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AGENDA

Council Meeting to be held
at Darebin Civic Centre,
350 High Street Preston
on Monday, 7 August 2017
at 6.00 pm.

Public question time will
commence shortly after 6.00 pm.

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Agenda

1. MEMBERSHIP

Cr. Kim Le Cerf (Mayor) (Chairperson)

Cr. Steph Amir

Cr. Gaetano Greco (Deputy Mayor)

Cr. Trent McCarthy

Cr. Lina Messina

Cr. Susanne Newton

Cr. Susan Rennie

Cr. Julie Williams

2. APOLOGIES

Cr. Tim Laurence is on an approved leave of absence.

3. DISCLOSURES OF CONFLICTS OF INTEREST

4. CONFIRMATION OF THE MINUTES OF COUNCIL MEETINGS

Recommendation

That the Minutes of the Ordinary Meeting of Council held on 17 July 2017 and the Special Meeting of Council held on 24 July 2017 be confirmed as a correct record of business transacted.

5. QUESTION AND SUBMISSION TIME

Members of the public can lodge questions for Council to answer or make a Comment or Submission prior to a specific item listed on the Agenda of an Ordinary Council meeting.

QUESTIONS

Members of the public can ask up to two (2) questions at an Ordinary Council meeting.

Questions submitted online will be responded to in the first instance. If you are not present at the meeting, the Chairperson will read the question and provide a response. The Chairperson may then take questions from members in the gallery.

Any question not answered at the meeting will be taken on notice and a written response will be provided to the person asking the question.

In accordance with the Darebin Governance Local Law, the Chairperson may disallow a question if it:

- is defamatory, indecent, abusive, offensive, irrelevant, trivial or objectionable in language or substance; or
- deals with a subject matter already answered; or
- is aimed at embarrassing a Councillor or an officer.

If you are unable to submit your question prior to the Ordinary Council meeting, the Chairperson may take questions from the floor.

SUBMISSIONS OR COMMENTS

Members of the public may make a comment or 2 minute submission on a matter listed on the Agenda prior to the item being debated.

A person who is unable to stay at the meeting until the Agenda item is heard, may make their comment or submission during Question Time.

HOW TO SUBMIT YOUR QUESTION OR MAKE A COMMENT OR SUBMISSION

Members of the public who wish to ask a question, or make a comment or submission to an agenda item, at an Ordinary Council meeting are encouraged to do so in one of the following ways:

- (a) online at darebin.vic.gov.au/questionsandsubmissions by 3pm on the day of the meeting; or
- (b) by email to Q&S@darebin.vic.gov.au; by 3pm on the day of the meeting; or
- (c) in person at the Preston Customer Service Centre, 274 Gower Street, Preston; or
- (d) by mail to PO Box 91, Preston 3072; or
- (e) with a Council officer prior to a Council meeting.

Council meetings can be viewed at the Watch Council and Planning Committee meetings page.

Agenda's will be available for viewing on Council's website at the 'Meeting Agendas and Minutes' page by 5pm, up to 6 days prior to the date of the meeting. Copies are also available at Customer Service centres and libraries.

6. CONSIDERATION OF REPORTS

6.1 PEDESTRIAN CROSSINGS IN DAREBIN

Author: Transport Planner

Reviewed By: Director City Futures and Assets

Report Background

This report is in response to a Council Resolution from 6 October 2014, which sought a report following the development of the Principal Pedestrian Network highlighting key locations where pedestrian crossings may be required on the basis of safety and pedestrian volumes

Previous Council Resolution

At its meeting held on 6 October 2014, Council resolved:

'That Council:

- (1) Note this report on Pedestrian Crossings in Darebin.*
- (2) Receive a further report following the development of the Principal Pedestrian Networking (PPN) highlighting key locations where additional pedestrian crossings may be required on the basis of safety and pedestrian volumes.*
- (3) Through the Mayor, writes to VicRoads requesting a review of the warrant requirements to better support Council's active transport strategies that encourage families and children to safely walk and ride to school.'*

Previous Briefing(s)

- Councillor Briefing – 11 May 2017 and 13 July 2017

Council Plan Goal/Endorsed Strategy

- Goal 1 - A Sustainable City
- Darebin Transport Strategy
- Safe Travel Strategy

Summary

- This report outlines the methodology taken to prioritise locations requiring pedestrian crossings.
- The top 25 sites are identified along with the possible delivery mechanism and estimated delivery time frame over the next three years.
- Further analysis on the type of pedestrian crossing that is recommended for each site will be undertaken, including consideration of land uses and demographics of the area. Where a non-signal based crossing facility exists, this will be reviewed to determine its suitability.

Recommendation

That Council:

- (1) Recognises the importance of safe crossing points for pedestrians.
- (2) Commits to assess and identify appropriate treatments at the following sites on Darebin's local road network in 2017/2018:
 - Separation Street near Breavington Way
 - Edwardes Street near Daventry Street to Harbury Street
 - Separation Street near Oamaru Street/Thames Street
 - Regent Street near Robinson Road
- (3) Refers consideration of funding for the construction of safe pedestrian crossing points to the 2018/2019 capital works budget process.
- (4) Assesses the top 25 identified sites within the next 3 years and refer funding of these sites to future capital works budget consideration.
- (5) Writes to VicRoads and relevant State Ministers advising them of this report and asks for their commitment to prioritise funding of pedestrian crossing facilities on their road network including:
 - Station Street south of Mitchell Street
 - Murray Road at Lyonsville Ave
 - Westgarth Street near Evans Crescent
 - Darebin Road near St David Street
 - Broadway between Dennis Street and Clark Street
 - Spring Street near Henty Street
 - Station Street near Railway Place
 - Broadway near Fordham Street
 - Murray Road near Fitzroy Street or Park Ave
- (6) Considers funding of pedestrian crossing facilities where appropriate through a Development Contribution Plan.
- (7) Advocates for the inclusion of pedestrian crossing points as part of larger infrastructure projects at the following locations:
 - High Street near Pender Street and Blythe Street
 - High Street near Woolton Ave
 - Miller Street at Braken Ave/Devon Street
 - High Street near Langwells Parade/Beavers Road
 - Gower Street near Cooma Street

Introduction

- The report identifies locations where new signalised pedestrian crossings may be required, or existing crossings may need to be relocated or upgraded.

- As part of the development of a Darebin Walking Strategy, a Principal Pedestrian Network has been mapped for the municipality, based on guidelines produced by the Department of Economic Development, Jobs, Transport and Resources. The Principal Pedestrian Network map is provided at **Appendix A**.
- The Principal Pedestrian Network identifies approximately 200 kilometres (primary and secondary corridors) of street network where pedestrians are more likely to walk to access a range of destinations: shops, services, transport, jobs, education, and open spaces.
- Council is prioritising works to support walking using the Principal Pedestrian Network; this includes removing barriers, filling gaps and improving the overall amenity of our streets on primary and secondary Principal Pedestrian Network corridors.
- The identification of locations for potential signalised or upgraded pedestrian crossings has been undertaken overlapping the Principal Pedestrian Network against roads with high traffic volumes in Darebin

Issues and Discussion

- With over 500km of road network in Darebin there is a need to prioritise locations for potential pedestrian crossings. This has been made of the basis of pedestrian demand, traffic volumes and gaps between existing signalised crossings.
- The Principal Pedestrian Network (PPN) has been developed to identify key pedestrian corridors that connect residential and commercial catchments to a range of destinations across the municipality. The PPN is illustrated in **Appendix A**. If a site is on the PPN is considered to reflect all important pedestrian connections and prioritised for treatment.
- Safe pedestrian crossing points are generally only required where there is a high volume of vehicle traffic. As a guide, VicRoads' pedestrian crossing warrants (Traffic Engineering Manual Volume 1 Section 4.5) require that there are traffic volumes greater than 5000 vehicles per day to justify the installation of traffic signals. This volume has been used in identifying those locations that may require a safe crossing point with relevant roads shown in **Appendix B**.
- Where the PPN overlaps or crosses sections of the road network that experience traffic volumes higher than 5000 vehicles per day there may be a need to provide a safe crossing point. These locations are shown in **Appendix C**.
- There are already 152 signalised crossing locations in Darebin, however, gaps still exist. Council has established that a gap exists where the distance between crossing points on roads that support the PPN and with traffic volumes greater than 5,000 vehicles is 400m or greater. **Appendix D** illustrates the existing coverage of safe crossing points in Darebin.
- There are approximately 90 gaps across the Principal Pedestrian Network that meets the above group of criteria. It is noted that a number of these gaps occur on VicRoads managed roads. These locations are illustrated in **Appendix E**.
- The cost of installing signalised pedestrian crossings ranges from approximately \$80,000 to \$250,000 depending on the location and complexity.
- There are a range of solutions that may be used to provide safe crossing points, these include kerb outstands, pedestrian refuges, and zebra crossings. In some cases these may be more appropriate than pedestrian signals.
- The top 25 sites are identified in **Appendix F**. A possible delivery mechanism and estimated delivery timeframe has also been included prioritised on the basis of likely pedestrian demand.

Options for Consideration

Option 1 – Reduced Delivery of Pedestrian Crossing

The assessment and delivery of 25 pedestrian crossing sites over a 3 year period is a significant shift in previous delivery rates. A reduction in the number of sites considered over this period could contemplate noting that no new signalised pedestrian crossing has been delivered in the past 10 years. This option is not recommended as it does not reflect the increasing density of our population, increased traffic congestion and resulting increased reliance on walking for shorter trips.

Option 2- Assessment and delivery of pedestrian crossings on local roads only

This option would adopt the approach outlined in the table contained at **Appendix F** but would only commit funding to deliver pedestrian crossings on Darebin managed roads. In a rate capped environment this option is recommended coupled with advocating to the State Government to fund pedestrian improvements on State managed roads.

