

# ECONOMIC DEVELOPMENT FRAMEWORK

A community-driven pathway to our ongoing sustainable prosperity



*Northern Midlands Council has developed its Economic Development Framework in consultation with our community, so that the region has a common set of priorities and shared direction in projects, policy, culture, and sustainable growth.*

The Framework has six main pillars on which Council is integrating its strategic direction, plans, budgets, and projects, to achieve this vision.

## POPULATION

Foster sustainable growth in our population and attract people who will balance out changes in our demographics, and contribute the right mix of skills, resources and experience for the betterment of the Northern Midlands.



## AGRICULTURE

As our historical and economic backbone, we will focus on supporting our traditional agriculture, while encouraging ever-improving quality, growth, sustainability, and innovation.



## BUSINESS

The Northern Midlands will build on its strengths in fabrication, agricultural support services, and transport, encourage entrepreneurs and innovation, and embrace new and emerging industries in our region.



## ENVIRONMENT

The Northern Midlands will diligently preserve our land, flora, fauna, air and waterways, and actively protect our natural environment, recognising that its preservation is at the core of sustainable economic growth and quality of life.



## INFRASTRUCTURE

We will continually maintain and supplement our infrastructure for the benefit of our people and economy, promote the right mix of new buildings, and always preserve the unique charm and village character of our towns.



## TOURISM

As the beating heart of Tasmania, visitors will increasingly see the Northern Midlands as a vital holiday destination, rather than a place to travel through, and enjoy our history, culture, warmth, features, and experiences.



## POPULATION



### Community vision:

The key Population theme arising from community consultation is:

*“Northern Midlands needs moderate, rather than explosive, population growth. Our population policy should embrace attracting a diverse range of people who will settle here, share our love for this region, balance our currently ageing population, and bring the correct mix of resources, experience and skills.*

### Council Involvement

Northern Midlands Council support for this community vision includes:

- *Actively participating in the implementation of the Northern Tasmania Population Strategy*
- *Planning for, and progressing, urban consolidation and future growth*
- *Attracting working age population by providing/facilitating services for children and youth*
- *Marketing the Northern Midlands’ liveability*
- *Engaging with the community through effective communication networks*

## AGRICULTURE



### Community vision:

The key Agriculture theme arising from community consultation is:

*“The historical, cultural, and economic backbone of the Northern Midlands is agriculture, and will be even more important in the future. In a world struggling to feed its people, the Northern Midlands will be the heart of Tasmania’s food production, and will pursue its potential in innovation, processing, sustainability, and adding value.*

### Council Involvement

Northern Midlands Council support for this community vision includes:

- *Encouraging local agricultural sustainability and expansion*
- *Maintaining and enhancing relationships with key agricultural stakeholders*
- *Supporting biosecurity and related projects*
- *Cost-effective maintenance to provide safe and effective road networks to meet the needs of all users*

## BUSINESS



### Community vision:

The key Business and Entrepreneurs theme arising from community consultation is: *“Our success depends on creating an environment where existing and new businesses thrive, and new businesses are attracted to our region. Communication and networking are the keys to preserving the incredible knowledge and experience of our business-people, passing this on to a new generation, and encouraging new people with fresh ideas to maintain and diversify our commerce and industry”*

### Council Involvement

Northern Midlands Council support for this community vision includes:

- *Encouraging private investment in the Northern Midlands*
- *Maintaining and enhancing key business relationships*
- *Advocating for infrastructure upgrades to meet the needs of business*
- *Advocating for infrastructure upgrades/developments and further expansion of the TRANSlink precinct adjacent to Launceston Airport*
- *Streamlining Council regulations and processes, and cutting red tape wherever possible*

## ENVIRONMENT



### Community vision:

The key Natural Environment theme arising from community consultation is: *“There can be no thriving business, effective population policy, or tourism in a degraded environment. Our region must be a leader in doing research and taking stock of the current condition of our current natural assets, so that is can aggressively target, plan and prioritise ongoing improvement”*

### Council Involvement

Northern Midlands Council support for this community vision includes:

- *Promoting sustainable access to, and beneficial use of, the natural environment*
- *Promoting the natural environment as a key resident/business attractor*
- *Advocating for landholder and community education/involvement*
- *Advocating for a tyre recycling solution for Tasmania*

