

CEO Monthly Report

October 2022



Mansfield Shire

1. Customer Service

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

CRMS statistics for the month of October show 263 customer requests registered with 104 requests remaining open and 159 being closed during the month.

One complaint was received for October:

1. A cemeteries client complained that Council had not provided the service of refurbishment of a plaque. Resolution: An investigation into service provision relating to cemeteries has been undertaken and measures put into place to ensure that the requirements of the Customer Service Charter are met going forward. The customer has been contacted and this specific issued resolved.

The majority (49%) of total requests opened were for Road Maintenance (Field Services). Road Maintenance (Field Services) requests consisted of (in order of frequency):

- ▶ Potholes
- ▶ Drainage
- ▶ Weeds And Vegetation.
- ▶ Roads Corrugation
- ▶ Limb/Tree Removal

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

- ▶ Drainage
- ▶ Potholes
- ▶ Euthanasia of injured wildlife
- ▶ Flooding of Roads and Signage
- ▶ Limb/tree removal

At the time of the report there were 33 overdue service requests. Overall organisation performance is 87%.

Department	Total Events	Events Closed	Open	Open Overdue	Pending	Pending Overdue
Asset Management	3	1	2	0	0	0
Capital Works Delivery	3	0	1	0	2	0
Engineering Services	16	2	5	0	7	2
Environmental Health	2	0	1	0	1	0
Infrastructure and Planning	1	0	0	0	1	0
Local Laws	33	20	1	0	9	3
Parks and Garden Services	23	19	3	1	0	0
Records and Customer Service	6	1	0	0	0	5
Road Maintenance	129	88	10	5	16	10

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Unallocated	47	28	12	7	0	0
Total	263	159	35	12	36	20

Definition of the tabs on table:

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

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

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

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

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

Complaints Versus Requests

	Total
Requests	263
Complaints	1

2. Governance

Confidential Reports at October Council Meeting 2022

No. of Confidential Reports	Comments
2	<ul style="list-style-type: none"> ▶ Lakins Road Industrial Precinct Master Plan Project ▶ 2022-23 Resheeting Program

Confidential Reports - Financial Year to Date

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

Freedom of Information Requests (FOI) received in October 2022

No. of FOI Requests	Comments
0	Not applicable

Freedom of Information Requests – FOI – Financial Year to Date

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

3. Capital Works

2.2.1 - Current Financial Year				
Project	Budget (\$)	Comments	Budget Status	Estimated Completion Date
Buildings				
Bonnie Doon Community Centre	3,764	Renewal of air conditioner. Quote received for \$4465.11 which exceeds budget by \$701.11 and will be offset by savings on other projects.	Above Budget by >10%	Nov 2022
Council Building Renewal -Shire Offices -Depot, and -Family & Children Centre)	364,189	Repair and replacement of plumbing, electrical, roofing, and other works across a number of Council buildings. Scope documents being developed for procurement.	On Budget	June 2023
Recreational facilities	50,000	Update of the design of Lords Reserve Pavilion. Consultant to be engaged.	On Budget	June 2023
Public Toilets -Merrijig -Mansfield Rec	20,000 <u>25,000</u> 55,000	Merrijig public toilet design & consultation. Engagement with McCormack Park representatives in progress. Renewal of the playground toilet at the Mansfield Recreation Reserve being scoped.	On Budget	Mar 2023
Jamieson Hall Solar	108,000	The Jamieson community group is managing installation of a solar array on the roof of the Jamieson community hall for EV charging station. Planning work is well progressed. Council involved in a collaborative manner. In procurement stage.	On Budget	Dec 2022
Mansfield Heritage Museum (Heritage Display Building)	1,280,836	Construction of the Mansfield Heritage Museum as part of the Station Precinct Masterplan. Planning Permit issued. Tender drawings completed ready for tender issue in November.	On Budget	Dec 2023

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

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		Street Lighting on intersection (Highton Lane/Monkey Gully/Rifle Butts). Scope to be developed.		
Council Land & Reserves	153,789	Playground and open space improvements at pre-determined locations throughout Mansfield and outlying townships. Scope to be finalised.	On Budget	Jun 2023
Bonnie Doon Streetscape Upgrades - Delivery	40,000	Construction of the streetscape improvements. Scope and design to be initiated.	On Budget	Jun 2023
Pathways				
Asphalt Pathways	3,644	Renewal of asphalt pathways within the shire. Completed.	On Budget	Jun 2023
Gravel Pathways	118,218	Renewal of gravel pathways within the shire. Scope under development. Great Victorian Rail Trail Widening – In procurement stage.	On Budget	Jan 2023
Concrete Pathways	50,000	Renewal of concrete pathways within the shire – In procurement stage.	On Budget	Jun 2023
Malcolm Street Footpath Construction	210,000	Construction of the new grant funded shared path along the north side of Malcolm Street. Tender evaluation in progress.	On Budget	Jun 2023
Roads				
Kerb & Channel - Reconstruction	57,609	Construction in progress.	On Budget	Jan 2023
Kerb & Channel - New	20,000	Construction of kerbs and channels in Rowe and McDonald Streets to improve drainage and extend pavement life – combined with K&C contract above.	On Budget	Jan 2023
Re-Sealing	319,816	Identified list of roads to receive pavement re-sealing works. Evaluation completed; Council Report ready for contract award in November Council Meeting.	On Budget	May 2023
Car Park Resealing	31,363	Renewal work of asphalt car parking areas. Ready for contract award with above.	On Budget	May 2023
Re-Seal Preparation Program	385,748	Preparation works including pavement patching and drainage improvements prior to resealing. Contract awarded, and construction underway.	On Budget	Jan 2023

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Car Parks - New - High Street	600,000	Construction of a new public car park in High St Mansfield. Concept plans have been developed. Design to be progressed in parallel with temporary works: 1. Design – Evaluation in progress for appointment of consultant. 2. Construction (Temporary Car Park) – tender evaluation in progress. 3. Construction (Final) – To follow Stage 1 design.	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 tendered. Contract awarded, work commencing early December.	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 potential 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

New Initiatives endorsed by Council

Project Initiative	2022-23 Budget	FTE	Project Update
Outlying Communities Infrastructure Fund Grant	\$50,000	-	The Outlying Communities Infrastructure Fund closed 14 October 2022. Five applications were received and the assessment panel will make recommendations to Councillors seeking Council endorsement in the November meeting. Payment of these funds is then expected to be made during December / January.
Environment Program (Tree Planting & Education)	\$10,000	-	After this role being vacant for some time, a permanent Environment Officer has now commenced who will deliver this project. The expected start date for this project is Q1 2023.
Flood Mapping – Mansfield Township	\$25,000	-	This program is budgeted to cost a total of \$115k offset by \$90k grant funding. A grant application has been submitted. This is a two-year project requiring \$25k from Council both in 2022-23 & 2023-24.
New Staffing			
Community Connection Officer	\$41,500	0.50	This position has now been filled and commenced during September. This is a fixed term position for a period of 12 months.
Onsite Wastewater Management Plan Implementation	\$54,480	0.50	The action plan includes additional resources to inspect not less than 200 'legacy' or earlier installed septic systems to ensure the environment and public health standards are not impacted by poorly performing wastewater systems. Additional work hours have been allocated to existing part time staff – with some resourcing remaining to be fully utilised.
Roads Maintenance & Parks & Gardens	\$142,000	2.00	Both the Roads and Parks & Gardens ongoing positions have been appointed. These positions have assisted spreading the load on a continually increasing workload across both areas.
<p>Other new initiatives adopted by Council as part of the 2022-23 Budget were capital in nature and project updates are reported as part of the monthly CEO report. These include the following projects:</p> <ul style="list-style-type: none"> ▶ Stormwater Drainage Works Apollo and High Streets Mansfield Stage 1 & 2 (\$0.87 million). ▶ Malcolm Street Footpath (\$0.21 million). ▶ Construction of a new Public Car Park High Street Mansfield (\$0.60 million) – funds to be borrowed from TCV ▶ Heavy Vehicle Alternative Route Stage 2 (carry forward from 2021/22) (\$2.08 million) ▶ Station Precinct Master Plan Heritage Display Building (carry forward from 2021/22) (\$1.28million). 			

5. Statutory Planning

Planning Applications Lodged

App No.	Property Address	Proposal
P186/22	33 Christensen Street Sawmill Settlement	Development of second dwelling
P187/22	Lot 1 Mansfield Whitfield Road Tolmie	Dwelling and outbuilding
P122A/22	240 Hutchinsons Road Bonnie Doon	Amendment buildings works associated with camping & caravan park
P188/22	136 Lochiel Road Barwite	Outbuilding ancillary to a dwelling
P189/22	2487 Mt Buller Road Merrijig	Use & development of a warehouse
P190/22	4 Ailsa Street Mansfield	Development of 2 dwellings
P191/22	Lot 2 Warrambat Road, Sawmill Settlement	Development of land for a dwelling
P192/22	28 Wattle Court, Tolmie	Use and Development of land for a dwelling and outbuilding
P193/22	17 Highton Lane, Mansfield	Two Lot Subdivision
P194/22	15 Griffin Avenue, Mansfield	17 Lot Subdivision
P195/22	7 High Street Mansfield	Two lot subdivision and creation of easement
P196/22	14 Chenery Street Mansfield	Use & development of workshop associated with automotive repairs
P197/22	15 High Street Mansfield	Reduction in carparking requirements
P198/22	Lot 77 Wairere Road, Boorolite	Development of land for a dwelling and garage
P199/22	325 Howqua River Road, Howqua	Replacement Managers Residence
P200/22	140 Highton Lane, Mansfield	15 Lot Subdivision
P201/22	3 Reardon Lane, Mansfield	Creation of easement
P202/22	34 High Street, Merrijig	Development of land for a dwelling
P203/22	64 Rifle Range Road, Jamieson	Extensions of existing sheds
P204/22	4 Howes Creek- Goughs Bay Road, Goughs Bay	Installation of an above ground fuel tank
P205/22	534 Glen Creek Road, Bonnie Doon	Dwelling and a shed
P206/22	2437 Mt Buller Road, Merrijig	Agricultural Shed
P207/22	14 Shaws Road, Merton	Boundary Realignment
P208/22	140 Dry Creek Road, Bonnie Doon	Alterations and additions to existing dwelling
Total Applications Lodged: 24		