Option 3 – Assess plus delivery of all pedestrian crossing sites

This option would look to deliver all pedestrian crossing sites on both local and State roads. This option will result in a significant increased expenditure to Council and is not recommended.

Financial and Resource Implications

- The cost of signalised pedestrian crossings can range between \$80,000 and \$250,000 dollars.
- Major traffic control devices such as signalised pedestrian, and zebra crossings require approval from VicRoads, and any works on VicRoads' roads require their approval.
- It is estimated that the delivery of all types of pedestrian crossings would be over a two-year period for assessment, design, consultation and construction.
- A preliminary analysis of funding opportunities and delivery method for the top 25 locations suggests they may include to Blackspot Program, developer contributions, State funding and/or Council.

Risk Management

- **Cost risk:** pedestrian crossing can be expensive pieces of infrastructure. The cost of each facility varies based on the type of solution and the location. Cost also depends on the complexity of the proposed facility; the existing underground services that may need relocation; or on lighting requirements. Detailed costings will be required in the planning stage to minimise this risk.
- **Schedule risk:** pedestrian crossings are classified as major traffic control devices and VicRoads authorises these devices. Experience shows the approval process can be lengthy with the potential to impact the three-year timeframe set by Council for the delivery of the top 25 sites. An advocacy strategy will outline the mechanisms to gather stakeholder support for the delivery of the pedestrian crossing program.
- **Funding risk:** There is currently no regular funding stream for pedestrian focused infrastructure from State government.

Policy Implications

Economic Development

There is a robust body of national and international evidence showing that people walking have a significant positive impact on businesses. Urban environments that cater for the needs of people walking are regarded as vibrant, active, and economically successful.

The identification of Principal Pedestrian Network is contributing to understand the walking routes that people use to connect with key destinations.

Environmental Sustainability

Signalised pedestrian crossings contribute to increase walking and other active transport modes. Active transport modes have demonstrated to have a positive impact on the environment.

Improving connectivity and accessibility by foot to more destinations within Darebin contributes to reduce congestion on the roads and reduce the amount of Greenhouse Gas Emissions emitted by Darebin's residents, visitors and workers

Human Rights, Equity and Inclusion

This report considers all Darebin residents.

Other

The identification of the Principal Pedestrian Network and the delivery of proposed signalised pedestrian crossings align with Action A17 of the Darebin Transport Strategy 2007-2027 which required Council to develop high quality key pedestrian and cycle links across Darebin. The PPN also relates to Action A23 which requires Council to better understand walking and cycling issues and needs.

Future Actions

- Investigate a range of pedestrian crossing solutions suitable for each of the top 25 locations
- Investigate a range of funding mechanisms to deliver the top 25 sites
- Develop an advocacy strategy to gather support from key stakeholders such as VicRoads, to ensure the implementation of a variety of pedestrian crossing solutions across Darebin, particularly signalised pedestrian crossings.
- Refer to pedestrian crossing prioritisation methodology, and prioritised crossings list within new Darebin Walking Strategy.
- Refer funding requirements to future capital works budget process

Consultation and Advocacy

- Team Leader Transport Strategy
- Team Leader Transport Engineering
- Acting Manager of Transport and Public Places

Related Documents

- Principal Pedestrian Network, Final Report, April 2016

- Darebin Transport Strategy 2007-2017
- Council Minutes – 6 October 2014

Attachments

- Principal Pedestrian Network (PPN) Map (**Appendix A**)
- Traffic Warranted Roads (**Appendix B**)
- Intersect PPN with Warranted Traffic Roads (**Appendix C**)
- Existing Signalised Crossings (**Appendix D**)
- Gaps and Pedestrian Crossings in PPN (**Appendix E**)
- Top Twenty Five Sites (**Appendix F**)

Disclosure of Interest

Section 80C of the *Local Government Act 1989* requires members of Council staff and persons engaged under contract to provide advice to Council to disclose any direct or indirect interest in a matter to which the advice relates.

The Officer reviewing this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

**6.2 PRESTON BUSINESS ADVISORY COMMITTEE -
MEMBERSHIP AND AMENDED TERMS OF REFERENCE****Author:** Business Development Coordinator**Reviewed By:** Director City Futures and Assets

Report Background

Established in 2008, the Preston Business Advisory Committee (PBAC) is an advisory committee of Council responsible for providing advice to Council on:

- Management, marketing and promotion of Preston Central Business District; and
- Effective management of the special rate levy fund.

Previous Council Resolution

This matter is not the subject of a previous Council resolution.

Previous Briefing(s)

Councillor Briefing – 24 July 2017

Council Plan Goal/Endorsed Strategy

Goal 4 - A strong economy

Darebin Tourism Strategy 2016 - 2021

Summary

Membership of the PBAC has comprised of business and community representatives appointed by Council every two years, one Councillor and two council officers.

On 20 March 2017, an expression of interest (“EOI”) seeking nominations for business and community representatives to join the PBAC was advertised in the Preston Leader. Council received 10 nominations.

Most nominations received were from current members of the PBAC. The nominations represent a mix of business and community interests in Preston. Two business representative positions remain vacant. Council officers will continue to seek two additional business owners to represent businesses paying the Special Rate Levy.

Changes to the Preston Business Advisory Committee’s Terms of Reference were required to reflect the PBAC’s June 7 2017 recommendation, to appoint one Preston resident (previously none) to the Committee.

Recommendation

That Council:

- (1) Endorses the amended Preston Business Advisory Committee Terms of Reference 2017 as attached as **Appendix A**.
 - (2) Endorses the Preston Business Advisory Committee members for 2017 – 2019.
-

Introduction

The Preston Business Advisory Committee (PBAC) is an advisory committee of Council responsible for providing advice to Council on the:

- Management, marketing and promotion of Preston Central Business District; and
- Effective management of the special rate levy fund.

The Preston Business Advisory Committee Terms of Reference requires appointments to the Committee to be made and approved by Council every two years after expressions of interest for membership have been sought.

The committee has a membership of 13 (including Councillor and Council representatives), and in accordance with the renewed Terms of Reference comprises:

- One Councillor.
- Five business representatives that pay the special rate, made up of a representative mix of business types and locations within the centre.
- One representative from the Preston Market.
- Two community representatives (associate members).
- Two associate business representatives (associate members).
- Two Council officers being the Business Development Coordinator and the Retail Development Officer.

Issues and Discussion

During the Expression of Interest (EOI) period, Council issued 12 EOIs to interested parties (including those issued to current members of the PBAC). Council received one more nomination than the allocated number in each of the categories of associate businesses and community representatives.

A selection Committee was formed to review all nominations in the categories of associate business and community representatives. At its June meeting, the Committee moved that the Terms of Reference to be updated to include one Preston resident representative on the Committee.

Therefore the new Committee will have a membership of 11 business and community representatives, one Councillor and two council officers, and in accordance with the amended Terms of Reference seeks to endorse the following:

- (1) Three (3) nominations representing businesses that pay the Special Rate:
 - Elizabeth Candida Browne (Candi), Snap Printing, Preston.

- George Skiotis, Delphi Bank, Preston.
 - Haylee Doering, Bendigo Bank, Preston.
 - Two vacancies remain.
- (2) One (1) nomination representing the Preston Market:
- Chris Giannopoulos, Preston Market.
- (3) Two (2) nominations representing associate businesses:
- Mantra Bell City, Preston.
 - Alistair Kennedy, Northside Food Hall, Preston South
- (4) Two (2) nominations representing community interests:
- Northern Blues Football Club, Preston
 - The Bridge Neighbourhood House, Preston
- (5) One (1) resident:
- Sanjay Gund, Preston resident.

Options for Consideration

- Council could endorse the PBAC membership 2017 – 2019 and update Terms of Reference.

Financial and Resource Implications

The Preston Central Business District Special Rate Levy raises in excess of \$110,000 on an annual basis. The Preston Business Advisory Committee provides input and advises Council as to how to the variety of promotional and marketing activities that showcases Preston Central.

Policy Implications

Economic Development

The outcomes provided by a Special Rate Levy are essential to promoting the unique characteristics of Preston Central to the local and wider communities. The events and promotional activities that are held in Preston Central attract people from neighbouring suburbs and provides a boost to the local economy which a key to maintaining a strong and vibrant centre.

Environmental Sustainability

There are no factors in this report which impact on environmental sustainability.

Human Rights, Equity and Inclusion

There are no factors in this report which impact on human rights, equity and inclusion.

Other

There are no other factors which impact on this report.

Future Actions

- Business Development officers advise applicants of the outcome of their expressions of interest for membership of the Preston Business Advisory Committee.
- Seek two additional business owners to represent businesses paying the Special Rate Levy for PBAC.

Consultation and Advocacy

- Preston Leader – Mayor’s message
- Preston Business Community
- Current members of the Preston Business Advisory Committee
- Preston Central Marketing Coordinator
- Retail Development Officer
- Business Development Coordinator
- Manager City Plan and Transformation

Related Documents

- Preston Business Advisory Committee – Terms of Reference 2017

Attachments

- Preston Business Advisory Committee - Amended Terms of Reference 2017
(**Appendix A**)

Disclosure of Interest

Section 80C of the *Local Government Act 1989* requires members of Council staff and persons engaged under contract to provide advice to Council to disclose any direct or indirect interest in a matter to which the advice relates.

The Officer reviewing this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

6.3 PROPOSED SUBDIVISION AND SALE OF COUNCIL LAND AND DISCONTINUANCE AND SALE OF RIGHT OF WAY (ROAD) ADJOINING 148 WESTGARTH STREET, NORTHCOTE

Author: Manager Strategic Assets Management

Reviewed By: Director Operations and Environment

Report Background

This report provides Council with information relating to the outcome of preliminary investigations into the proposed discontinuance, subdivision and sale of a section of Council-owned land and the discontinuance and sale of a sliver of right-of-way/road adjoining 148 Westgarth Street, Northcote as shown hatched and cross-hatched on the site plan in **Appendix A**.