## INFRASTRUCTURE



### Community vision:

The key Building, Structures & Infrastructure Asset theme arising from community consultation is:

*“Northern Midlands must have the wisdom and strength to maintain the unique benefit of our village communities, that other regions have failed in for perceived short-term gain. Our next generation will move and stay here, if this culture is retained, with appropriate community infrastructure, services, and appropriate development”*

### Council Involvement

Northern Midlands Council support for this community vision includes:

- *Facilitating controlled growth whilst maintaining certainty and harmony with local environs and community expectations*
- *Progressively implement urban design/placemaking plans*
- *Driving implementation of the master plans for Council’s recreation grounds, swimming pools, playgrounds, village greens, community halls, caravan parks and sports centre*
- *Preserving the cultural heritage and characteristics of each town*

## TOURISM



### Community vision:

The key Tourism theme arising from community consultation is:

*“The focus on tourism in the Northern Midlands should be qualitative not quantitative - the types of visitors rather than sheer numbers. Tourism will be successful when programs attract people who appreciate our inherent benefits, not just cater for volumes of people with every conceivable attraction”*

### Council Involvement

Northern Midlands Council support for this community vision includes:

- *Collaborating with the Heritage Highway Tourism Region Association (HHTRA) to promote the Northern Midlands as a ‘must-see’ destination to our target visitor segments*
- *Collaborating with Tourism Northern Tasmania (TNT) to achieve the Grant Agreement outcomes*
- *Advocating for the enhancement and growth of local tourism experiences/services*
- *Supporting existing visitor-attraction events and the development of new events*

# NORTHERN MIDLANDS COUNCIL ECONOMIC DEVELOPMENT FRAMEWORK STRATEGIES

*Draft as of 4 May 2020*

<b>PILLAR ONE: POPULATION</b>	
<b>COMMUNITY VISION:</b>	
Northern Midlands needs moderate, rather than explosive, population growth. Our population policy should embrace attracting a diverse range of people who will settle here, share our love for this region, balance our currently ageing population, and bring the correct mix of resources, experience and skills.	
<b>COUNCIL INVOLVEMENT IN SUPPORTING THE VISION</b>	<b>STRATEGIES</b>
1.1. Actively participating in the implementation of the Northern Tasmania Population Strategy	<ul style="list-style-type: none"> <li>Council represented on the Strategy's Population Advisory Group overseeing the implementation of the Northern Tasmania Population Program Action Plan</li> </ul>
1.2. Planning for, and progressing, urban consolidation and future growth	<ul style="list-style-type: none"> <li>Develop the 2020-2030 Northern Midlands Priority Projects Plan which will identify infrastructure upgrade needs and advocate for such</li> <li>Identify/secure funds to fully implement the Perth Structure Plan</li> <li>Encourage subdivisions in, around Northern Midlands towns that develop a diverse range of accommodation options - in accordance with planning scheme provisions</li> </ul>
1.3. Attracting working age population by providing/facilitating services for children and youth	<ul style="list-style-type: none"> <li>Construct and operate the new Early Learning/Child Care Centre at Perth</li> <li>Continue the Further Education Bursary and Inspiring Futures Programs</li> <li>Resource Council's Youth Officer to develop/advocate for youth services and programs</li> <li>Develop and implement a Northern Midlands Playgrounds Strategy</li> </ul>
1.4. Marketing the Northern Midlands liveability	<ul style="list-style-type: none"> <li>Develop and implement an online Northern Midlands Liveability campaign</li> <li>Publicise Northern Midlands good news stories in social and traditional media</li> <li>Organise regular Community Expos to showcase Northern Midlands community organisations, services and businesses</li> </ul>
1.5. Engaging with the community through effective communication networks	<ul style="list-style-type: none"> <li>Continuous enhancement of Council's social media and hard copy presence in light of community feedback</li> <li>Collaborate with State Government and other stakeholders to drive social recovery from the COVID-19 pandemic in the Northern Midlands</li> </ul>

**PILLAR TWO : AGRICULTURE**

**COMMUNITY VISION:**

The historical, cultural and economic backbone of the Northern Midlands is agriculture and will be even more important in the future. In a world struggling to feed its people, the Northern Midlands will be the heart of Tasmania's food production, and will pursue its potential in innovation, processing, sustainability and adding value.