Planning Applications Determined

App No.	Property Address	Proposal	Date Issued	Withdrawn/ Lapsed/ Refused/ Not Required
P035A/22	380 Dead Horse Lane, Mansfield	Amendment to permit to include deck and alfresco area	4/10/2022	
P059/22	430 Howqua River Road, Howqua	Outbuilding ancillary to a dwelling and vegetation removal	18/10/2022	
P089/22	35 Rowe Street, Mansfield	Two Lot Subdivision	6/10/2022	
P090/22	14-16 Logan Street, Mansfield	Two Lot Subdivision	7/10/2022	
P093/22	59 Highton Lane, Mansfield	Two Lot Subdivision	14/10/2022	
P107B/16	284 Rifle Butts Road, Mansfield	Amendment to permit to include buildings and works for horse arena	1/10/2022	
P113/22	4 Howes Creek Road, Goughs Bay	Above Ground Fuel Bowser		Lapsed 1/10/2022
P136/22	116 Kiernans Road, Bonnie Doon	Alterations and addition to dwelling	25/10/2022	
P141/22	37 Alpine Ridge Drive, Merrijig	Alterations and addition to dwelling	14/10/2022	
P161/22	15 High Street, Mansfield	Extension to Red Line area and buildings and works associated with outdoor dining	27/10/2022	
P184/22	1 Curia Street, Mansfield	Dwelling extension	27/10/2022	
Total applications determined:			10	1

Certification Applications Lodged

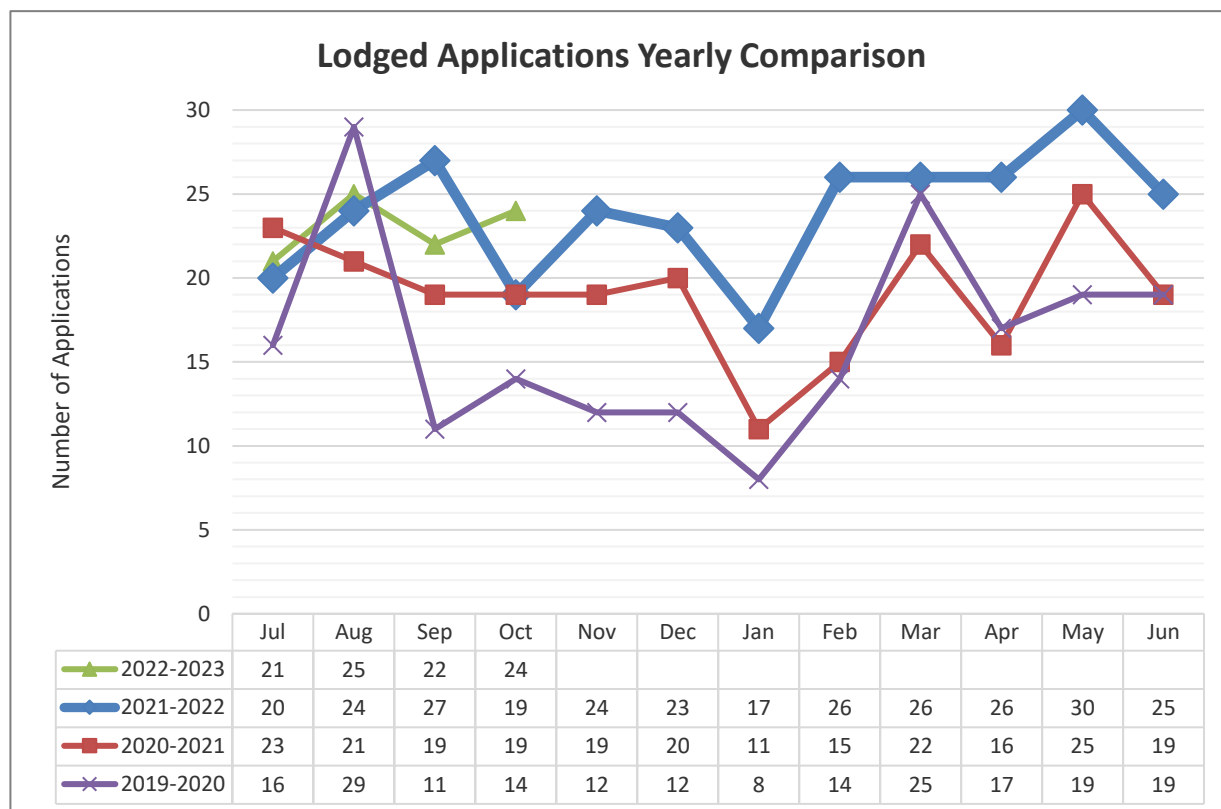
App No.	Property Address	Type	Date Lodged	Application Stage
S202597E/22	26 Greenvale Lane, Mansfield	Two Lot Subdivision	12/10/2022	Referred
S201769J/22	17 Highton Lane, Mansfield	Two Lot Subdivision	14/10/2022	Referred
S202745E/22	70-72 Highton Lane, Mansfield	Two Lot Subdivision	14/10/2022	Referred
S203280J/22	140 Highton Lane Mansfield Vic 3722	Fifteen lot subdivision and	26/10/2022	Under assessment

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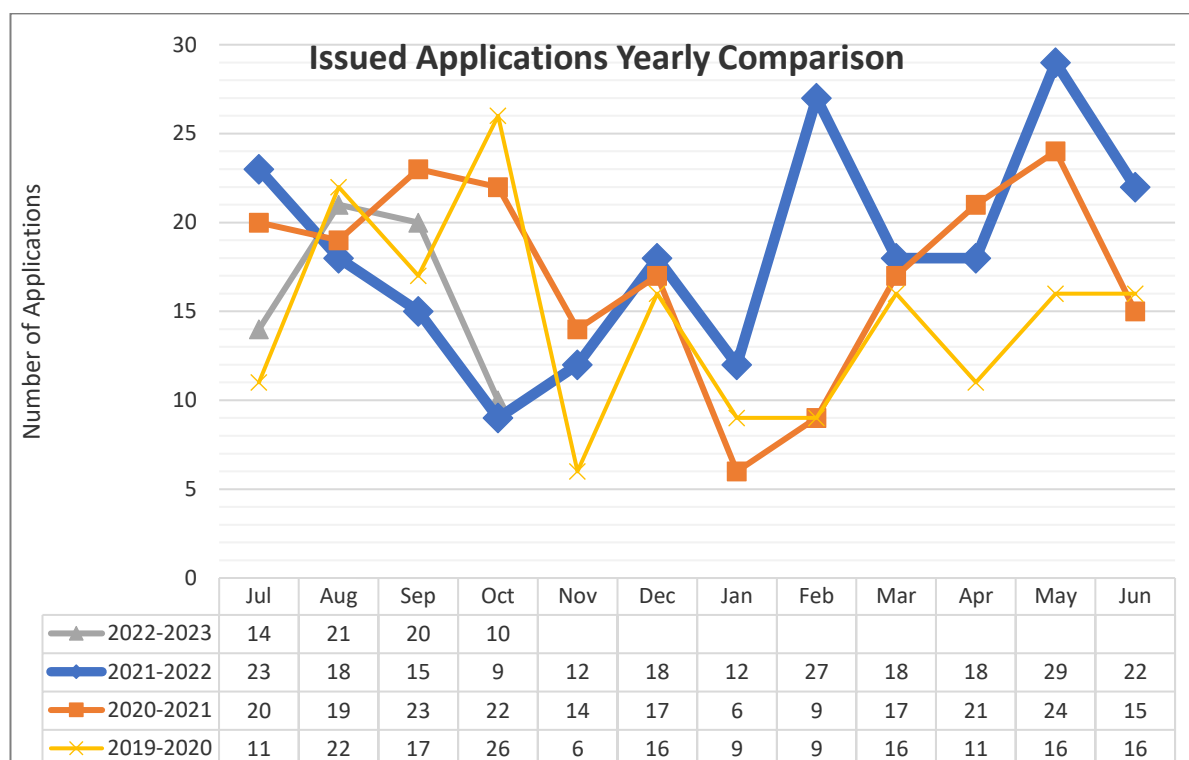
		creation of common property		
S203335M/22	3 Reardon Lane Mansfield Vic 3722	Creation of easement	26/10/2022	Under assessment
Total applications received: 5				

Other Planning Consents & Assessments

Type of Request	Number Issued
Condition 1 plans and engineering plans for endorsement	9
Secondary Consent	3
Extension of Time	2
Certification & Statement of Compliance	3
Total applications received: 17	

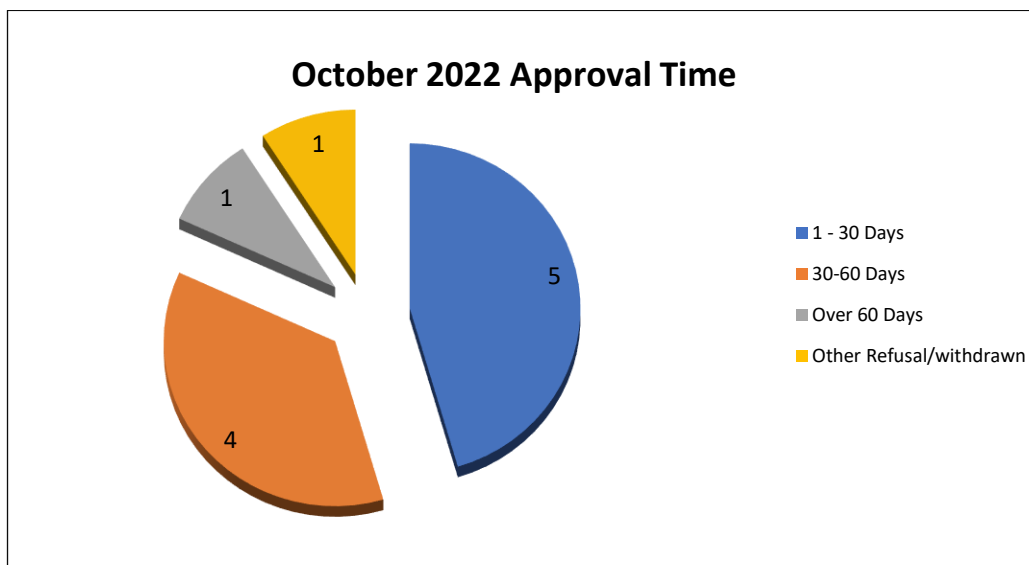


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Days Taken to Determine Planning Applications