Previous Council Resolution

This matter has not been the subject of a previous Council resolution.

Previous Briefing(s)

Councillor Briefing – 26 June 2017

Council Plan Goal/Endorsed Strategy

Goal: 6 We will be a leading, modern, and open council to meet our challenges, now and in the future

Strategy: 6.2 We will find new ways to deliver long term financial sustainability

Summary

This report provides the history and background relating to the 1.03m section of Council-owned land and sliver of right-of-way/road adjoining 148 Westgarth Street, Northcote as shown hatched and cross-hatched on the site plan in **Appendix A** as well as the outcome of preliminary investigations into its potential subdivision and sale of land as well as proposed discontinuance of the sliver of road.

In 2015 an enquiry was received from the owner of 148 Westgarth Street, Northcote requesting the discontinuance and sale of what was believed to be part of a road enclosed within their property. Initial investigations identified that the land comprises of part of Lot 1 on Title Plan 592360Y of which Council is the register owner on title (Volume 2096 Folio 133) and a sliver of the right-of-way/road bound by Albert Street, Westgarth Street, Jeffrey Street and Westfield Street, Northcote.

Recommendation

That Council:

- (1) Commence the statutory procedures, pursuant to section 189 of the *Local Government Act 1989*, for the sale of the 1.03m wide section of Council owned land adjoining 148 Westgarth Street, Northcote, shown cross-hatched on **Appendix C**.
 - (2) Give Public Notice under sections 189, 82A and 223 of the *Local Government Act 1989* of the proposed sale of the Council land in the appropriate newspapers and on Council's website and that such notice state that Council intends to sell the section of Council land to the owners of the adjoining property at 148 Westgarth Street, Northcote, by private treaty.
 - (3) Subdivide its land contained within certificate of title Volume 2530 Folio 836 creating one lot for sale and setting the balance of the land out as Road R1 consistent with its current use.
 - (4) Commence statutory procedures, pursuant to section 206 clause 3 of Schedule 10 of the *Local Government Act 1989*, to discontinue and sell the 0.08 to 0.11m wide sliver of Road adjoining 148 Westgarth Street, Northcote, shown hatched on **Appendix C**.
 - (5) Give Public Notice under sections 207A, 82A and 223 of the *Local Government Act 1989* of the proposed discontinuance in the appropriate newspapers and on Council's website and that such notice state that if discontinued Council proposes to sell the land from the Road to the owners of the adjoining property at 148 Westgarth Street, Northcote, by private treaty.
-

Introduction

In 2015, an enquiry was received from the owner of 148 Westgarth Street, Northcote requesting the discontinuance and sale of what was believed to be part of a road enclosed within their property shown in yellow and red on the aerial photograph in **Appendix B** (the Land).

Initial investigations identified that the Land comprised part of Lot 1 on Title Plan 592360Y, of which Council is the register owner (is not a road on title, Volume 2096 Folio 133), and a small section of the right-of-way/road bound by Albert Street, Westgarth Street, Jeffrey Street and Westfield Street, Northcote, as shown on the plan of subdivision in **Appendix C**, which is not constructed nor used for access however remains road on title.

Once initial investigations confirmed the feasibility of the proposed subdivision and sale of the land and discontinuance of the sliver of road, Macquarie Lawyers were commissioned to undertake further consultation with a view to commencement of statutory procedures to facilitate the possible subdivision, discontinuance and sale of the land and small section of Road.

Issues and Discussion**Consultation with owners / purchase price / land allocation**

All immediate adjoining owners have been consulted regarding the proposal and no objections were received. The dimensions and proposed allocation/division of the land and Road are shown in the Plan of Subdivision provided in **Appendix C**.

The owner of 148 Westgarth Street has confirmed an interest in acquiring the land shown hatched and cross-hatched in the Plan of Subdivision provided in **Appendix C** at current market value as well as meeting all of the reasonable costs associated with Council subdividing and selling its land and discontinuing the small section of Road.

Service Authorities and Council Departments

Internal departments and the Service Authorities were consulted regarding the proposal and no objections were received with both Yarra Valley Water and our engineers advising that no easements would be needed over the land, if discontinued.

Implementation

The statutory procedures for the road discontinuance and possible sale of land from the road require Council to give public notice of its intention to discontinue and sell the Road and invite submissions from affected parties. Submitters may request to be heard by Council prior to a decision being made to proceed or otherwise with the proposal. In addition, all abutting property owners would be advised of the proposal in writing and informed of their right to make a submission. Following which, a report would be presented to Council for a decision whether to discontinue the Road, part of the Road or not to discontinue the Road.

Similarly, the statutory procedures for the sale of the Council-owned land require giving public notice and invitation of submissions from the public. Submitters may request to be heard by Council prior to a decision being made to proceed or otherwise with the proposal. In addition, all abutting property owners would be advised of the proposal in writing and informed of their right to make a submission. Following which, a report would be presented to Council for a decision whether to sell the land.

Options for Consideration

Option 1 Option 1 – Abandon the Proposal or Do Nothing

Council could resolve to abandon the proposal, take no action or may make no resolution on the matter. This option would mean that the Road would continue to vest in Council and the status quo would remain with the adjoining property owners continuing to occupy the land and the Road.

Council may be perceived as knowingly encouraging and enabling property owners to continue to occupy other roads or rights-of-way within Darebin to the detriment of the community (whether financially or as a benefiting right). Additionally Council may lose future rights to the Road if adjoining property owner is able to accrue possessory rights.

Council may, at some time in the future, resolve to commence the discontinuance process.

Option 2– Commence the Statutory Procedures (Recommended)

Council could resolve to commence the statutory procedures to potentially subdivide as well as discontinue and sell the Road. This would extend the consultation to the wider community and enable all affected property owners a formal opportunity to make a submission. This option would assist Council in obtaining further insight into the overall consensus of surrounding property owners and the community in relation to the Road. It would also enable Council to make an informed assessment on the future of the land and the Road, to potentially open part or all of the Road, discontinue part or all of the Road and sell the land from the Road (if discontinued) and the Council-owned land to the adjoining property owner.

Benefits of commencing the statutory procedures depend on Council's decision on the future of the land and Road, and may include the ongoing protection of a public asset, the asset

being open to the public and used for its prescribed purpose, or potential revenue from the sale of part or all of the land from the Road.

Financial and Resource Implications

There are no unbudgeted financial or resource implications as a result of commencing the statutory procedures as contained in this report.

Costs associated with undertaking the statutory process would be recoverable from the purchaser, should Council decide in future to discontinue the road and sell the land. Should Council decide not proceed with either the discontinuance or the sale, then the costs associated with conducting the statutory process would be funded from existing allocations.

Risk Management

Risks associated with each option are covered under the analysis of each option.

Policy Implications

Economic Development

There are no factors in this report which impact upon economic development.

Environmental Sustainability

There are no factors in this report which impact upon environmental sustainability.

Human Rights, Equity and Inclusion

There are no factors in this report which impact on human rights, equity and inclusion.

Other

This report has been prepared having regard to Council's Sale of Minor Council Property Assets Policy.

Future Actions

Arrange for the statutory procedures for the sale of part of Council's land and the discontinuance and sale of the section of road to be undertaken pursuant to the section 189, section 206 and clause 3 of Schedule 10 and section 223 of the *Local Government Act 1989* and part 4 of the *Planning and Environment Act 1987* and section 24A and 35(8) of the *Subdivision Act 1988*.

Consultation and Advocacy

- Council Departments
- Macquarie Local Government Lawyers
- Owners of adjoining properties
- Statutory Authorities

Related Documents

- Council's Sale of Minor Council Property Assets Policy – May 2015
- *Local Government Act 1989*

- *Road Management Act 2004*
- *Planning and Environment Act 1987*
- *Subdivision Act 1988.*

Attachments

- Site Plan (**Appendix A**)
- Aerial View (**Appendix B**)
- Plan of Subdivision (**Appendix C**)

Disclosure of Interest

Section 80C of the *Local Government Act 1989* requires members of Council staff and persons engaged under contract to provide advice to Council to disclose any direct or indirect interest in a matter to which the advice relates.

The Officer reviewing this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

6.4 EDWARDES LAKE BOATHOUSE**Author:** Business Development Coordinator**Reviewed By:** Director City Futures and Assets

Report Background

This report responds to the Council resolution at its meeting held on 13 February 2017 which requested consultation with the Wurundjeri Tribe Land and Compensation Cultural Heritage Council Incorporated.

Previous Council Resolution

At its meeting held on 12 December 2016 Council resolved:

'That Council receive an options report including potential capital resources at the Council meeting on 13 February 2017 on how best progress the future utilisation of the boathouse at Edwardes Lake Park for community use.'

At its meeting held on 13 February 2017 Council resolved:

'That Council first undertake consultation with the Wurundjeri Council with a view to exploring the possibility of establishing a Cultural Centre and museum and that Council receive a report on the outcome of the discussions as soon as possible.'

Previous Briefing(s)

Councillor Briefing – 13 July

Council Plan Goal/Endorsed Strategy

Goal 4 - We support and attract a diversity of local businesses and industries by fostering an environment in which they can thrive.

Action 5.3 - We will be responsive and respectful of the current and emerging aspirations of traditional owners, and Aboriginal and Torres Strait Islanders communities in Darebin.

We will work with the 17 Aboriginal and Torres Strait Islander agencies based in Darebin to achieve the goals of the community through partnerships, collaboration and co-investment.

Aboriginal Action Plan 2012 - 2015
Darebin Tourism Strategy 2016 – 2021

Summary

This report provides an overview of meetings held with the Wurundjeri Tribal Land Council Elders about exploring the use of the Edwardes Lake boathouse as a potential Wurundjeri cultural centre and museum.

Recommendation

That Council undertake a feasibility study in partnership with the Wurundjeri Land and Compensation Cultural Heritage Council Incorporated to develop a Wurundjeri Cultural Centre in Darebin.