**COUNCIL INVOLVEMENT IN SUPPORTING THE VISION**

**STRATEGIES**

2.1. Encouraging local agricultural sustainability and expansion	<ul style="list-style-type: none"><li>• NM Land Use Development Strategy informs land use planning decisions</li><li>• Advocate for the development of accommodation options for seasonal workers</li></ul>
2.2. Maintaining and enhancing relationships with key agricultural stakeholders	<ul style="list-style-type: none"><li>• Collaboration with partners including Northern Tasmania Development Corporation and Regional Development Australia (Tas)</li></ul>
2.3. Supporting biosecurity and related projects	<ul style="list-style-type: none"><li>• Advocate for/support emerging projects/issues</li></ul>
2.4. Maintaining through cost effective operations, safe and effective road networks to meet the needs of all users	<ul style="list-style-type: none"><li>• Continue the rollout of the rural roads maintenance/improvement programs</li><li>• Seek Bridge Renewal Program funding for the replacement of the single-lane bridge on Macquarie Road</li><li>• Advocate for the sealing of Nile Road</li></ul>

**PILLAR THREE : BUSINESS**

**COMMUNITY VISION:**

Our success depends on creating an environment where existing and new businesses thrive, and new businesses are attracted to our region. Communication and networking are the keys to preserving the incredible knowledge and experience of our business people, passing this on to a new generation, and encouraging new people with fresh ideas to maintain and diversify our commerce and industry.

<b>COUNCIL INVOLVEMENT IN SUPPORTING THE VISION</b>	<b>STRATEGIES</b>
3.1. Encouraging private investment in the Northern Midlands	<ul style="list-style-type: none"> <li>• Council's Planning and Development Services proactively work with potential investors</li> <li>• Ongoing maintenance and upgrading of the TRANSLink website and enhancement program</li> <li>• Promoting business support and advice services to existing and new Northern Midlands businesses (including Northern Tasmania Investment Taskforce, Business and Employment, Coordinator General's Office)</li> </ul>
3.2. Maintaining and enhancing key business relationships	<ul style="list-style-type: none"> <li>• Collaborate with State Government and other stakeholders to drive business recovery from the COVID-19 pandemic in the Northern Midlands</li> <li>• Participate in Northern Tasmania Development Corporation and Regional Development Australia (Tas) committees, initiatives and programs</li> <li>• Resource and support Northern Midlands Business Association services and initiatives</li> </ul>
3.3. Advocating for infrastructure upgrades to meet the needs of business	<ul style="list-style-type: none"> <li>• Advocate with key agencies including TasWater, TasNetwork, NBN for infrastructure upgrades</li> <li>• Identify/secure funds to implement the Ross Caravan Park Master Plan</li> </ul>
3.4. Advocating for infrastructure upgrades/developments and further expansion of the TRANSLink precinct adjacent to Launceston Airport	<ul style="list-style-type: none"> <li>• Secure funding partners for the TRANSLink Stormwater Renewal Program and Reticulated Gas Project</li> <li>• Advocate TasRail advancement of the TRANSLink Intermodal Facility development</li> </ul>
3.5. Streamlining Council regulations and processes, and cutting red tape where-ever possible	<ul style="list-style-type: none"> <li>• Continuous improvement of Council's planning processes and systems to streamline receipt and processing of applications</li> <li>• Collaborate with Northern Midlands Business Association on resolving the issues identified through the Building Industry Forums</li> </ul>

**PILLAR FOUR : ENVIRONMENT**

**COMMUNITY VISION:**

There can be no thriving business, effective population policy, or tourism in a degraded environment. Our region must be a leader in doing research and taking stock of our current natural assets, so that it can aggressively target, plan and prioritise ongoing improvement.