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



Victorian Civil and Administrative Tribunal (VCAT)

Reference	Property Address	Proposal	Council Decision	Current Status	Date
P046/20	25-27 Malcolm Street, Mansfield	Use and development of land for a service station	Notice of Decision to Grant a Permit – Objector lodged appeal	VCAT Hearing delayed from August 2021	Hearing Re-Scheduled for 28 November to 1 December 2022

6. Building Services

Monthly Comparative Value of Building Permits Lodged

	2022-2023	2021-2022	2020-2021
JUL	\$7,830,045	\$6,363,414	\$5,961,408
AUG	\$6,184,961	\$8,284,568	\$4,725,992
SEP	\$7,294,440	\$6,017,668	\$3,762,200
OCT		\$3,392,677	\$5,004,259
NOV		\$5,573,777	\$7,120,839
DEC		\$8,266,461	\$4,719,391
JAN		\$3,791,736	\$3,123,763
FEB		\$10,806,944	\$6,112,124
MAR		\$5,199,799	\$9,445,321
APR		\$6,747,987	\$7,839,393
MAY		\$4,103,660	\$6,110,689
JUN		\$5,350,889	\$6,638,540
TOTAL	\$ 21,309,446	\$73,899,580	\$70,563,919

Monthly Comparison of Permits Lodged for Dwellings

	2022-2023		2021-2022		2020-2021	
	Monthly Total	Cumulative Total	Monthly Total	Cumulative Total	Monthly Total	Cumulative Total
JUL	24*	24	15*	15	14	14
AUG	5	29	15	30	10	24
SEP	5	34	18	48	7	31
OCT			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	34		114		145	

*3 Residential units (MASS)

Value of Building Permits Lodged with Council

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

7. Regulatory Services

Septic Applications Lodged, Approved and Issued for the Month

	Applications Lodged			Permits to Install Issued	Permits to Use Issued
	New	Alteration	Total		
JUL	6	0	6	5	10
AUG	7	0	7	8	6
SEP	12	1	13	9	6
OCT	3	0	3	10	4
NOV					
DEC					
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
TOTAL	28	1	29	32	26

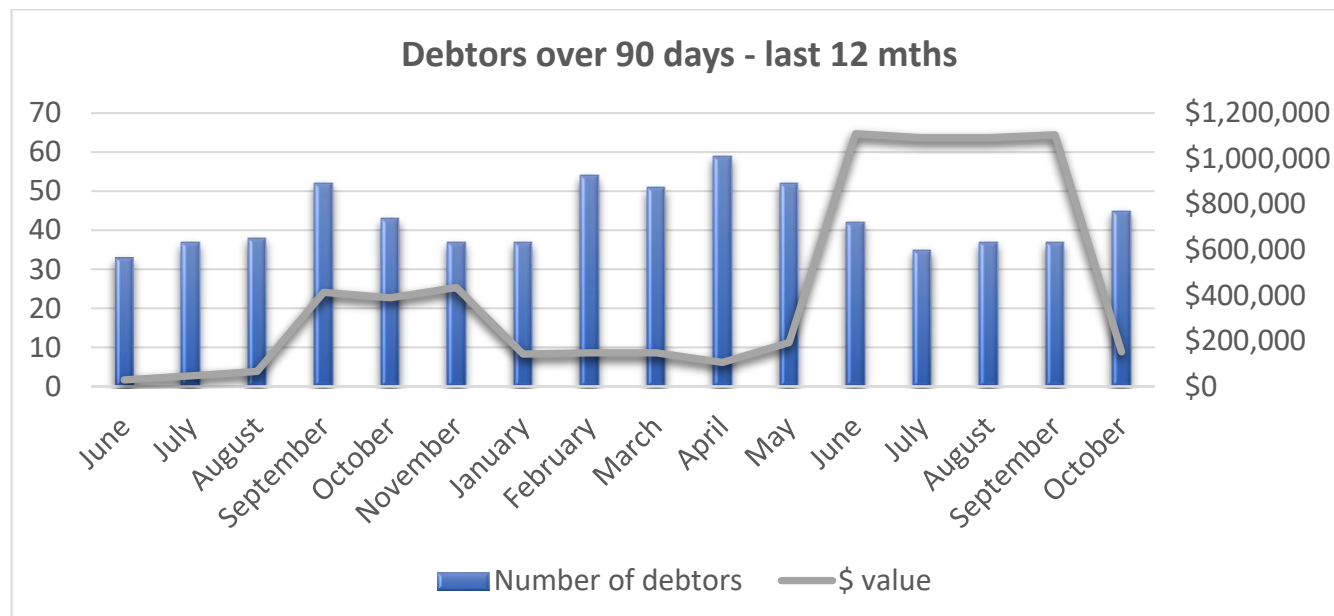
Septic Applications Lodged

	2022-2023		2021-2022		2020-2021	
	Monthly Total	Cumulative Total	Monthly Total	Cumulative Total	Monthly Total	Cumulative Total
JUL	6	6	4	4	9	9
AUG	7	13	2	6	11	20
SEP	13	26	5	11	5	25
OCT	3	29	8	19	7	32
NOV			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	29		67		77	

8. Revenue Services

Debtors

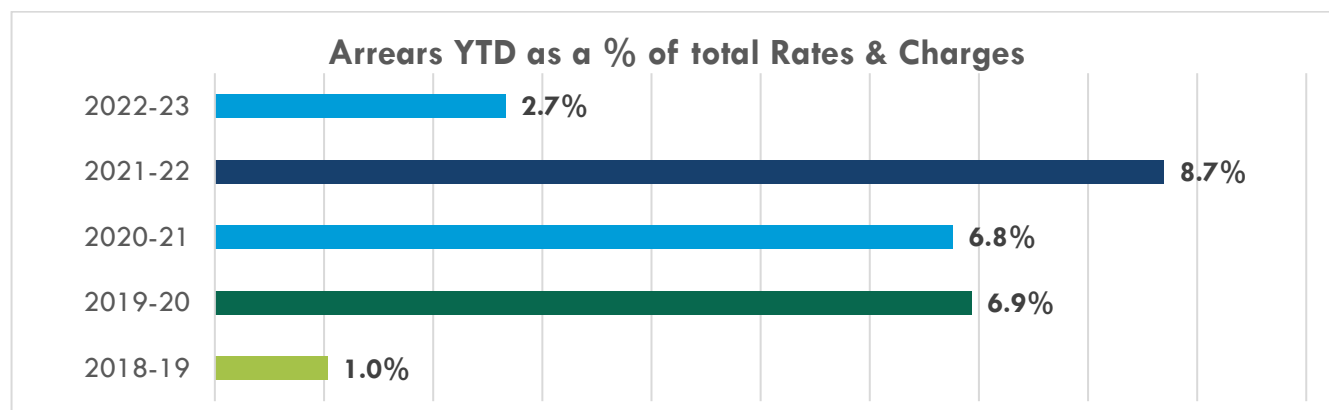
The number of debts outstanding over 90 days has slightly increased to 45 however the amount has dropped significantly with the payment of \$1.020m for the Dual Court stadium, now down to \$151,351. A further \$68,000 has been received in November.