Introduction

Council has an opportunity to re-activate the boathouse, given its prime location in Edwardes Lake Park adjacent to a well-used walking path, as the building lends itself to community engagement and activity.

On 13 February 2017, Council received a letter from the Wurundjeri Land & Compensation Cultural Heritage Council Incorporated (Wurundjeri Council) outlining their interest in obtaining the boathouse for use as an office space and to establish a Wurundjeri cultural centre and museum that can engage and educate the wider community.

Issues and Discussion

Officers met with the Wurundjeri Cultural Consultants representing the Wurundjeri Council on 11 April, 2017 to discuss the boathouse as a potential space for the Wurundjeri Tribe. At this meeting the Elders requested a site visit to see the boathouse. The visits were conducted with four Wurundjeri Elders on 8 and 9 May 2017.

Wurundjeri Land Council consultation

The Wurundjeri Elders initial observations included:

- While Edwardes Lake is 'man-made', the boathouse is surrounded by nature making it a desirable location for a cultural centre
- The boathouse requires investment to make it useable
- Any indigenous activity at the boathouse has the potential to become a tourist attraction for the community to engage with the Wurundjeri people as the Traditional Owners of the land
- Edwardes Lake Park does not have good access to public transport.

The Elders initial suggestions for the use of the boathouse include:

- A Wurundjeri cultural learning and education centre
- Access to workspaces for local Wurundjeri artists
- A headquarters for cultural tours in and around Darebin
- A meeting place for local Wurundjeri people to meet, socialise and share stories
- A space to showcase significant artefacts of the Wurundjeri Tribe.

In order to realise and ensure the viability of the suggestions, it was noted that the Wurundjeri Council:

- Have ongoing obligations across Melbourne
- Will need assistance to develop a detailed proposal

- Have received interest from other local government areas regarding similar opportunities
- Will need to source funding to assist with pre-planning and redevelopment of building.

Darebin Aboriginal Advisory Committee

At the Darebin Aboriginal Advisory Committee held on 7 June 2017, members were updated on the request provided by the Wurundjeri Council for the use of the boathouse. Members of this committee while supportive of the initiative were also keen to acknowledge the significance of Bundoora Park.

Earlier consultations also undertaken with the Darebin Aboriginal Advisory Committee have highlighted concerns that public spaces need to be more culturally safe and welcoming for Aboriginal and Torres Strait Islander communities. The proposal has the potential to address this concern, providing greater visibility and inclusion for Aboriginal and Torres Strait Islander community.

Edwardes Lake Masterplan

A revised draft Masterplan for the Edwardes Lake Park is being developed with a draft to be provided for community consultation. This provides an opportunity to confirm with the community and users of the park the future use of the boathouse as well as an opportunity to implement one of the key priority actions from the draft masterplan of re-activating the boathouse.

Earlier rounds of consultation undertaken at the Kite Festival in March indicated that the community would like to see the boathouse re-activated and while there were a number of suggestions provided, the idea of a café or food offering was one of the most popular.

A community based reference group was established in 2016 to assist in the review of the current Masterplan and guide the development of a future plan for the park. The Edwardes Lake Community Reference Group continues to assist Council by providing advice to help shape the key directions, projects and actions in the draft masterplan.

Feasibility Study

A feasibility study should be undertaken to understand the viability of a potential Wurundjeri Cultural Centre to be established in Darebin. It is important that Council understand the details of the Wurundjeri proposal to determine the community benefits, financial implications, preferred location and identify potential risks associated with the proposal.

The feasibility study could cover:

- Undertaking market research including customer and product analysis; identify the unique selling proposition and assess the business needs to establish a Wurundjeri Cultural Centre in Darebin.
- Undertaking financial research into the project to understand the amount of investment required; estimated fixed and variable costs; working capital needed to sustain operations. It could also include income projections and estimated running costs.
- Identifying infrastructure, resources and environmental requirements required to establish a cultural centre including the size of the building, structural integrity of any possible location and costs associated with any feasible option.
- Outlining the capacity and capability of human resources required from concept development, grant writing, project management, to the running of the facility.

- Investigating the suitability of the boathouse as a location and identify other suitable or preferred locations within Darebin.

Essentially the feasibility study would highlight a preferred option for Council to consider.

There are a number of consultants that could assist the Wurundjeri Council to undertake a feasibility study for a cultural centre. Council could choose to support the Wurundjeri Land Council to source an appropriate consultant and provide resources to assist the development of the study.

Options for Consideration

Option 1: Do nothing with the boathouse

Council could resolve to take no action. This option would mean that the boathouse would continue to be used as a storage facility and remain vacant. Council may also be seen as not following through with the interests of the Wurundjeri Council.

Option 2: Undertake a feasibility study with the Wurundjeri Land Council

Council could decide to undertake a feasibility study with the Wurundjeri Council to develop a Wurundjeri Cultural Centre in Darebin.

Financial and Resource Implications

Below are the financial considerations for the various options presented:

- Option 1 – Even without an occupant, there is a need to replace the electrical switchboard, the cost associated will depend on the new use of the facility. Current annual maintenance costs are approximately \$10,000.
- Option 2 – Specialist skills will be required to assist in the development of a the feasibility study. \$30,000 would be required by Council to assist the Wurundjeri Council develop the proposal.

Support would also be sourced from Indigenous Business Australia and the Victorian government's Economic Inclusion Branch.

Risk Management

The risks associated with each option are covered under the analysis of each option.

Policy Implications

Economic Development

The re-activation of the boathouse presents a key tourism and economic development opportunity. The proposal for a cultural centre and museum could possibly make Edwardes Lake Park a key destination within Melbourne's north increasing visitation and awareness of the facility or park.

Environmental Sustainability

Any proposed redevelopment of the boathouse will be required to consider Environmental Sustainable Design elements.

Human Rights, Equity and Inclusion

Reactivation of the boathouse has potential to strengthen health and wellbeing outcomes for diverse communities including that of Traditional Owners and Aboriginal and Torres communities across municipality. The building of social, economic and cultural capital advances Darebin's human rights and equity and inclusion commitments to increase access, participation and investment in local business activity for community benefit. Working under the guidance of Traditional Owners offers a meaningful opportunity to appropriately recognise the cultural heritage of the site while fostering cultural, economic and health outcomes community.

Other

Council is currently developing a draft Edwardes Lake Park Masterplan. Consideration of the use for the boathouse is of key interest to the users of the Park and wider Darebin community as demonstrated through the consultation feedback.

Future Actions

- That the concept of a Wurundjeri Cultural Centre is considered as an option in the reactivation of the Edwardes Lake boathouse as part of the community consultation for the Edwardes Lake Park Masterplan.
- In partnership with the Wurundjeri Council develop a feasibility study for the development of education and cultural centre in Darebin.

Consultation and Advocacy

- Darebin Aboriginal Advisory Committee – 7 June 2017
- Wurundjeri Cultural Consultants
- Elders from the Wurundjeri Council
- Aboriginal Contact Officer
- Manager Strategic Asset Management
- Coordinator Equity and Diversity
- Coordinator Public Places
- Urban Designer – Edwardes Lake Park Masterplan
- Executive Manager City Plan and Transformation
- Economic Inclusion Branch, Department of Economic Development Jobs, Transport and Resources
- Indigenous Business Australia

Related Documents

- Council Minutes – 13 February 2017

Attachments

Nil

Disclosure of Interest

Section 80C of the *Local Government Act 1989* requires members of Council staff and persons engaged under contract to provide advice to Council to disclose any direct or indirect interest in a matter to which the advice relates.

The Officer reviewing this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

6.5 WELCOMING CITIES**Author:** Coordinator Equity and Diversity**Reviewed By:** Director Community Development

Report Background

This report seeks formal endorsement to become a member of Welcoming Cities.

An initiative of the Scanlon Foundation and Welcoming Australia, Welcoming Cities supports local councils and community leaders to leverage the ideas and innovation that come from being welcoming and inclusive with a focus on cultural diversity and both newly arrived and receiving communities.

During May and June 2017 officers completed an organisational mapping exercise to determine some of the work Council has done or are currently doing that links to the draft Australian Standard for Welcoming Cities (**Appendix A**) and inform Council direction. This process determined that Council is already progressing many of the actions set out in The Standard and that community outcomes and benefits would be strengthened through network membership.

Previous Council Resolution

This matter is not the subject of a previous Council resolution.

Previous Briefing(s)

- Councillor Briefing – 13 July 2017

Council Plan Goal/Endorsed Strategy

This report relates to the 2017-2021 Council Plan Goals:

- We will improve the wellbeing of people in our community by providing opportunities for them to live their lives well
- We will lead on equity and recognise our diverse community as our greatest asset for solving future challenges

Council's Equity and Inclusion Policy articulates Council's equity and inclusion principles to ensure these are consistently considered across service planning and delivery, in advocacy and in policy design and development. One of the key features of the policy is that it identifies and focuses attention on people and communities where complexities of poverty and discrimination affect their daily life circumstances and opportunities.

Summary

Welcoming Cities aims at providing a systemic approach to culturally and linguistically diverse (CALD) management practices across the local government sector and offers tools, resources and knowledge sharing to effectively support Darebin City Council's (Council) commitments in this area, building on our work.

Recommendation

That Council:

- (1) Endorse becoming a member of Welcoming Cities.
 - (2) Report in 12 months on progress toward achieving the guidelines in the Welcoming Cities Standard.
-

Introduction

The internationally accredited Australian Standard for Welcoming Cities (the Standard) is a central element of the Welcoming Cities network. The Standard aims to enable local councils to:

- Benchmark their cultural diversity and inclusion policies and practices across the organisation.
- Identify where and how further efforts could be directed.
- Assess progress over time.
- Rather than duplicate, the Standard seeks to validate existing efforts and recognise the connections to fostering cultural diversity and inclusion.