<b>COUNCIL INVOLVEMENT IN SUPPORTING THE VISION</b>	<b>STRATEGIES</b>
4.1. Promoting sustainable access to, and beneficial use of, the natural environment	<ul style="list-style-type: none"> <li>• Support the Environmental Protection Authority in its efforts to promote best practice, sustainable environmental management</li> <li>• Resource Council's Environmental Health Officer to provide services relating to public and environment health</li> <li>• Identify/secure funding for the development of a Northern Midlands Weed Management Action Plan</li> </ul>
4.2. Promoting the natural environment as a key resident/business attractor	<ul style="list-style-type: none"> <li>• Implement further stages of Sheepwash Creek Water Sensitive Urban Design Open Corridor Master Plan</li> <li>• Identify/secure funds to implement the South Esk River Parklands Master Plan</li> <li>• Identify/secure funds to fully implement the Ross Village Green Master Plan</li> <li>• Advocate for improvements to Ben Lomond National Park</li> <li>• Identify/secure funding for linkage bikeways/walkways between northern towns</li> </ul>
4.3. Advocating for landholder and community education/involvement	<ul style="list-style-type: none"> <li>• Supporting Natural Resource Management North initiatives and educational programs</li> <li>• Collaborating with Environment Protection Authority (Tas) on campaigns to reduce wood heater pollution</li> </ul>
4.4. Advocating for a tyre recycling solution for Tasmania	<ul style="list-style-type: none"> <li>• Continue advocating for a solution to the tyre recycling issue</li> </ul>



**PILLAR FIVE: INFRASTRUCTURE**

**COMMUNITY VISION:**

Northern Midlands must have the wisdom and strength to maintain the unique benefit of our village communities, that other regions have failed in for perceived short-term gain. Our next generation will move and stay here, if this culture is retained, with appropriate community infrastructure, services and appropriate development.

<b>COUNCIL INVOLVEMENT IN SUPPORTING THE VISION</b>	<b>STRATEGIES</b>
5.1. Facilitating controlled growth whilst maintaining certainty and harmony with local environs and community expectations	<ul style="list-style-type: none"> <li>• Assessment of development in accordance with Northern Midlands Planning Scheme and Land Use Development Strategy, and Regional Land Use Strategy</li> <li>• Development of town structure plans and urban design strategies</li> </ul>
5.2. Progressively implement urban design/placemaking plans	<ul style="list-style-type: none"> <li>• Implement the Longford Urban Design Project</li> <li>• Implement the Campbell Town Streetscape Redevelopment Plan</li> <li>• Implement Perth Town Structure Plan</li> </ul>
5.3. Driving implementation of the master plans for Council's recreation grounds, swimming pools, playgrounds, village greens, community halls, caravan parks and community sports centre	<ul style="list-style-type: none"> <li>• Implement the Cressy Swimming Pool Master Plan and identify/secure funds to implement the Ross Swimming Pool Master Plan</li> <li>• Identify/secure funding to progressively implement the Master Plans for the recreation grounds at Campbell Town, Cressy, Evandale, Longford and Perth</li> <li>• Identify/secure funds to fully implement the Northern Midlands Health, Fitness and Sports Centre Master Plan</li> <li>• Identify/secure funds to fully implement the Ross Village Green Master Plan</li> </ul>
5.4. Preserving the cultural heritage and characteristics of each town	<ul style="list-style-type: none"> <li>• Work undertaken in accordance with Planning Scheme - Heritage Precincts</li> </ul>

**PILLAR SIX : TOURISM**

**COMMUNITY VISION:**

The focus on tourism in the Northern Midlands should be qualitative not quantitative – the types of visitors rather than sheer numbers. Tourism will be successful when programs attract people who appreciate our inherent benefits, not just cater for volumes of people with every conceivable attraction.

<b>COUNCIL INVOLVEMENT IN SUPPORTING THE VISION</b>	<b>STRATEGIES</b>
<p>6.1. Collaborating with the Heritage Highway Tourism Region Association to promote the Northern Midlands as a 'must-see' destination to our target visitor segments</p>	<ul style="list-style-type: none"> <li>• Provide financial and staff support to ensure the sustainability of the Heritage Highway Tourism Region Association Inc (HHTRA)</li> <li>• Collaborate with State Government, HHTRA and other stakeholders to drive tourism recovery from the COVID-19 pandemic in the Northern Midlands</li> </ul>
<p>6.2. Collaborating with Tourism Northern Tasmania to achieve the Grant Agreement outcomes</p>	<ul style="list-style-type: none"> <li>• Plan for achievement of the outcomes agreed and implemented</li> <li>• Collaborate with Tourism Northern Tasmania and Heritage Highway Tourism Region Association to optimise the benefits of relevant Destination Action Plans to Northern Midlands tourism</li> </ul>
<p>6.3. Advocating for the enhancement and growth of local tourism experiences/services</p>	<ul style="list-style-type: none"> <li>• Advocating for implementation of the recommendations of the Ben Lomond Tourism Feasibility Studies</li> <li>• Identify/secure funds to rollout Augmented Reality experiences across Northern Midlands communities</li> <li>• Publicise funding and training development opportunities to Northern Midlands tourism businesses</li> <li>• Provide financial and staff support to Northern Midlands Visitor Information Centres to enhance sustainability and visitor service provision</li> <li>• Progressively implement the Northern Midlands Wayfinding project</li> </ul>
<p>6.4. Supporting existing visitor-attraction events and the development of new events</p>	<ul style="list-style-type: none"> <li>• Provide financial assistance and support to existing and new events in accordance with Council's Festivals, Events and Promotions Policy</li> <li>• Resource Council's Tourism and Events Officer to support organisers of local events</li> </ul>