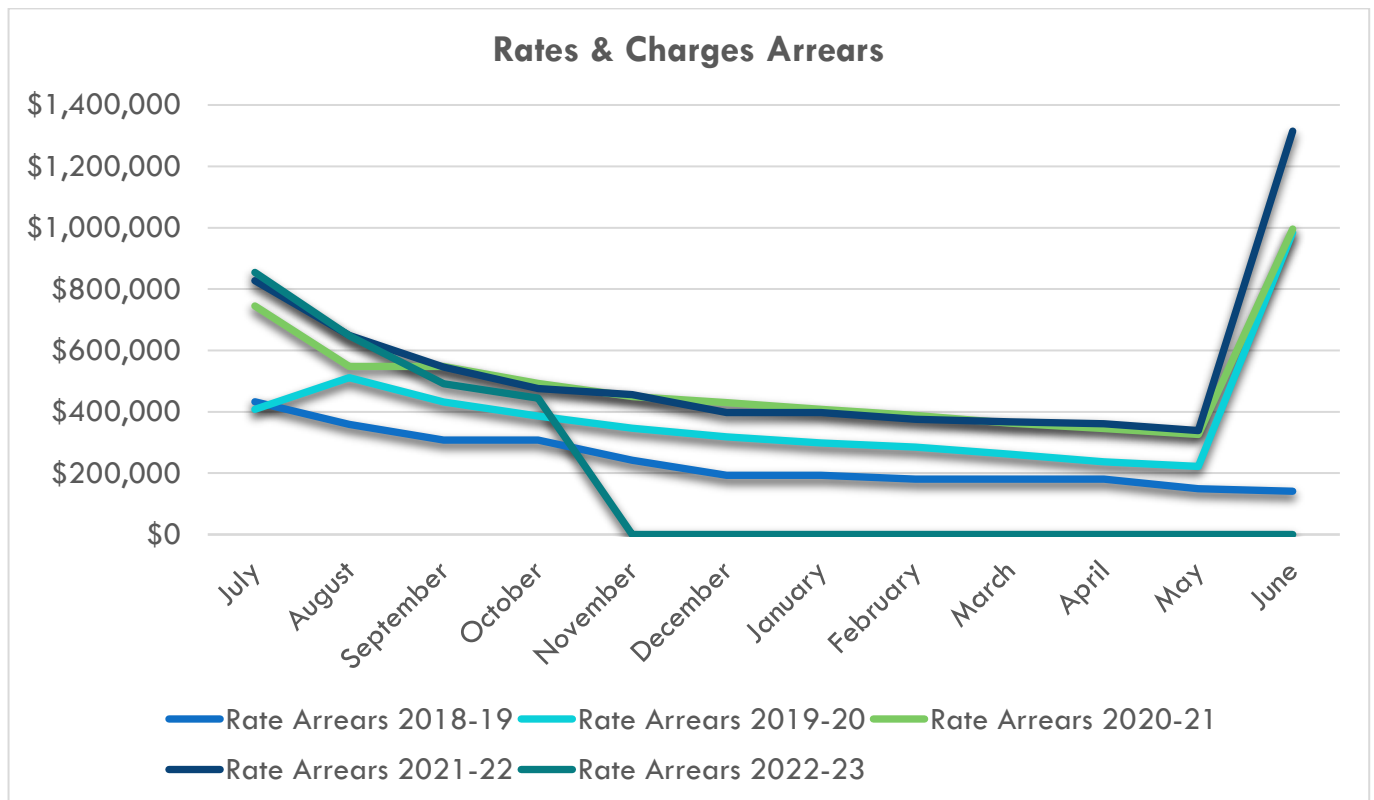
Payment of Rates

Rates and charges for 2022-23 were issued 1 September with the first instalment due 30 September 2022. By 31 October, the cut-off date for raising valuation objections with the Valuer General, council had received 55 objections – previous year was only 14.

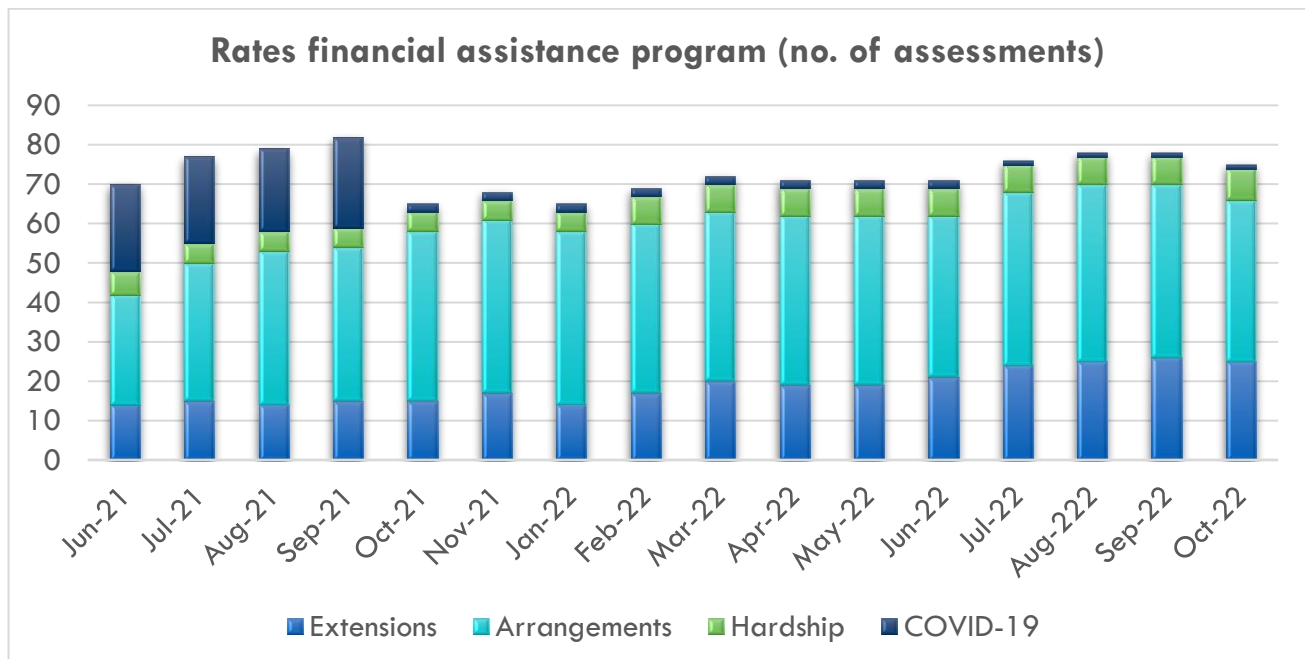
Rates Arrears has decreased from 3.9% in August to 2.9% in September and then to 2.7% in October. The second rates instalment notice will be issued in early November with payment due date by the 30 November 2022, with an associated expected increase in this rate for the next report.



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The number of property assessments accessing hardship arrangements had a slight decrease in October.

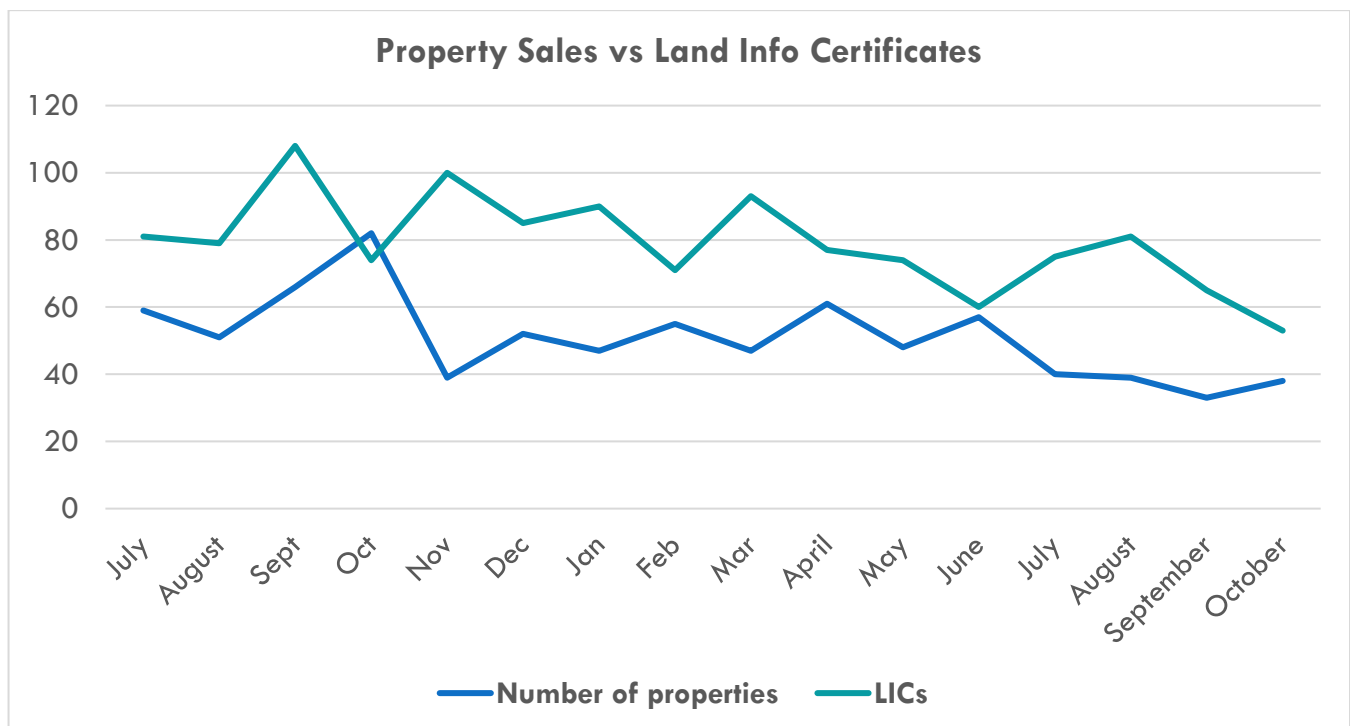
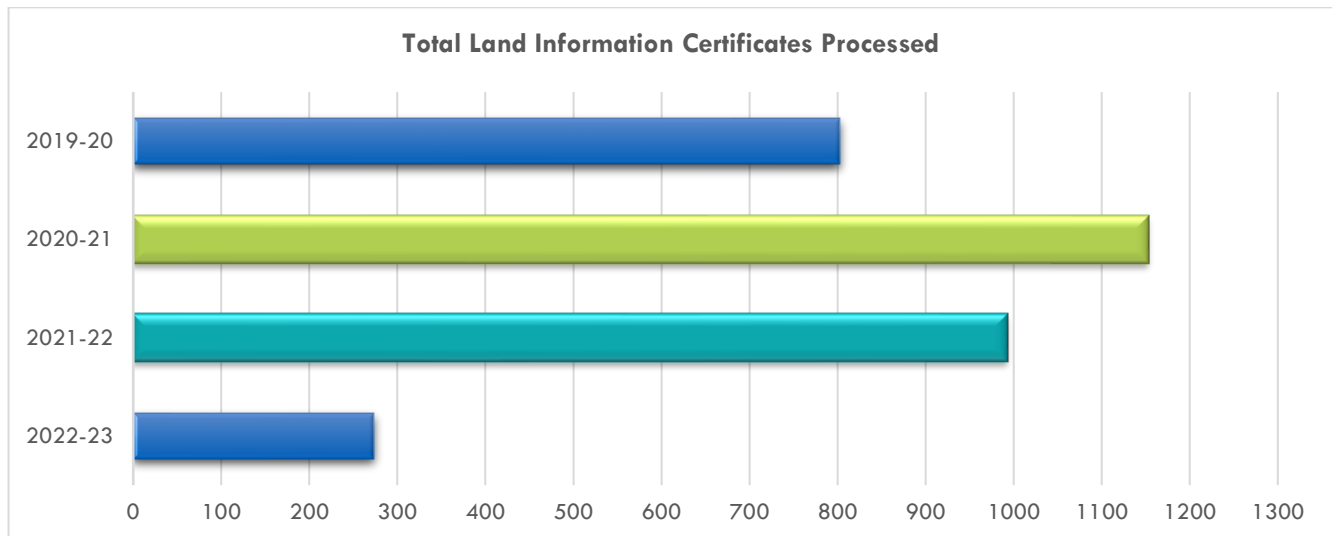