The Standard applies to all local councils in Australia. Councils can access, and progress through the Standard at different stages in line with their resources, capacity and desired mode of assessment. These stages (from lowest to highest) are described as Establishing, Advancing, Excelling, and Mentoring.

Darebin Council is performing well against each guideline in the Standard, some more comprehensively than others. With the appropriate level of commitment across the organisation, it is an achievable notion that Council will reach the highest level, 'mentoring' within 12-18 months of becoming a Welcoming Cities member.

Issues and Discussion

Welcoming Cities supports local councils and community leaders through a network built around:

- **Knowledge Sharing:** Supporting local governments and communities to learn from each other and access resources, research, policies, and case studies.
- **Partnership Development:** Brokering meaningful multi-sector partnerships that foster a sense of belonging and participation for all members of the community.
- **Standard + Accreditation:** Developing and accrediting The Australian Standard for Welcoming Cities to benchmark policy and practice in cultural diversity and inclusion.
- **Celebrating Success:** Showcasing leading practice. A National Award focused on responses by local government to welcoming efforts.

Migrant and refugee settlement

Local councils are being increasingly called on to provide inter-agency leadership in local planning and co-ordination for the settlement of newly arrived migrants and refugees. The local government sector has great potential to contribute enormously to better migrant and refugee settlement, provide leadership in addressing community relations issues arising from cultural diversity, and facilitate social inclusion and cohesion in local communities.

While this has traditionally been a federal government responsibility, systemic inter-governmental engagement in this area has waned over the past decade putting a greater onus on councils to provide even greater leadership at the local level.

National and mutually agreed strategies

A clearly articulated, and mutually agreed national strategy underpinning the agreed respective roles and responsibilities of the three levels of government around settlement planning and cultural diversity policy and practice has potential benefit.

Australian society is culturally diverse. Our multicultural public policy response needs to be, and be seen to be, owned by and for all Australians, not just those communities commonly referred to as CALD. A genuine sense of collective community ownership, valuing and perceived benefit from cultural diversity by all Australians is the best way to nurture this part of our collective heritage and future. What happens at the local level with the leadership of councils is pivotal to how this plays out in local communities.

Development of a national identity and values

Australian national identity and values are not static entities; they are evolving. Over the past few decades our demographic reality and multicultural public policy have dramatically changed the way Australians of all backgrounds see and think of themselves including the relationship with First Nations peoples. Our CALD communities all contribute to this evolving national identity and landscape with diversity and the intersections within this diversity being a key feature.

Building Tomorrow's communities

Local government recognises that it has a responsibility to work collaboratively with the other two levels of government, the business and community sectors and other stakeholders to achieve optimal outcomes for the whole community. The 2017 local government National General Assembly was themed "Building Tomorrow's Communities". Multicultural public policy addressing cultural diversity needs to be a central tenant of this agenda.

Systemic approach to leveraging ideas and innovation

Welcoming Cities offers local councils and local community leaders the opportunity to leverage ideas and innovation that come from being welcoming and inclusive through a national support network.

Support for the Welcoming Cities initiative at the 2017 National General Assembly is an encouraging step towards a more consistent national local government approach to addressing the range of issues and challenges arising from cultural diversity.

Welcoming Works

Welcoming is about inclusion at all levels. It is a process by which all people can develop a sense of belonging. When people feel welcome they will participate in community life. Welcoming is the means by which local councils, businesses and communities can embrace and integrate newcomers for greater social cohesion and economic success.

Economic benefits

Over the next 35 years, migration will drive economic and skills growth in Australia. Migrants will contribute \$1.6 trillion dollars to Australia's GDP, and 10 per cent more to the economy

than existing residents. Migration will also lead to a 60 per cent increase in people with a university education.

Social benefits

Currently, 100 Australian towns and regional centres are facing significant population, and economic decline. Migration and settlement are helping to:

- Increase local populations and add to the cultural vibrancy.
- Revitalise local businesses and services.
- Attract increased funding and investment.

Options for Consideration

Option 1

Council sign up to become a Welcoming City, providing a systemic approach to its CALD management. It is expected that within 12 to 18 months of membership, Council will reach the top level, 'mentorship' of this only internationally accredited Standard for welcoming.

Option 2

Council do not sign up to become a Welcoming City and instead rely on existing policies and strategies to guide its organisational approach to CALD diversity inclusion.

Financial and Resource Implications

As a network member, an annual contribution (to be determined) towards costs for engagement of an external auditor to assess progress against the Standard.

Risk Management

There are no direct Risk Management implications of this report.

Policy Implications

Economic Development

A Welcoming Cities framework that directs Council's strategic work on responding to cultural diversity issues will support current and future initiatives to promote employment in CALD communities. This will result on economic and financial benefits for the Darebin community through encouraging and recognising business and investments in the City.

Environmental Sustainability

A Welcoming Cities Framework would enable a systemic approach to environmental sustainability and protection of the environment through a better articulated alignment between Council's environmental commitments and members of intercultural and inter-religious communities under the theme 'Protecting Our Planet'.

Human Rights, Equity and Inclusion

A Welcoming Cities Framework will help promote and implement actions aimed at raising awareness about human rights and how to use the legislation to protect your rights. Human Rights actions can be clearly articulated in actions linking to the standards. The framework

aims at developing an organisational systemic approach to diversity that fosters community cohesion and connected communities.

Other

Welcoming Cities is supported by:

- Victorian State Government
- Multicultural Arts Victoria
- Federation of Ethnic Communities' Councils of Australia (FECCA)
- Ethnic Communities' Council of Victoria (ECCV)
- Cultural Infusion
- Our Race
- Refuge of Hope
- GIVIT
- Refugee Council of Australia
- Settle In

Future Actions

The following actions will be taken if Council endorses membership of Welcoming Cities:

Commit to Welcome

Council commit to participating in the broader Welcoming City network and consulting on the development of The Australian Standard for Welcoming Cities. Council commits to develop and socialise strategies that create opportunities for all members of their communities to participate in and contribute to social, economic and civic life.

Communicate Welcome

Messages of unity, shared values and belonging permeate the community through the media, the voices of leaders, and among residents. Diverse voices are valued, listened to, communicated and celebrated.

Plan for Welcome

Council to integrate this work into its current diversity planning and in particular into the directions of the Multicultural/Interfaith work. This will facilitate a multi-departmental approach, working together to create a welcoming community that values social, economic and civic participation for all people.

Build Welcome

Darebin Council to consider and benchmark their policies and practices against The Australian Standard for Welcoming Cities. Newcomers and long-time residents increasingly find common ground and leadership is representative of the diversity of communities.

Sustain Welcome

Darebin Council to audit and accredit their policies and practices against The Australian Standard for Welcoming Cities.

Welcoming Cities is supported by:

- Victorian State Government
- Multicultural Arts Victoria
- Federation of Ethnic Communities' Councils of Australia (FECCA)
- Ethnic Communities' Council of Victoria (ECCV)
- Cultural Infusion
- Our Race
- Refuge of Hope
- GIVIT
- Refugee Council of Australia
- Settle In

Consultation and Advocacy

External

- VLGMIN members and Welcoming Cities Project Worker
- Welcoming Australia State Manager

Internal

- Health Promotion Officer, Families Diversity and Community
- Aboriginal Contact Officer, Families Diversity and Community
- Interfaith Development Officer, Families Diversity and Community
- Darebin SPEAK Coordinator, Families Diversity and Community
- Human Rights Officer, Families Diversity and Community
- Community Planner, Community Planning and Customer Service
- Community Renewal Officer, Families Diversity and Community Wellbeing
- Community Development Officer, Families Diversity and Community Wellbeing
- Coordinator Public Places, Transport and Public Places
- Diversity Policy Officer, Families Diversity and Community
- Coordinator Community Engagement Programs, Families Diversity and Community
- Coordinator Children & Community Development, Families Diversity & Community
- Diverse Communication and Engagement Advisor, Advocacy and Communication
- Marketing Projects Coordinator, Advocacy and Communication
- Manager Creative, Culture
- Arts Precincts Co-ordinator, Creative Culture and Events
- Arts Programming Co-ordinator, Creative Culture
- Team Leader Darebin Arts & Entertainment Centre, Creative Culture and Events
- Gallery Manager, Bundoora Homestead Art Centre, Creative Culture
- Coordinator Community Participation and Development, Aged and Disability

- Acting Coordinator Community Wellbeing, Families Diversity and Community
- Team Leader Studio Music and Arts, Community Development
- Sustainable Transport Officer, Transport and Public Places
- Strategy and Business Advisor, Community Experience and Learning
- Manager Customer Service, Community Experience and Learning
- Workforce Planning Consultant, People and Development
- Health & Safety Advisor, Corporate Risk and Audit
- Health and Safety Advisor, Corporate Services
- Business Development Coordinator, City Plan and Transformation
- Youth Resource Officer, Community Experience and Learning
- Team Leader Customer Service, Community Experience and Learning

Related Documents

- Nil

Attachments

- DRAFT Welcoming Cities Standard (**Appendix A**)

Disclosure of Interest

Section 80C of the *Local Government Act 1989* requires members of Council staff and persons engaged under contract to provide advice to Council to disclose any direct or indirect interest in a matter to which the advice relates.

The Officer reviewing this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

6.6 PROPOSED RELOCATION OF 3KND KOOL N DEADLY INDIGENOUS RADIO TO THE FORMER PRESTON POLICE STATION**Author:** Coordinator Equity and Diversity**Reviewed By:** Director Community Development

Report Background

This report seeks provisional commitment from Council for the use of Council property at 59B Roseberry Street, the former Preston Police Station, as the new home for 3KND Kool N Deadly indigenous radio station.

Previous Council Resolution

This matter has not been the subject of a previous Council resolution.