NORTHERN  
MIDLANDS  
COUNCIL

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## NORTHERN MIDLANDS FURTHER EDUCATION BURSARY PROGRAM 2019

### BACKGROUND:

Council 's Further Education Bursary Program aims to assist Northern Midlands school students to successfully navigate their post year ten educational pathway by nurturing within them the desire and motivation, and assisting with the opportunity, to succeed with their further education.

In 2019 Council is funding five bursaries

The bursaries are allocated as follows: two each to Cressy and Campbell Town District High Schools, and one to Kings Meadows High School. The schools manage the selection of bursary recipients and notify Council of the names and contact details (home address, phone number, email address) for the bursary recipients, and the date and time for the presentation of the bursaries. A Councillor will attend to present the bursaries.

If a school is unable to allocate its quota of bursaries, early notification of such to Council would be appreciated as the bursary can then be offered to another school for allocation.

### ELIGIBILITY:

To be eligible for a bursary a student needs to:

- Have a Northern Midlands home address;
- Be enrolled in Year Ten;
- Be committed to continuing their education post year ten and requiring assistance to pursue further education in terms of the confidence boost at the public recognition of their educational potential, as well as need for funds to assist with the cost of their further education (NB awarding of bursaries to students undertaking an apprenticeship is encouraged).

### VALUE:

The bursary is valued at \$2,000 payable as \$1,000 in 2020 and \$1,000 in 2021 upon the recipient's submission to Council of proof of enrolment in further education/ an apprenticeship.

### NOTIFICATIONS/ENQUIRIES:

Council's Project Officer Lorraine Green: email [lorraine.green@nmc.tas.gov.au](mailto:lorraine.green@nmc.tas.gov.au)

Phone 63 977 315

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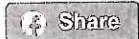


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Peter Gutwein  
Premier of Tasmania



11 April 2020

Michael Ferguson, Minister for Science and Technology

## Supporting Tassie businesses succeed online

As part of the Tasmanian Government's stimulus package, we have boosted our Digital Ready for Business program to \$400,000, to help more businesses rapidly transition to online and digital models of commerce, promotion and customer engagement.

We have also expanded our team of highly experienced Digital Coaches to help small businesses right across the state learn how e-commerce, social media, website performance and online marketing can help them keep trading at this extremely difficult time.

In the past two weeks, 50 Tasmanian businesses have taken up their free two-hour session with a Digital Coach through this free program.

Businesses are encouraged to take advantage of the range of free online resources available through the Digital Ready website, which include new COVID-19 specific information, as well as the free one-on-one digital coaching sessions, the highly popular Doctor Digital blog and the Digital Check-up tool for a fast and simple digital health check.

Importantly, we will also continue this year's planned calendar of free Digital Ready events by taking them online.

Small business owners can book their video session for the Digital Ready coaching service at [www.digitalready.tas.gov.au](http://www.digitalready.tas.gov.au) (<http://www.digitalready.tas.gov.au>) or by calling 1800 955 660.