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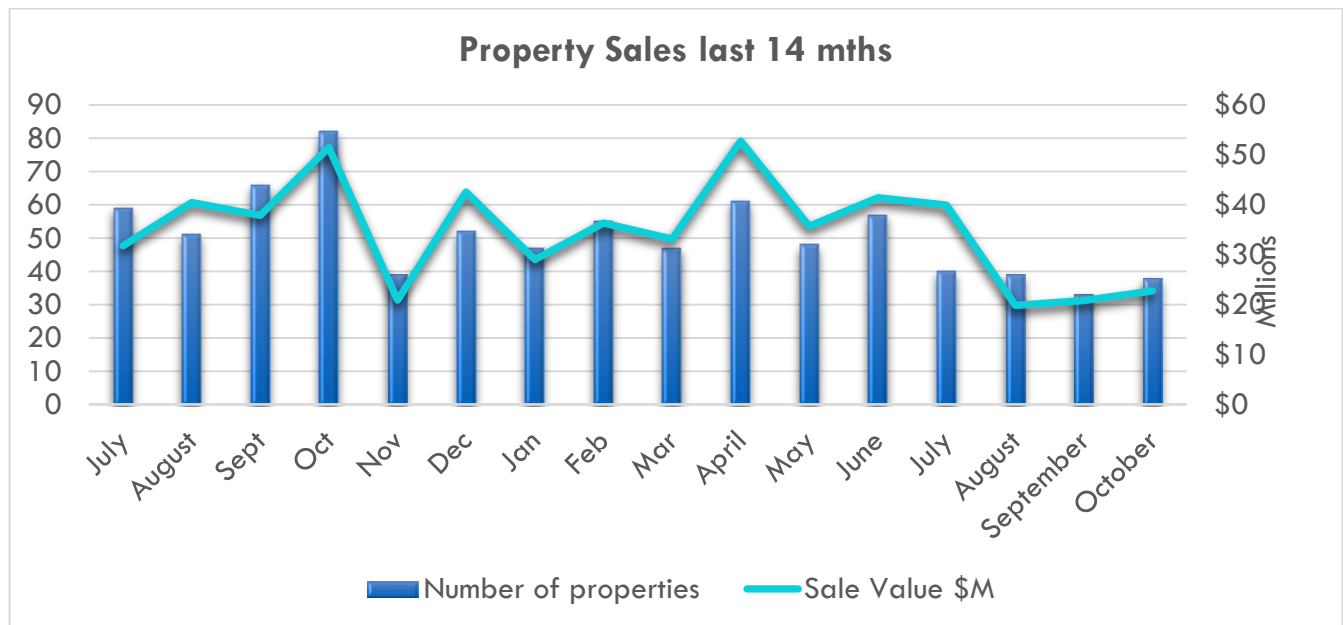
Property sales data

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

The volume of LIC's processed can provide an indicator of the buoyancy of the property market. The Mansfield Shire saw a slowing down in the property market in 2021-22. For 2022-23 the market has remained stable with a slight increase in October, in line with sale's peak periods.



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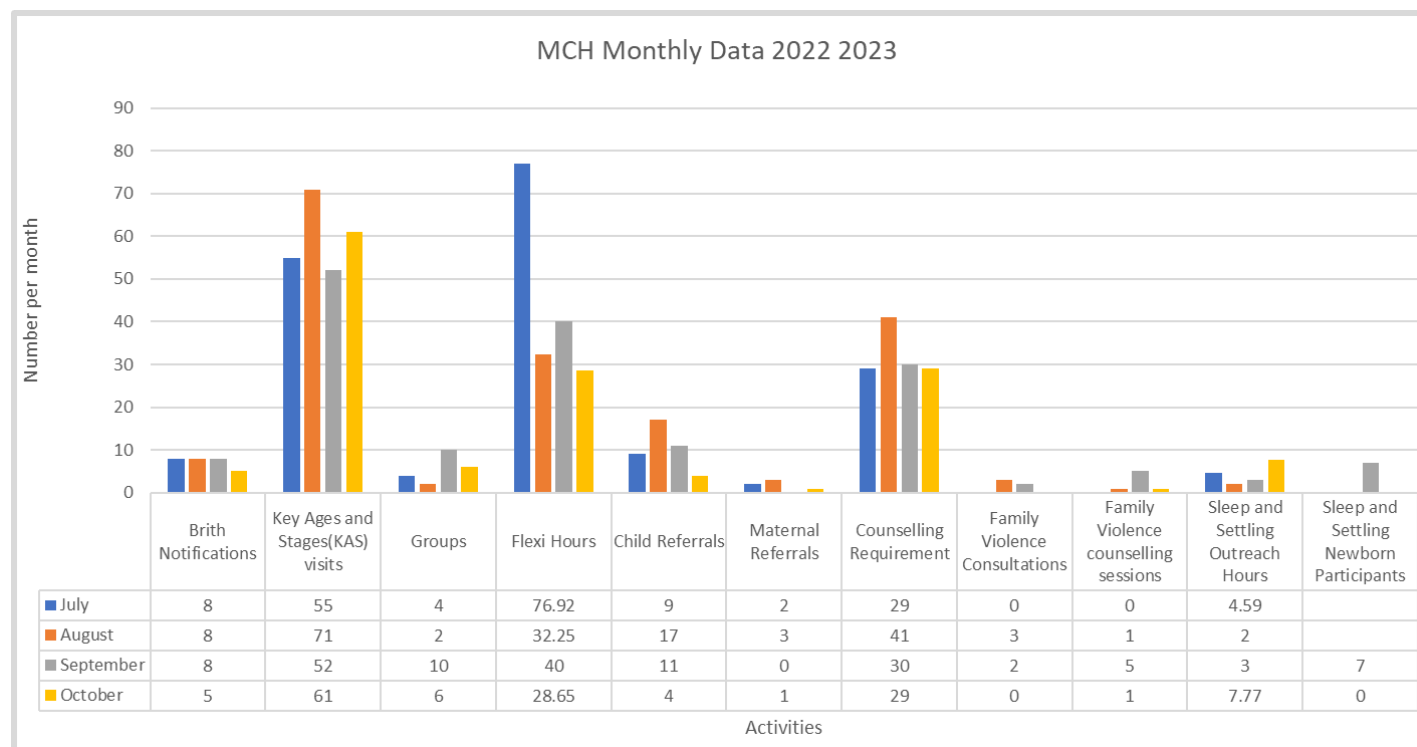


October data is incomplete due to timing.

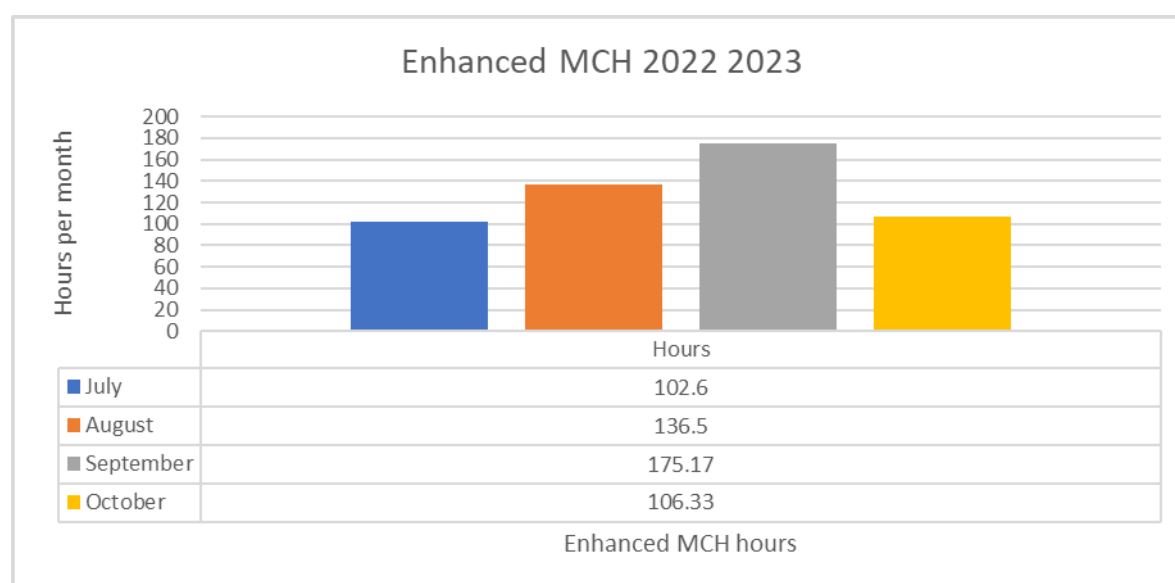
9. Community Health and Wellbeing

Maternal and Child Health

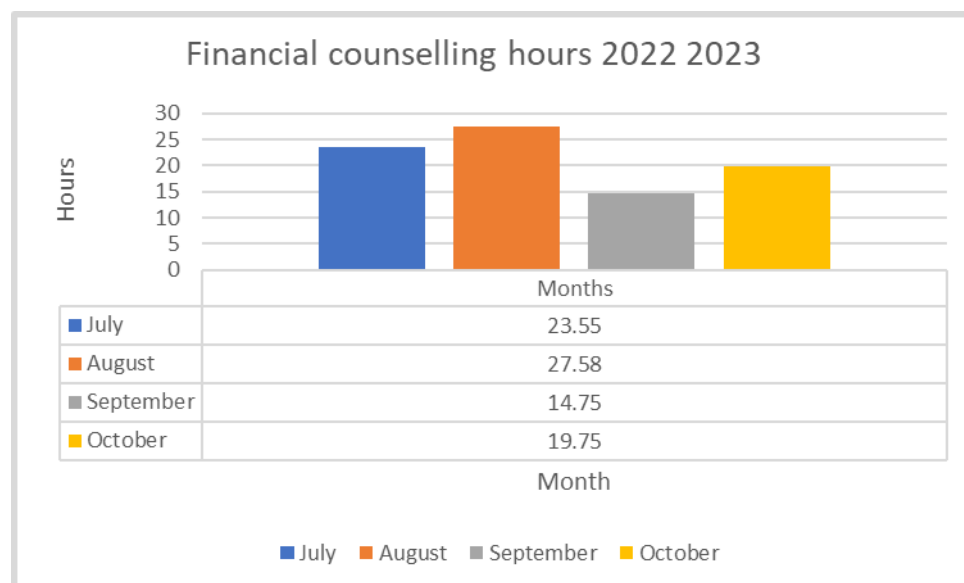
Universal MCH



Enhanced MCH



Financial Counselling



Emergency Relief ER update – Mansfield & District Welfare Group M&DWG

To 25th October there were 4 requests for assistance, totalling \$1,025:

- ▶ Food \$550
- ▶ Fuel \$125
- ▶ Accommodation \$350

Youth Services

	Program	Activity	Attendees	Year to date
October	Engage	LEAD Mandala Project leadership Camp	7	7
		LEAD celebration Flash mob	100	100
		Breakfast Club	225	225
		Skate Park league Cancelled		
				332
	FreeZa	Rock Out Concert Cancelled		5
	L2P	Driving lessons with mentors Target 15 learners		11

Integrated Family Services

In October Integrated Family Services continued to support 14 families dealing with issues ranging from grief and loss, serious mental illness, family violence, childhood behaviours and the impacts of trauma. The service system in which we work is still being affected by staff shortages and illness, making the usual referral pathways for families even more problematic than usual.

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

Health and Quality

Mansfield Better Communities for Children Network meeting – Network meeting held on Wednesday 9 November. Survey responses received and collated to develop a schedule of topics for the 2023 agenda.

Early Years Educators Network meeting set for Tuesday 6 December – opportunity to bring the network back together and discuss the important issues facing the early years sector.

Youth Service Providers Network – meeting set for 30 November 2022, the network to be invigorated and revamped to support our young people in Mansfield

Magda's Big Health Check - episode 2 of the 3-part series aired on 8 November 2022, with the focus of this episode around healthy eating and focus on checking food labels for ultra-processed food. The Respond initiative that appeared in this episode was the soup for schools program, in which the secondary college prepared the soup for the primary school students. Episode 3 to air on Tuesday 15 November 2022 – 8.30pm on ABC and iView

Vic Kids Eat Well – Continuing to work with sporting clubs and schools to promote the program and assist with establishing a baseline and focus for areas of improvement.

Aged Care

Seniors' week celebrations offered any residents over 60 years the ability to participate in a range of free activities such as Pilates, Bushwalks, Art classes and Yoga.

We supported Rosehaven with a contribution to their Cinema event and supported the Friends of the Library with the Mad Hatter's Tea party.

The Seniors Ball at the Golf Club was a hit with 60 attendees enjoying live music and a two-course dinner for \$10 per person subsidised by the Senior Festival Grant.

BRV Family Violence Prevention

We are entering the final stages of this project by

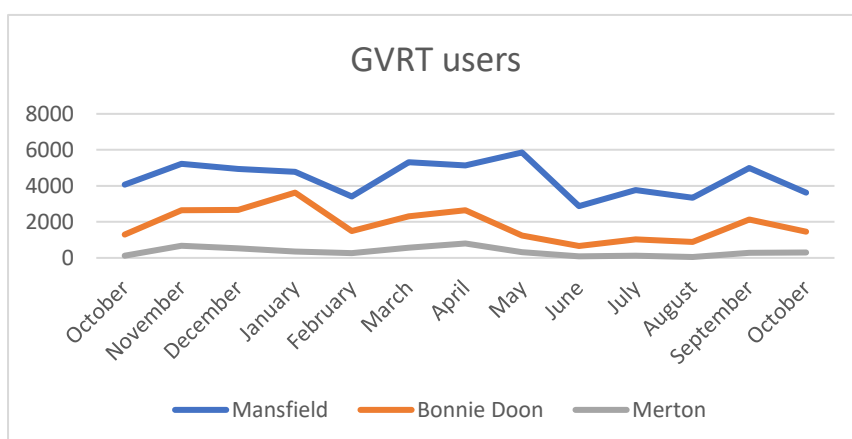
- ▶ Preparing the final report for the funding body for submission in November.
- ▶ Training on Gender Impact Assessment (GIA) with identified staff is being implemented
- ▶ Embedding the GIA into process to ensure long term sustainability.

10. Visitor Services

The Great Victorian Rail Trail (GVRT)

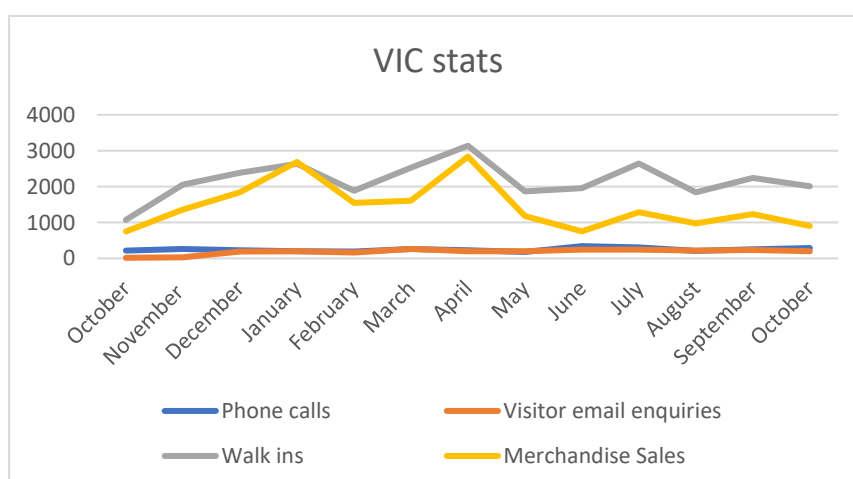
Wet weather across the month of October saw a decrease in users of the trail, which is not surprising. 13 days of rain were recorded over the month with a lot of water remaining on the trail outside of these days which impacted usage.

The Field Services team have been dealing with branches down across the trail throughout the month and are scheduling full trail clearance maintenance for November.



- ▶ The Great ARTdoors update – Artists works fabrication is underway and our engineering team are working with artist on site aspects such as footings and installations.
- ▶ The water fountain installation was delayed due to weather and is scheduled for this month.
- ▶ Mitchell, Murrindindi and Mansfield received a response from TNE in regard to the great ARTdoors project and following review are looking at alternative options to promote this project.

Mansfield Visitor Information Centre (VIC)



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The VIC has seen a decrease on last month which is understandable with the flooding in the North East region.

	2021	2022
October – Walk In visitors	1,072	2,008
Retail Sales	\$750.50	\$901

October was an interesting month for the Visitor Information Centre with a decline of 237 walk in visitors to the centre when compared to September. A few reasons for this are the end of the snow season seeing a reduction in visitors, alongside the flooding throughout the region and roads being closed to the area.

An increase in phone calls to the centre was also recorded with people ringing to check road conditions and access.

Visitor Survey

The Visitor Information Staff are 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 surveys current lifespan.

35% of visitors were aged 60+

30% of visitors were aged 40 – 60

25% of visitors were aged 18 - 40

45% were adult couples

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

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

Most popular things were in order -

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

The most popular reason for visiting the information centre was for Maps and directions followed by road conditions and updates. With the significant rain and tracks reopening soon there has been a large increase in trail, 4wd track condition reports.

Commonwealth Games Submission

Council has submitted further information around our sporting facilities and ability to host teams prior to the games for practice and training.

Events

Mountain Cattlemen's Annual Get Together – Fri 30 Sep – Sun 2 Oct

- ▶ Council worked with the Cattlemen's committee to ensure a safe event was delivered with respect to weather and road conditions. Ensuring camping sites were properly monitored and vehicles safely secured in parking. Council assisted with road conditions for the diversion of traffic down Buttercup Rd.

Seniors Week – Sun 2 Oct – Sun 9 Oct

- ▶ Council organised a range of events for Seniors Week using local business to deliver things such as yoga, Pilates, bushwalks, movies, painting and a senior's ball. The Ball was attended by 60 guests at a subsidised rate of \$10 per head. The whole week was fully booked out and received great feedback from the community.

150 years Mansfield Primary School Fair – Sat 8 Oct

- ▶ Council supported this school event with a range of equipment from fencing, umbrellas, sanitiser stations to marquees and sandbags. We also helped to co-ordinate food vendors. It was a great day and attendance was high.

Mansfield Mens Shed Open Day – Saturday 15 October

- ▶ Council assisted with the setup of the men's shed open day supplying fencing for the front of the shed and umbrellas for shade. It looked great and they were very thankful.

RACV Alpine Centenary – Thu 20 Oct – Fri 21 Oct

- ▶ Council welcomed the RACV Alpine Centenary car trials through town. Working with local caterers to set up a dinner on Thursday night and a breakfast on Friday morning at the St Marys Hall. We had to cancel the show 'n shine event due to weather but were able to move this somewhat to the Friday morning breakfast. Feedback was fantastic from the RACV group who really enjoyed their time in Mansfield and look forward to returning.