Previous Briefing(s)

Councillor Briefing – 13 July 2017

Council Plan Goal/Endorsed Strategy

Council Plan Goal 4: *We will support and attract a diversity of local business and industries by fostering an environment in which they can thrive.*

Council Plan Goal 5.3 – *We will be responsive and respectful to the current and emerging aspirations of Traditional Owners and Aboriginal and Torres Strait Islanders communities in Darebin.*

Darebin Aboriginal and Torres Strait Islander Employment Strategy and Action Plan 2017-2021

Summary

Council has been approached by 3KND Kool n Deadly (3KND) Indigenous radio station for assistance in helping them find a new home.

The former Preston Police Station at 59B Roseberry Street, Preston, has been identified as a suitable location for 3KND as it is currently vacant, of sufficient size and near transport and other allied services. 3KND are offering that the occupation of the facility would be at no cost to Council, with funding for renovation and fit out costs to be sourced from the Victorian and Commonwealth Governments.

There would be significant cultural, social and economic benefits for the local community and Council in retaining Victoria's largest Aboriginal controlled radio station within our municipality and locating them on this site, including potential program, employment/training and cross cultural linkages with the Intercultural Centre, Darebin Libraries and future integration into Preston Civic Precinct development.

It is proposed that Council offer 3KND a lease for use of the site over a long-term period (40 years) which would be of a sufficient length to justify substantial financial contributions from both the Victorian and Commonwealth Governments.

Recommendation

That Council:

- (1) Endorses relocation of 3KND into the former Preston Police Station subject to external investment being secured.
 - (2) Notes the temporary relocation of 3KND to the Darebin North East Community Hub.
 - (3) Notes Heads of Agreement document (**Appendix A – Draft Lease Terms**).
-

Introduction

3KND is Melbourne's first Indigenous owned and managed radio station, providing a vital service not only to the Indigenous community but also to the wider community as a whole. The media services available at 3KND Radio are broad including; both AM and digital services, online streaming, multimedia media training, studio recording hire and music production.

Council has a long standing relationship with 3KND and has been approached by the station seeking a suitable site for relocation of their current premises within Darebin.

The former Preston Police Station has been identified as the only suitable potential Council-owned site to accommodate the radio station, as it met primary site selection criteria in terms of size, proximity to public transport and proximity to other allied services. 3KND have provided an outline of their space requirements and Officers have inspected the Mary Street site and former police station to scope out options. The proposed relocation has support from the Darebin Aboriginal Advisory Committee.

Issues and Discussion**Former Preston Police Station**

The building has been vacant since its acquisition in 2005 from the Victorian Government and substantial works would be required to make the site fit for use by any service.

The site is affected by a Heritage Overlay which has external heritage controls that require the exterior of the building to be maintained. Internally, the building may be redeveloped.

The building is structurally sound but has extensive hazardous materials throughout and is not compliant in terms of accessibility standards. Existing toilets and kitchen areas are well below current standards and not suitable for use in their current condition. Floor and wall linings, doors and trim are damaged and unserviceable. The condition of the electrical and plumbing services throughout is suspect and would need to be replaced in any redevelopment or upgrade scenario.

To accommodate 3KND on the Roseberry Street site, it is proposed to redevelop the original red brick (heritage significant) portion of the former Police Station building to provide a gross floor area in the order of 270m². Redevelopment would include major internal modifications such as replacement of all wall and ceiling linings, doors and trim, new electrical, plumbing and mechanical services, new compliant toilet/amenity areas and the building made accessible in terms of the Access to Premises Standards. Appropriate environmentally

sustainable design features and acoustic treatments suitable for radio station operation would be also need to be incorporated into the works. Works would include basic landscaping with undercover area and car parking spaces.

It is estimated that the physical works to make the building fit for use would be in the order of \$1.75M (excluding GST). This cost estimate does not include any internal furniture and fit out allowances, any specific radio station operational infrastructure costs, IT equipment, relocation costs, and lease or legal charges or any adverse ground conditions or contamination.

3KND Accommodation Proposal

It is proposed that Council would contribute the land and building to the works (via an initial peppercorn lease arrangement that increases in value over a 40 year term). Capital costs for the refurbishment, construction and fit out of the facility would be sourced and/or funded by 3KND with Council support.

Under the proposal a Heads of Agreement arrangement would be entered for a fixed period stipulating conditions and terms.

The Heads of Agreement was confirmed by the board of South Eastern Indigenous Media Association (SEIMA) 19 June 2017 with agreement on the mutual terms on offer as outlined in **Appendix A**.

In the words of 3KND, *'This mutual agreement is an historical step into the future for both organisations. It shows strong collaboration, trust, engagement and goodwill that will allow us to create a space where Aboriginal peoples will have a voice, opportunities and a pathway to empowerment.'*

As part of a legal settlement with the Victorian Government and another indigenous services tenanted in the same facility, 3KND is required to vacate their existing premises in Mary Street, Preston as condition of sale. The sale has subsequently occurred and 3KND have advised that they must vacate the Mary Street property by January 2018. Interim accommodation for the station has been arranged at the Darebin North East Community Hub starting from January 2018 (Vacation of current premises).

External Funding Support

Additional funding of \$1M would be required to match 3KND's contribution from sale of Mary Street and meet the estimated target of \$1.75M

A submission jointly signed by 3KND and the Darebin Mayor was forwarded on 25 May 2017 to the Minister for Industrial Relations, Aboriginal Affairs and Local Government seeking meeting to discuss partnership opportunities and investment.

Officers and 3KND met in June with Inner North Community Foundation to explore opportunities through programs, projects and philanthropic investment potential.

Council officers are continuing to work with 3KND and other tiers of Government in securing financial support.

Benefits of Supporting Proposal

The initiative supports health and wellbeing outcomes for the Aboriginal community advancing economic, social and cultural opportunities both for Aboriginal community members and for the Darebin community at large. It aligns with commitments made through the Aboriginal and Torres Strait Islander Employment Strategy and Action Plan 2017-2021 foster local business development and investment.

Darebin is attracting significant investment of Aboriginal controlled agencies in our municipality with 16 organisations including peak bodies, based in Darebin and likely to increase. Support for relocation of 3KND onto this site would enhance business opportunities and attract co-investment for future development of the precinct site.

Significantly, project intersects with the Preston Civic Precinct development and complements the Darebin Intercultural Centre with potential to realise increased partnership activities between the organisations and greater participation of Aboriginal and CALD communities in programs and activities promoting intercultural/cross cultural exchange and collaboration.

The Darebin Aboriginal Advisory Committee is supportive of the initiative with the proposal tabled at the 7 June 2017 committee meeting. The Committee also recommended that a Traditional smoking ceremony take place before any work undertaken given the history of the site and cultural considerations.

Options for Consideration

Option One – Support with no capital contribution (recommended)

It is recommended that Council resolve to support the proposed accommodation arrangements on the proviso that the capital costs for the refurbishment, construction and fit out of the facility are sourced and/or funded by 3KND.

Option Two – Support with capital contribution

The proposal still proceeds but with two investment streams being 3KND investment from sale \$750k and with balance of costs covered by Council.

Option Three – Do Nothing

Council could resolve to take no further action or not to progress this matter any further at this time.

Council is under no obligation to proceed with the proposed arrangement and may walk away without any financial penalties.

There is a risk of damaging Council's relationship with 3KND and members of the wider Aboriginal and Torres Strait Islander community if Council were not to proceed.

Financial and Resource Implications

It is estimated that the physical works would be in the order of \$1.75M (excluding GST). This cost estimate does not include any internal furniture and fit out allowances, any specific radio station operational infrastructure costs, IT equipment, relocation costs, and lease or legal charges or any adverse ground conditions or contamination. 3KND have indicated potential co-contribution through proceeds of sale subject to approval.

The sale of the current Mary Street building is estimated to contribute \$750k to the works with a shortfall of \$1M. Council are working with 3KND to identify and attract funding from a range of alternative sources.

Risk Management

There is a risk that 3KND may not be able to source the required amount of funds from external sources and that they may call upon Council to contribute funds to the project. This risk will be managed as a project gateway.

Reputational and relationship risk if the proposal does not go ahead or if the proposal progresses with insufficient funding. This will be managed through project milestones, ensuring timely communication and understandings under Heads of Agreement.

Policy Implications

Economic Development

Darebin is attracting significant investment of Aboriginal controlled agencies in our municipality with 16 organisations including peak bodies, based in Darebin and likely to increase. Support for relocation of 3KND onto this site would enhance business opportunities and attract co-investment for future development of the precinct site.

Environmental Sustainability

Any proposed building works at the Roseberry Street site would be compliant with Council's ESD Building Policy and applicable building standards.

Human Rights, Equity and Inclusion

This initiative supports health and wellbeing outcomes for the Aboriginal community advancing economic, social and cultural opportunities both for Aboriginal community members and for the Darebin community at large.

Other

There are significant cultural, social and economic benefits for the local community and Council in retaining Victoria's largest Aboriginal controlled radio station within our municipality on this site, including potential program linkages with the Intercultural Centre, Darebin Libraries and future integration into Preston Civic Precinct development.

Future Actions

- Smoking Ceremony by Traditional Owners to be undertaken on site prior to commencement of demolition.
- Demolition works for the site to commence (2017/2018, funded from carry forward from 2016/2017).

- Officers to continue to work with 3KND to broker other funding support and business/training opportunities as part of the investment model.
- Interim accommodation for the station has been arranged at the Darebin North East Community Hub starting from January 2018 (Vacation of current premises).
- Report back to Council to commence the lease process and pending funding outcomes.

Consultation and Advocacy

- Darebin Aboriginal Advisory Committee
- Minister for Industrial Relations, Aboriginal Affairs and Local Government Aboriginal Affairs Victoria
- South East Indigenous Media
- Minister for Aboriginal Affairs
- Inner North Community Foundation
- Project Manager, Major Projects and Infrastructure
- Manager, Assets and Properties
- Manager Major Projects and Infrastructure
- Aboriginal Contact Officer
- Community Planner
- Coordinator, Equity and Diversity

Related Documents

- Darebin Aboriginal and Torres Strait Islander Employment Strategy and Action Plan 2017-2021.