For more information about support for businesses, contact Business Tasmania on 1800 440 026, via email at [ask@business.tas.gov.au](mailto:ask@business.tas.gov.au) (<mailto:ask@business.tas.gov.au>) or visit [www.business.tas.gov.au](http://www.business.tas.gov.au) (<http://www.business.tas.gov.au>)

For information or advice on COVID-19, visit [www.coronavirus.tas.gov.au](http://www.coronavirus.tas.gov.au) (<http://www.coronavirus.tas.gov.au>)

**More Media Releases from Michael Ferguson ([/media\\_release\\_search?queries\\_member\\_query=221795](/media_release_search?queries_member_query=221795))**

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**More Media Releases from the Minister for Science and Technology (/media\_release\_search?queries\_portfolio\_query=Minister for Science and Technology)**

## Latest releases

Protecting Tasmanian water, gas and electricity customers

([http://www.premier.tas.gov.au/releases/protecting\\_tasmanian\\_water,\\_gas\\_and\\_electricity\\_customers](http://www.premier.tas.gov.au/releases/protecting_tasmanian_water,_gas_and_electricity_customers))

Mac Point releases first parcel of land to market

([http://www.premier.tas.gov.au/releases/mac\\_point\\_releases\\_first\\_parcel\\_of\\_land\\_to\\_market](http://www.premier.tas.gov.au/releases/mac_point_releases_first_parcel_of_land_to_market))

Protecting our most vulnerable

([http://www.premier.tas.gov.au/releases/protecting\\_our\\_most\\_vulnerable2](http://www.premier.tas.gov.au/releases/protecting_our_most_vulnerable2))

New virtual ward opens ([http://www.premier.tas.gov.au/releases/new\\_virtual\\_ward\\_opens](http://www.premier.tas.gov.au/releases/new_virtual_ward_opens))

Review into the North West outbreak

([http://www.premier.tas.gov.au/releases/review\\_into\\_the\\_north\\_west\\_outbreak](http://www.premier.tas.gov.au/releases/review_into_the_north_west_outbreak))

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COVID-19: You can find information and stay up-to-date on the latest support for business on our [coronavirus page](#) or by calling 13 28 46.

[Home](#) › [Marketing](#) › [Online presence](#) › Social media for business

## Social media for business

*Last Updated: 15 October 2019*

Social media can help you to market your business and connect with your customers. On this page you'll find out about the different options available, and the pros and cons of using social media.

### What is social media?

Social media is online communication that allows you to interact with your customers and share information in real time. This can help you to reach your customers better, create online networks and sell and promote your products and services. It can be easy to get carried away when using social media for your business. It's wise to tread carefully and be aware of both the pros and cons before you start.

### Benefits of social media for business

Social media can help you engage with your customers and find out what people are saying about your business. You can also use social media for advertising, promotional giveaways and mobile applications.

Social media can help your business to:

- attract customers, get customer feedback and build customer loyalty
- increase your market reach, including international markets
- do market research and reduce marketing costs

## 1-51

increase revenue by building customer networks and advertising

- develop your brand
- exchange ideas to improve the way you do business
- recruit skilled staff for example through job networking sites like LinkedIn
- increase traffic to your website and improve its search engine ranking
- keep an eye on your competitors

## Disadvantages of social media

Social media may not be suited to every business. If you are unprepared and launch your social media presence without planning, you could waste valuable time and money.

You should be aware that:

- if you don't have a clear marketing or social media strategy, the benefits may be reduced
- you may need additional resources to manage your online presence
- social media is immediate and needs daily monitoring
- if you don't actively manage your social media presence, you may not see any real benefits
- you may get unwanted or inappropriate behaviour on your site, including bullying and harassment
- online exposure could attract risks such as negative feedback, information leaks or hacking
- false or misleading claims made on your social media (by your business or a customer) can be subject to consumer law. You could be fined if a customer fan posts misleading or deceptive information, particularly about competitor products or services

Whatever the risks, having a social media strategy and preparing your policy and procedures carefully beforehand can help you manage them.

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[Learn more about social media and consumer law.](#)

[Australian Competition and Consumer Commission](#)

[Find out more about online security.](#)

[Stay Smart Online](#)

## Social media tools for business

Not all social media platforms will be right for your business. Consider saving save time and effort by using social media tools that your customers use. Below is a brief guide to help you understand some of the options available.

### Social networking sites

Social networking sites allow you to create your own profile or page, network with others and share information (including promotions, images and video). Creating a business profile can help you to attract followers, get new customers and develop your brand. Examples of social networking sites include Facebook [Facebook](#) , Pinterest [Pinterest](#) and Instagram [Instagram](#) .