Mansfield Independence Anniversary Celebration – Sat 22 Oct

- ▶ Council along with the Independence Committee organised a celebration of 20 years since we de-amalgamated from Delatite Shire. Originally planned to be at the Botanic Park the celebrations were moved to the council chambers. Over 50 guests heard from Mayor James Tehan, Don Cummins and Will Twycross talk about the process and the importance of it. A great success with higher than expected numbers and community involvement.

Mansfield Steiner School Spring Fair & Open Day – Sat 22 Oct

- ▶ Council provided a range of marquees to assist with a wet weather program for the Steiner School open day and fair.

Mansfield Farmers Market – Sat 22 Oct

- ▶ Council assisted with moving the Mansfield Farmers Market to a new location due to sodden grounds across from the post office. Moving to the carpark in between the Mansfield Hotel and the Courthouse. Council provided barriers and a last-minute permit to allow this to occur safely.

Mercedes Benz G Wagen Show N Shine – Sat 28 Oct – Sun 29 Oct

- ▶ Council organised the Visitor Information Centre carpark for the largest gathering of Mercedes G Wagens in Victoria to occur. Over 36 vehicles on display for Saturday and Sunday morning with catering organised for Sunday for a breakfast for the club. The VIC provided showbags detailing attractions for the group to explore in the afternoons. Feedback was great and the club was very impressed with how we accommodated them around a difficult weekend with weather and suppliers.

Mansfield High Country Festival – Friday 28 Oct – Tue 1 Nov - Cancelled

- ▶ Another casualty of the continuing rain, the Mansfield High Country Festival occurred over the weekend in a dramatically reduced format. Late in the week, Mansfield Shire Council had the undesirable task of making the call on multiple key elements of the weekend with impending weather and current conditions.

Due to site conditions and impending weather, cancellations were made including the Friday night opening festival, FReeZA concert, fireworks, breakfast on the lawn and the Emergency Services Torchlight Parade. On Saturday the ever-popular Bush Market could not be held on Highett St, the Grand Parade sites were too unsafe to go ahead and the new Amped Up! Amphitheatre Sound Sessions also fell victim to the ground conditions. Council worked with the Bush Market Committee to pull together the 'Mansfield Mini Market' for local stallholders on Saturday which was well attended and deemed a success by stallholders. The North East Skate Park Series was cancelled for Sunday with wet weather predicted and staff travelling from 3 hours away, however the sun shone all day on what could have been.

Other Projects**Flood Data**

Council has surveyed 17 accommodation providers in regard to the long weekend weather and impact on their business, this has been sent to TNE to form some data for possible flood support.

See attached document for details.

Economic Development - 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 463 local businesses through October.

The reported figures below are the averages.

	Council's Business Newsletter	Industry Benchmark
Open rate	49.73%	19.4%
Click rate	8.88%	2.8%
Delivered	98.92%	-
Bounced	1.08%	-

Business Contacts

Council's Economic Development Officer Business Support continues to engage local businesses with visits and calls. Most engagements have included discussions around funding and grant opportunities, training or ongoing support programs. Through October 32 businesses were provided with direct engagement visits.

Business Support

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

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

Better Approvals

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

A local re-visioned Hotel/ Restaurant and now launched Brewing/ Function/ Hotel.

Continued support to assist Kevington Hotel with event potential and business mentoring/ support via Small Business Mentoring Services.

GOTAFE Mobile Campus

The Mobile Campus visit for October was a cancelled casualty of rain events. It was invited and re-scheduled to participate in the Grand Parade during the High Country Festival Opening, that was eventually cancelled. Ongoing discussions with GOTAFE eventually allowed Council to re-engage a visit from the Mobile Campus for 6 to 8 December. Each visit has resulted in increased visitation, and we are keen to maintain the momentum.

Business Victoria – Small Business Bus

The Business Victoria – "Small Business Bus" - will be in Mansfield for 18 November and will be located within the Car Parking Area in Highett Street (South) between the Mansfield Hotel and the Courthouse.

TELSTRA Mobile Shop

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

Library

Refurbishment Update – October

- ▶ Building work continues the extension to the north-west corner of the library.
- ▶ Seeking further quotations from removalist companies and shelving suppliers.

Exhibition of artwork by young Mansfield artists

A temporary wall has been transformed into an exhibition space for young Mansfield artists.

The 9m temporary wall is obscuring large areas of window. We wanted to offer the public something special to make up for the lack of natural light.

The 72 entries into the Children's Book Week bookmark competition are now on display.

The quality of the artwork and diversity of imaginative responses to the theme 'Dreaming with eyes open...' is spectacular. Terrific feedback has been received so far, and children are excited to seek out their own bookmark amongst the display.



Library Sector

The Library is currently unable to fulfil holds from libraries outside the High Country Library Network. This is due to a temporary interruption to the loan service as Library services across Victoria move to a new State-wide Courier service. The transition will take place over the next few weeks.

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The majority of borrowers are not greatly affected by this interruption, as the 127,000 items in the High Country Library Network collection remain available for loan. However, there are a small number of borrowers with specific borrowing requirements that are significantly limited.

Library Statistics for October 2022

	Visits	Loans	Library programs	Program attendees	Room bookings	IT help	Holds placed
Oct 2022	-	3,545	2	38	0	58	531
Sept 2022	2,005	3,110	2	42	1	74	542
August 2022	2,816	3,726	12	271	4	59	600
July 2022	2,530	3,738	3	42	1	89	586
June 2022	2,470	3,876	3	50	8	78	511
May 2022	2,184	3,302	10	198	9	57	560
April 2022	2,716	3,821	26	371	8	73	523
Mar 2022	2,684	3,733	13	199	12	49	489

- ▶ Unable to provide visitor numbers for October because the original door counter cannot be set up at the current entry point of the Library. A new door counter has been ordered.
- ▶ Room bookings are not available.
- ▶ Storytime continues to be run off site. No other programs were offered.

11. Communications

Media Releases

Throughout October, 18 media releases were generated and distributed to the media with 14 being published in the Mansfield Courier.

Media Undertaken by the Mayor

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

- ▶ Annual Report
- ▶ Flood Damage
- ▶ Event Reminders
 - Independence Anniversary Celebration
 - High Country Festival
- ▶ HVAR Stage 2 commencing
- ▶ Citizen Awards

The 20-minute audio recording of the Mayor's October Radio Spot is available to listen to via Council's Youtube channel:

<https://youtu.be/voHiZpsAueE>

Comments provided to media

5 October – North East Media

- ▶ Mayor commented on the condition of the roads and Council -v- Department of Transport responsibilities.

14 October 2022 – North East Media

- ▶ Deputy Mayor Cr Mark Holcombe commented on Local Roads and Community Infrastructure Funding ahead of the Infrastructure Minister's visit to Bright.

26 October 2022 – Mansfield Courier

- ▶ Mayor provided comment on:
 - Federal Budget and impact locally
 - Flood damage and economic impact of the cancellation of the High Country Festival events

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Social Media

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

For the October period, Council's Facebook page saw an increase in follows of 78.

For those unable to attend Council's Independence Anniversary Celebration, the event was live broadcast via facebook and subsequently posted on the Facebook page on 22 October. By the end of the month, the event has been viewed over 1,000 times.








Statistics on the Facebook page activity are provided below:

- ▶ Post reach 32,182
- ▶ Post engagement 17,973
- ▶ Comments 275
- ▶ Reactions eg: likes 1,316
- ▶ Shares 132

The top performing post over the October period was the notification that three new mobile towers were to be installed in the Mansfield Shire which achieved a reach of 11,294.

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

- ▶ Arranging the Mini Market for local traders following Bush Market cancellation – 10,353. This post was shared 39 times.
- ▶ High Country Festival opening event cancellation and update – 10,265 driving 1,279 people to the website for event details.
- ▶ Michele Padbury receiving the Jan Pentland Award – 7,741. This post also received the most likes (390) and comments (109).

Recent content ↑↓	Type	Reach ⓘ ↓	Likes and reactio... ⓘ ↑↓
 Three new mobile towers for Mans... 20 October 22:00	Post	Boost post	11,294 178
 *UPDATE* The rain isn't listening s... 26 October 16:58	Post	Boost post	10,353 259
 Regrettably, with the rain that has f... 25 October 22:38	Post	Boost post	10,265 86
 Well done to our very own Michele... 6 October 21:30	Post	Boost post	7,741 390
 We regret to inform the communit... 26 October 21:27	Post	Boost post	5,348 81
 Wow - Mansfield is getting the Trip... 23 October 22:00	Post	Boost post	4,924 68
 Wow! What a facelift. Recent impro... 28 October 16:00	Post	Boost post	4,827 168