Attachments

- Heads of Agreement Draft Lease Terms (**Appendix A**)

Disclosure of Interest

Section 80C of the *Local Government Act 1989* requires members of Council staff and persons engaged under contract to provide advice to Council to disclose any direct or indirect interest in a matter to which the advice relates.

The Officer reviewing this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

**6.7 EXTERNAL COMMUNICATION ACTIVITY REPORT
JANUARY - JUNE 2017****Author:** Manager Advocacy and Communication**Reviewed By:** Director Corporate Services

Report Background

Regular officer report per Council Meeting Planner

Previous Council Resolution

This matter is not the subject of a previous Council resolution.

Previous Briefing(s)

This matter has not previously been to a Councillor Briefing.

Council Plan Goal/Endorsed Strategy

Goal 6 - A well governed Council

Communication and Stakeholder Engagement Strategy (2014)

Summary

This report provides a high level overview of Darebin Council's external communication and media activity between January and June 2017.

Community Survey results for the third quarter 2016/17 (March) show that residents are satisfied with Council's communication about its programs and services, with a rating of 7.02 which is categorised as 'good' and is a slight increase on the previous quarter. The result is consistent with the long-term average for this metric over the last eight years. The fourth quarter results to end June 2017 were not available at the time of writing this report.

The Community Survey also includes a reputation measure to track community sentiment about the organisation as a whole, and to help determine the impact of communication on residents' perceptions of Council. The results for the third quarter in 2016/17 show that there is a relatively 'good' level of satisfaction with the performance of Council, and that positive perceptions strongly outweigh negative ones. Five of the statements residents are asked to rate are positive, with one exception: 'Darebin Council is bureaucratic and ineffective'. Average agreement with this statement declined in the third quarter March 2017 results, which is noted in the survey report as a positive outcome.

Recommendation

That Council notes the overview of external communication activity and outcomes in this report.

Introduction

External communication is undertaken every day across Council by officers at all levels who make and take phone calls, issue correspondence, meet with residents, businesses and stakeholders and provide services directly to residents. The scope of this report does not include every aspect of Council communication, but focuses on mainstream and mass communication managed or undertaken centrally at a corporate level. It does not include Customer Service interactions or direct communication by departments, such as letters issued by the Planning Department, for example.

The channels managed centrally include:

- Media relations
- Council's corporate social media channels
- Council's corporate website
- Darebin Community News
- Leader advertising
- Publication approvals (departmental promotional and information collateral)
- Strategic communication planning (with departments)
- Diverse communication

Issues and Discussion

1. Communication outputs

Every year Council issues a large amount of communication material and responds to communication queries through media and social media channels. Average outputs per year through centrally managed channels are:

- 300 media queries answered
- 240 media releases/pitches to media, resulting in average of 1500+ media items about Darebin
- 565,000+ unique visitors to the Darebin website
- 1200+ social media posts
- Respond to 500+ customer service queries and comments in social media
- 384,600 newsletters delivered (6 editions x 64,100 households)
- 9 e-newsletters delivered to 12,600 subscribers
- 54 weekly Leader advertisements delivered – 34 program based and 20 Mayoral Messages
- 25+ significant communication plans delivered, 120+ internal client consultations conducted to support strategic communication outcomes
- 100+ speeches edited for Mayoral/Councillor events
- 500+ publication brand approvals for brochures, flyers, promotional collateral
- 12 customer service on-hold phone messages delivered (in partnership with Decibels Youth Recording Studio).

2. Community communication preferences

Council’s Household Survey collects data about how our community prefers to receive information from Council. Print media and information remained a prominent preference in the most recent survey, consistent with other Melbourne councils. The Darebin results are also consistent with annual local government research conducted state-wide. The most recent survey in 2014 identified the preferences below. The next Household Survey won’t be conducted until 2019 and will likely show some shift towards online and digital platforms, a trend that Council is also able to observe and monitor between surveys.

Council needs to retain a balance between traditional and digital channels to meet current community preferences, while planning and moving further towards digital and self-publishing models of communication in anticipation of changing consumer habits. A key project planned for 2017/18 will analyse all of Council’s audiences and communication channels to apply a segmentation model and enable more strategic targeting and dissemination of information. It will also help to identify emerging channels so that Council can direct resource and effort most effectively to future-proof our communication and meet the needs of our residents.

Information in letter box 48.9%	Social media 10.2%
Local newspaper stories 45.2 %	Telephoning Council 6.8%
Darebin Community News 41.6%	Attend community events 6.1%
Local newspaper ads 27.5%	Visiting Council 4.6%
Website 24.6%	Public meetings 4.7%
Library 18.8%	Attend Council meetings 1.7%

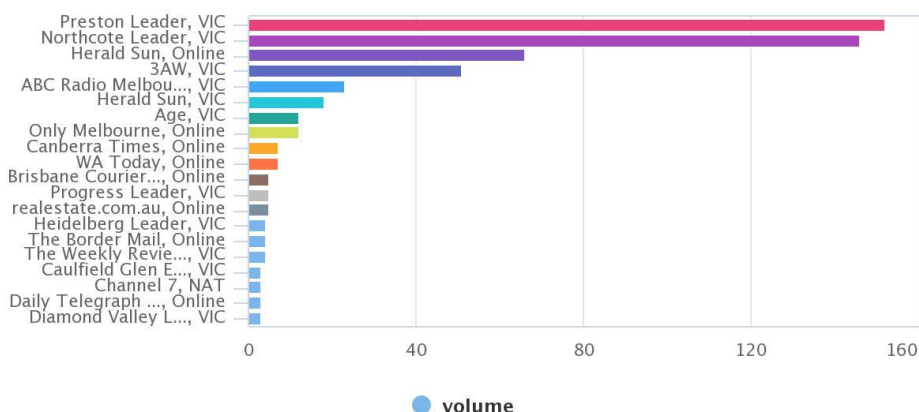
3. Media Relations

A total of 1107 news items were published/aired during the first six-months of 2017 directly mentioning Darebin Council (high volume of items is driven by syndication). Of these, 93.29% were positive or neutral reports, exceeding our KPI (80%).

Hot topics included the Preston Market development, Developer Contribution Scheme, LGBTI advocacy, CEO recruitment and public housing.

The highest volume of coverage was published by *Preston Leader*. The highest cumulative audience was reached by coverage aired on 3AW. The highest proportion of media reports appeared in traditional print media (57.97%).

Top Media Outlets – Volume



4. Speech support

The first six months of the year were busy for Mayor and Councillor events, with 67 speeches prepared and edited during this period.

5. Darebin Community News and e-newsletters

Darebin Community News

Between January and June 2017, three editions of *Darebin Community News* (DCN) were distributed to all households in Darebin (64,100). As shown above, it remains a popular source of Council news and information.

Residents are regularly surveyed to evaluate *Darebin Community News* and to ensure it is meeting resident needs and interests. Feedback has remained consistent with high satisfaction levels over the last few years. The most recent survey results between January and June 2017 include the following findings from 185 respondents:

- 74% of respondents reported they read all of DCN
- 85% of respondents rated their overall satisfaction with DCN as satisfied or highly satisfied.

The top three actions respondents reported taking as a result of reading DCN were:

- Go to the Darebin website (58%)
- Attend an event (54.5%)
- Use a featured Council service or facility (22%)

These responses accord with Council's strategy of providing brief information in DCN with more detail available online and clear calls to action. The fact that DCN is inspiring many readers to seek more information, use a service or attend an event means it is performing an important role in driving engagement and involvement with Council, as well as ensuring people know about the services available to them.

Typical verbatim positive comments from this period's evaluation regarding overall satisfaction include:

"Having recently moved to this area I find the publication very useful."

"I enjoy learning about our community, and appreciate learning about services provided by Council."

"Great content, all relevant and educational."

"Love say no to racism, celebrating homemade cuisine and every article. So grateful as I will be immersing myself into the activities. Thank you."

"I think it's great and find it very valuable and interesting to read. Particularly good to hear about changes to roads, train lines, parks etc. Keep up the good work."

Comments about which topics were of particular interest in each edition also provide a wealth of insight into the way DCN helps keep people informed about Council's policies and activities:

"Connecting Preston (level crossings) – an informative article on an issue that hadn't been in my mind. I will be looking to add my feedback at the next round of consultation."

“The marriage equality article because it’s an issue that I am every interested in and passionate about and I like that it’s being addressed at this level of government.”

“Spotlight on Council’s bushland crew – great to know the effort that goes into preserving the nature reserves we are so privileged to enjoy in Darebin.”

“I liked the ‘your councillors’ that let us know what our councillors are doing.”

“Nature strips article re planting was informative. I have been thinking about doing this but haven’t been sure how.”

“The article about the health protection officers – I enjoy ‘day in the life’ style articles and this is a role I didn’t realise Council managed!”

DCN evaluation surveys of course also contain suggestions for improvements and topics of interest to residents, which we endeavour to incorporate.

Enewsletters

MailChimp is now the preferred Council platform to create digital newsletters and manage subscriber databases. Council currently has nine active newsletters managed via the Mailchimp tool and 61 newsletter campaigns were distributed over the six month period.

The subscriber list has grown by 34% in the last six months, from a subscriber rate of 8,275 to 12,593 subscribers. The growth was driven by the addition of three new newsletters, and by providing a simple mechanism on the website to allow customers to quickly and easily subscribe to the range of newsletters on offer. The new newsletters distributed in this period were:

- Business eNews (distributed monthly)
- Homemade Food & Wine Festival (distributed weekly during festival period)
- Sustainability News (distributed monthly)

The average open rate for Council e-newsletters is 36.3% which is above the industry average open rate of 23%.

6. Leader Advertising

Council advertises in local Leader newspapers every week, focusing on service and program news and a message from the Mayor every second week.