### Job networking sites

Job networking sites can be used to build a professional business profile and connect with networks of skilled people for recruitment and development. An example is LinkedIn [LinkedIn](#) .

### Blogs

Blogs are online journals of thoughts, observations, promotions, links, images and videos. Blogs are typically public. They allow readers to comment on posts and interact with you. You can host them in-house or through a blogging platform that provides the software and website hosting. Some examples of free blogging tools include Blogger [Blogger](#) and WordPress [WordPress](#)

### Micro



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Micro-blogs are used to send short messages to a network of followers. They can be useful if your business has a lot of information to share. Examples include [Twitter](#) and [Tumblr](#).

### Video sharing sites

Video sharing sites let you upload and share your videos. Users can then comment on and share your videos with others. Examples include [YouTube](#) and [Vimeo](#).

### Podcasts and vodcasts

Podcasts are audio files with blog-style or lecture-style content. Vodcasts are podcasts in video format. They are usually available either for:

- download onto a computer or portable device (so it can be played offline)
- streamed live

### Social-news communities

Social-news communities are websites where members share interesting news or links to others in the community. Social-news websites are not intended for selling your products and services. Examples include [Digg](#), [StumbleUpon](#) and [Reddit](#).

### Private social network services

Private social network services allow you to share information in your private network. This is useful for businesses that want to develop a secure organisation-only network to share knowledge. An example is [Yammer](#).

### Location-based services

Location-based services help you connect and interact with other people and businesses in your area. [Foursquare](#) is an example that also enables you to recommend or rate businesses in that area.

## Create your social media strategy

Doing the ground work before you start is critical to a successful social media presence. By developing your social media strategy you're able to:

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- create compelling content
- engage with your customers at the right time
- generate sales

A social media strategy describes how your business will use social media to achieve its communications aims. It also outlines the social platforms and tools you'll use to achieve this.

Follow your strategy and don't overwhelm your customers with unnecessary posts. Remain focused on reaching your specific goals and tailor your messages around these.

## Read next

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[Find out how to buy and sell online.](#)

→ Buying and selling online

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[Learn more about websites.](#)

→ How to set up a business website

Balmain Seal Ro  
 Sugarloaf Point  
 Shelly Beach Syd  
 Melbourne Canb  
 Perth Adelaide  
 Springs Darwin  
 Newtown Coober  
 Brisbane Great  
 Reef Bushrange  
 Bay Parramatta  
 Coast Southport  
 Point Hastings  
 Palm Beach Ma  
 Beach Camden  
 Robinson Black  
 Marion Bay Mo  
 Wellington Brun  
 Island Hamilton  
 Lizard Island A  
 Beach Hervey B  
 Elizabeth Bay N  
 Whitsunday Isla  
 Snowy Mounta  
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 Arnhem Land Ar  
 Avoca Bondi By  
 Jervis Bay Brok  
 Pooncarie Aral  
 Borroloola Cob  
 Davenport Des  
 Springs Gunyar  
 Katherine Rum  
 Simpson Uluru  
 Park Auburn Ba

Shelly Beach Syd  
 Melbourne Canb  
 Perth Adelaide  
 Springs Darwin  
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 Brisbane Great  
 Gold Coast Southport  
 Point Hastings  
 Beach Main Be  
 Manly Robins  
 Marion Bay M  
 Bruny Island  
 Island Lizard Island Air  
 Beach Hervey Bay Eliza  
 Bay Newcastle Whitsun  
 Islands Snowy Mountain  
 Mountains Thredbo Ar  
 Land Armidale Avoca  
 Bondi Byron Bay Jervis

Balmain Seal Ro  
 Sugarloaf Point  
 Shelly Beach Syd  
 Melbourne Canb  
 Perth Adelaide  
 Springs Darwin  
 Newtown Coober  
 Brisbane Great  
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 Bay Parramatta  
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 Davenport Des  
 Springs Gunyar  
 Katherine Rum  
 Simpson Uluru  
 Park Auburn Ba

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 Perth Adelaide  
 Springs Darwin  
 Newtown Coober  
 Brisbane Great  
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# production

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 Simpson Ulur  
 Park Auburn

## LOCATIONS GUIDE MEDIA KIT



# IF LOCATIONS GUIDE

Government News' sister publication **INSIDE FILM** is launching the **IF Locations Guide**. The aim of the guide is to assist local authorities to partner with the screen sector both domestically and abroad to attract productions to the regions they represent.

