete
When change is requested, Mayor as chair of the committee should make comment to the funding body for recommendation 2 in 6.1 as it is in best interests of community and best use of funds.	Mayor – in progress
Request project plan from MACE	SVB - requested
Check on QR code requirement for Air BnBs Not required - https://www.coronavirus.vic.gov.au/about-victorian-government-qr-code-service	SVB – complete
Check funding requirements around BCRAC	SVB
Prepare and send out survey. Results emailed.	SVB – in progress