Program and service advertising is driven by communication plans for projects and the need to inform the public about general Council business and activities. Between January and June 2017 a wide range of topics were covered in the Mayor’s message, reflecting current Council news and events, consultation and engagement activities.

In this period Council published two additional open letters to the community on advocacy topics: Preston Market and public housing.

7. Social Media

Council has continued to show excellent growth in engagement in its corporate social media channels, particularly Facebook. Between January and June Council posted 895 items to its corporate social media channels and responded to nearly 300 customer service queries and comments. 61 social media campaigns were rolled out between January and June on a wide range of topics.

We reached our target milestone of 10,000 Facebook likes in April 2017, maintaining our position of 6th place in a comparison table with 20 other metro councils (note: Melbourne and Geelong sit at the top of the leader board in first and second place and are impossible to match due to their size). By end June we leaped to 4th place for Facebook with 11,213 likes. We remained in 10th place for Twitter with over 4504 followers.

Growth in Facebook followers between January 2017 and end June 2017 was 49%, with growth in engagement 29%. Twitter followers grew by 7.4% (this platform is slowing in general across the population) and engagement grew by 1.9%. Instagram was up 26% and LinkedIn was up 6%. Positive sentiment in our main channels remains high – over 84% for Facebook and 75% for Twitter.

The top five topics for Facebook engagement were: works notices, consultations, sports activities, large scale events and job postings.

In this period a new Mayoral video program was introduced to provide the Mayor with more opportunities to fulfil her role as Council spokesperson through social media. Mayoral videos have proven popular and show there is an appetite to hear directly from the leader of the Council.

Video posts in general have continued to provide growth in social media traffic and engagement levels. Over the last six months videos posted on the corporate Facebook page have gained 26,073 views. The most popular videos in this period were the IDAHOBIT video featuring messages to young people (5K+) and the budget consultation simulator featuring the Mayor (2.5K).

Advertising on social media, primarily Facebook and Instagram, also gained growth and momentum. 15,304 people took action as a result of social media advertising compared to 9204 in the previous six month period. Well performing campaigns included: Be Bright at Night, Mayor's Writing Award, Women in Business Lunch and the Library Lover promotion.

8. Website Communication

The Darebin corporate website received around 52,000 visits per month between January and June 2017, up by 2000 per month on the previous six month period. The number of unique visitors to the site has grown by 12% in the same period. The site has recorded significant growth in traffic from mobile and tablet devices, with visits from a mobile phone growing by 25% in six months and visits from a tablet increasing by 11%. Mobile and tablet devices now account for 46% of total traffic to the website, which indicates that Council's focus on a website design that is independent of device and considerate of mobile users has been successful.

Referrals to the website from social media channels have grown by 53% in the last six months, with Facebook recording the largest growth of referrals (59%). This indicates that the concerted effort we have placed on returning visitors back to the corporate website from social media posts has been very effective.

Towards the end of the six month period Council commenced work on a series of design refinements to further enhance useability on the site, particularly focusing on in-page navigation and 'accordions' (the device used to compress content and topics to one page rather than asking users to visit multiple pages to find information). These refinements draw on analytics and user feedback collected since the new website went live. The changes will be evident to customers by September 2017.

9. Communication Plans

All significant Council projects require a communication plan. Between January and June 2017, 16 strategic communication plans were developed with Council departments to guide communication for projects. Key strategic projects in this period included consultation on the Council Plan 2017-21, Budget 17/18, Domestic Animal Management Plan and Climate Emergency Plan, and communicating Council's position on level crossing removals in Preston. Council's efforts to engage more people in formulating the 17/18 Budget were highly successful, with an unprecedented 1200+ residents providing input and comment.

Some key service communication plans included the annual hard waste collection, new libraries app for kids and the East Preston Community Centre launch.

10. Diverse communication

Council holds monthly ethnic press briefings to provide information relevant to various language groups. Key topics of interest for ethnic media in this period included: Council Plan and Council Budget consultation, annual Community Support Fund grants, public housing, Homemade Food and Wine Festival, sustainability events and the Aged Friendly Victoria declaration.

A number of projects were promoted with translated materials in this period, including: Backyard Harvest Festival, NAIDOC Week, Homemade Food and Wine Festival, Darebin Health and Wellbeing Plan, Hard Waste collection, Darebin Mayor's Writing Award, New Library Membership campaign, Bicultural Storytimes, Young Families Survey, Preston Library Temporary Closure.

Use of Council's Readspeak application on the website, which enables people to listen to written content, grew by 30% compared to the same period last year – from 18,662 users to 24,405.

There were 856 page views on the multilingual section of the website, the most popular language content was Chinese, followed by Italian and Arabic.

Council completed a research project into communication preferences among multicultural audiences during this period and will develop an action plan based on the findings. The overwhelming finding was that multicultural audiences would like more face to face communication – this is generally considered more relevant and effective than relying on translated materials.

11. Corporate publications

Council produced 202 items of communication and marketing collateral between January and June. 50% of the collateral was produced using Council's in-house publication management system and required no external design costs. 70 new assets were added to Council's professional photo gallery during this period to keep publications fresh and relevant.

12. Community satisfaction

Community Survey results for the first quarter of 2017 (second quarter results were not available at time of writing) show that residents are satisfied with Council's communication about its programs and services, with a rating of 7.02 which is categorised as 'good'. The result is consistent with the long-term average for this metric over the last eight years.

The Community Survey also includes a reputation measure to track community sentiment about the organisation as a whole, and to help determine the impact of communication on residents' perceptions of Council. The results for the third quarter in 2016/17 show that there is a relatively 'good' level of satisfaction with the performance of Council, and that positive perceptions strongly outweigh negative ones. Five of the statements are positive, with one exception: 'Darebin Council is bureaucratic and ineffective'. Average agreement with this statement declined in the third quarter March results, which is a positive outcome.

In the third quarter results, residents:

- strongly agreed that Council provides important services
- solidly agreed that Council is trustworthy and reliable, progressive and up-to-date and has a sound direction for the future
- mildly agreed that Council offers value for rates, and
- mildly agreed that Council is bureaucratic and ineffective.

The Community Survey tracks advocacy as a key performance indicator. In the third quarter 2016/2017 residents rated their satisfaction with lobbying and making representation on key issues at 6.60, which is 'good'.

The survey includes a question to gauge community awareness of Council advocacy activity by asking 'Can you please list any Council advocacy campaigns you are aware of?' This question was designed to ascertain the community's knowledge and understanding of advocacy activity and to further understand what drives satisfaction levels for this metric.

The type of advocacy campaigns mentioned has varied in every quarter and many activities mentioned are not formal advocacy, but rather general communication about programs and services. This provides one viewpoint of the communication messages that have achieved a high degree of cut-through and remained memorable for residents. For the third quarter in 2016/17, 30 items were recalled by residents. The top items in the three month period were: Preston Market redevelopment, level crossing removals and urban food production strategy.

Options for Consideration

There are no options for consideration.

Financial and Resource Implications

The Advocacy and Communication Department's operational budget covers salaries, DCN production and distribution, and website and dhub licences. Advertising spend is costed to individual departments as part of their project budgets, the Mayor's message is part of the CE Office budget. External design costs when required are also covered by departmental project budgets.

Risk Management

There are no risks associated with this report.

Policy Implications

Economic Development

There are no factors in this report which impact upon economic development.

Environmental Sustainability

There are no factors in this report which impact upon environmental sustainability.

Human Rights, Equity and Inclusion

There are no factors in this report which impact on human rights, equity and inclusion.

Other

There are no other factors which impact on this report.

Future Actions

- Develop action plan based on CALD communication research
- Undertake audience, channel and segmentation analysis
- Complete website design refinements

Consultation and Advocacy

- Advocacy and Communication Department staff

Related Documents

- Communication and Stakeholder Engagement Strategy (2014)

Attachments

Nil

Disclosure of Interest

Section 80C of the *Local Government Act 1989* requires members of Council staff and persons engaged under contract to provide advice to Council to disclose any direct or indirect interest in a matter to which the advice relates.

The Officer reviewing this report, having made enquiries with relevant members of staff, reports that no disclosable interests have been raised in relation to this report.

7. CONSIDERATION OF RESPONSES TO PETITIONS, NOTICES OF MOTION AND GENERAL BUSINESS

Nil

8. NOTICES OF MOTION

Nil

9. URGENT BUSINESS

10. GENERAL BUSINESS

Nil

11. PETITIONS

12. REPORTS OF STANDING COMMITTEES

Nil

13. RECORDS OF ASSEMBLIES OF COUNCILLORS

13.1 ASSEMBLIES OF COUNCILLORS HELD

An Assembly of Councillors is defined in section 3 of the *Local Government Act 1989* (the Act) to include Advisory Committees of Council if at least one Councillor is present or, a planned or scheduled meeting attended by at least half of the Councillors and one Council Officer that considers matters intended or likely to be the subject of a Council decision.

Written records of Assemblies of Councillors must be kept and include the names of all Councillors and members of Council staff attending, the matters considered, any conflict of interest disclosures made by a Councillor attending, and whether a Councillor who has disclosed a conflict of interest leaves the assembly.

Pursuant to section 80A (2) of the Act, these records must be, as soon as practicable, reported at an ordinary meeting of the Council and incorporated in the minutes of that meeting.

An Assembly of Councillors record was kept for:

- Councillor Briefing Session – 13 July 2017
- Councillor Briefing Session – 24 July 2017

Recommendation

That the record of the Assembly of Councillors held on 13 and 24 July 2017 and attached as **Appendix A** to this report, be noted and incorporated in the minutes of this meeting.

Related Documents

- *Local Government Act 1989*

Attachments

- Assemblies of Councillors - 7 August 2017 (**Appendix A**)

14. REPORTS BY MAYOR AND COUNCILLORS

Recommendation

That Council note the Reports by Mayor and Councillors.

15. CONSIDERATION OF REPORTS CONSIDERED CONFIDENTIAL

Nil

16. CLOSE OF MEETING