Council's Website

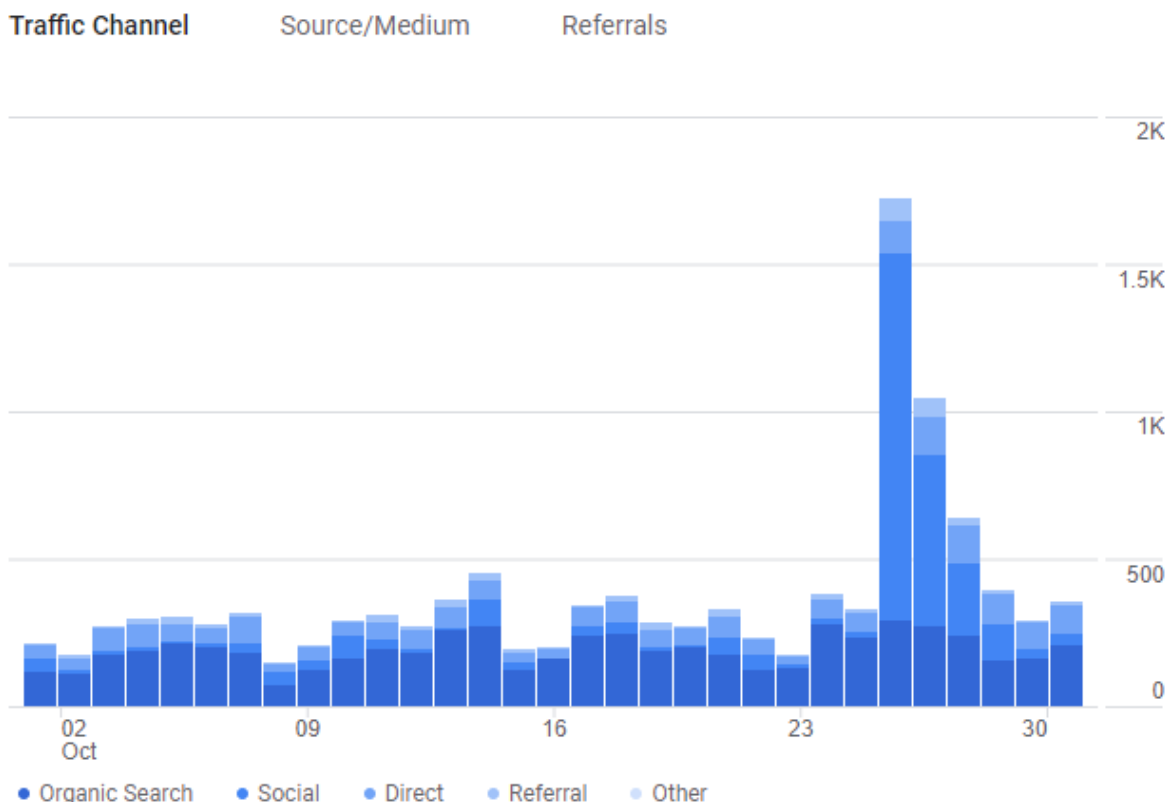
Council's website has attracted over 8.4k users throughout October which is up by 41.8% over the September period. This equates to an average of 154 visits per day throughout October with a total of almost 23k page views recorded. Each visit resulted in an average of 2 pages being viewed.

The Events Update providing details of the High Country Festival revised event schedule which was published on 25 October received over 1,000 visits.

It's evident from the community response to social media and website visitation in relation to the High Country Festival cancellations that this annual festival continues to be highly valued by our community who are greatly invested in this community event.

Generally, most visits originate from an organic search however, Council's social media drove the visitation on 25 October as a result of the event cancellation as highlighted in the graph below.

How do you acquire users?

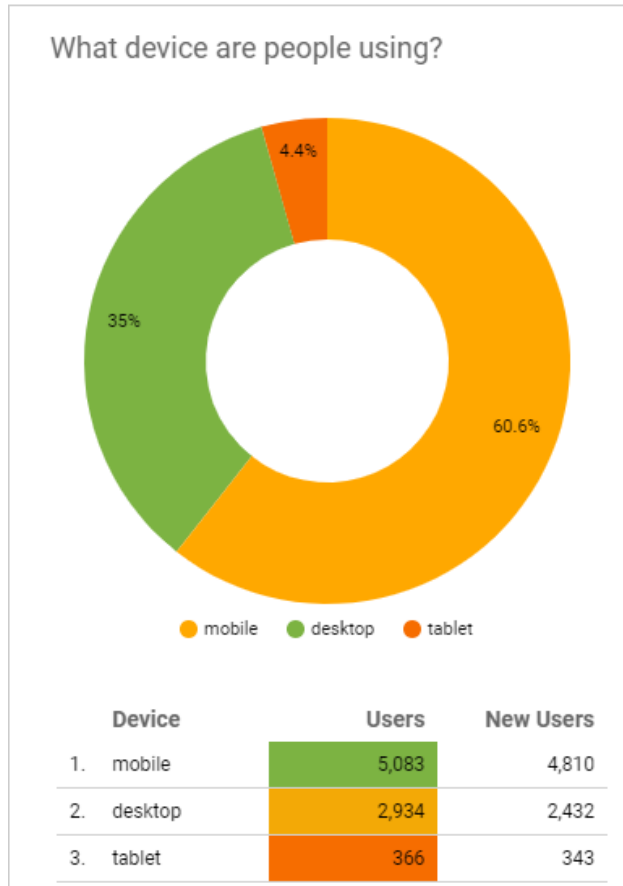


1 Oct 2022 - 31 Oct 2022 ▼

[ACQUISITION REPORT >](#)

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Over 60% of visits were viewed on a mobile device (up 65% on the last period), 35% from a desktop computer (up 13%) and 4% from a tablet (up 85%).



Website page visitation specifics are provided below.

What pages do your users visit?

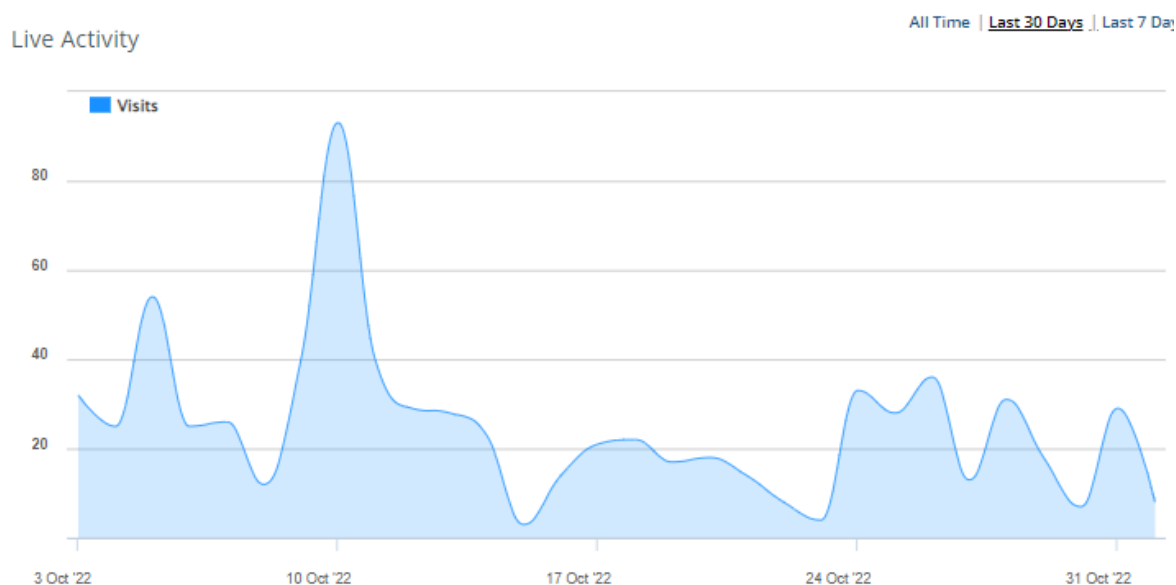
Page	Page Views
/Home	2,818
/Community/Latest-...kend-Events-Update	1,042
/Council/Work-With-U...r-Job-Opportunities	841
/Community/Residents...Limits-and-Closures	529
/Plan-Build/Public-No...-on-public-exhibition	453
/Community/Resident...rce-Recovery-Centre	448
/Plan-Build/Planning	422
/Council/Work-With-Us	420
/Plan-Build	413
/Council/Contact-Us	386

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

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

For the October period, the platform received over 751 visits and recorded 9 new registrations.

Details of visitation are below with the spike of 93 visits on 10 October due to the Planning Scheme Review and communication of the key findings. 15 copies of the final report have been downloaded.



The graph below provides details on the current top projects.

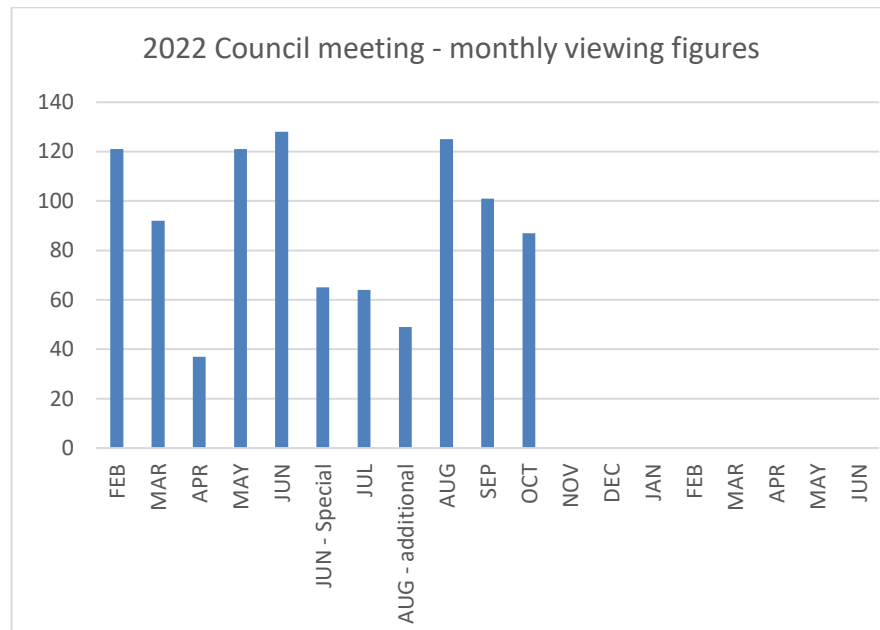
TOP PROJECTS	Participants	I/A %
Changes to Recycling and Waste Services in Mansfield Shire	41	(38.3%)
New High Street Car Park	22	(62.9%)
The Planning Scheme Review	20	(47.6%)
Bonnie Doon Plan	17	(54.8%)
Mansfield Open Space Strategy	16	(25.4%)
Commercial and Industrial Land Use Strategy	12	(35.3%)
Footpath and Shared Path Strategy	9	(60.0%)
Planning Scheme Amendment C54mans - 104 Dead Horse Lane	8	(38.1%)
		-

YouTube

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

The October Council meeting has received 87 views.

Updated viewing figures for 2022 are provided below.



Month	Views
FEB	121
MAR	92
APR	37
MAY	121
JUN	128
JUN - Special	65
JUL	64
AUG - additional	49
AUG	125
SEP	101
OCT	87