1-56



## WHO IS IF?

**INSIDE FILM** is Australia's largest and most trusted screen brand. Its suite of products include a leading screen magazine and production directory, websites, subscription newsletters, an app and numerous social media assets.

What distinguishes **IF** from other screen brands is its exceptional access to the most powerful and influential people and organisations. It showcases emerging talent, production locations and flags projects for investment. **IF** is about collaboration and driving business outcomes.



## WHAT ARE THE BENEFITS OF BEING INVOLVED?

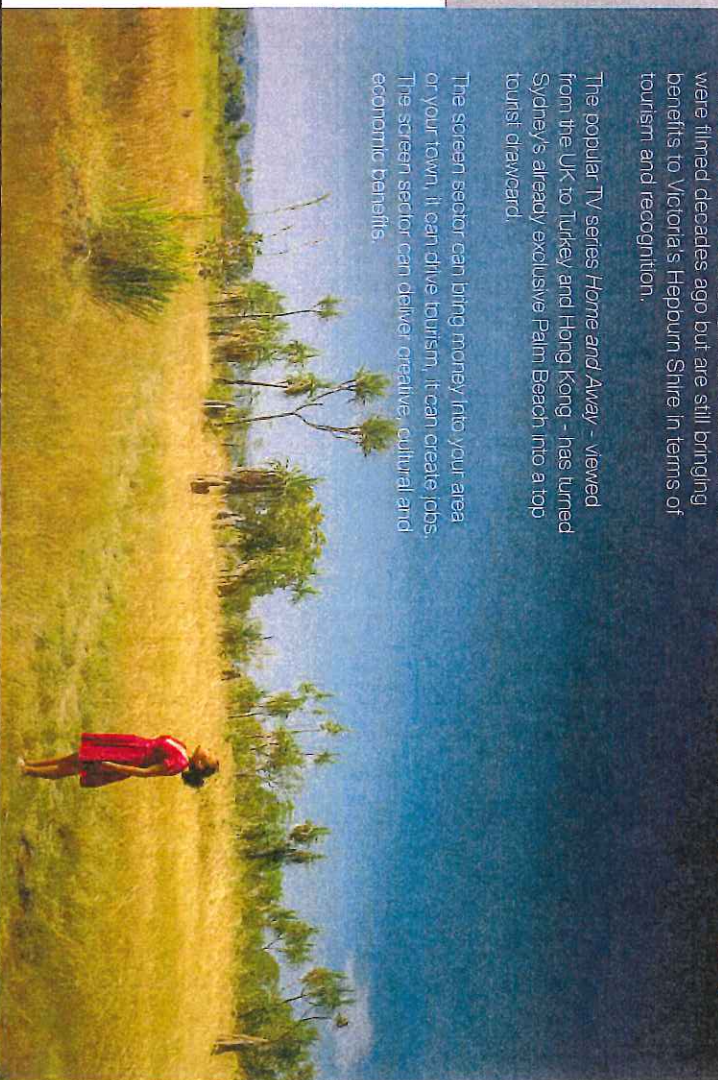
Many metropolitan and regional centres are already enjoying the benefits of embracing the film and TV industry which brings money, jobs, tourists and cultural capital.

Films like *Picnic at Hanging Rock* and *Mad Max* were filmed decades ago but are still bringing benefits to Victoria's Hepburn Shire in terms of tourism and recognition.

The popular TV series *Home and Away* - viewed from the UK to Turkey and Hong Kong - has turned Sydney's already exclusive Palm Beach into a top tourist drawcard.

The screen sector can bring money into your area or your town. It can drive tourism, it can create jobs. The screen sector can deliver creative, cultural and economic benefits.

TOP END WEDDING IS THE FIRST EVER FILM TO BE SHOT IN THE TIVOLI ISLANDS.



# SCREEN CONTENT DRIVES TOURISM

About 250,000 tourists visit or extend their stay in Australia each year as a result of viewing Australian content and it drives around \$725 million in international tourism spend each year.

*Home and Away* didn't just help launch Chris Hemsworth's career, but turned him into a global ambassador for Tourism Australia.

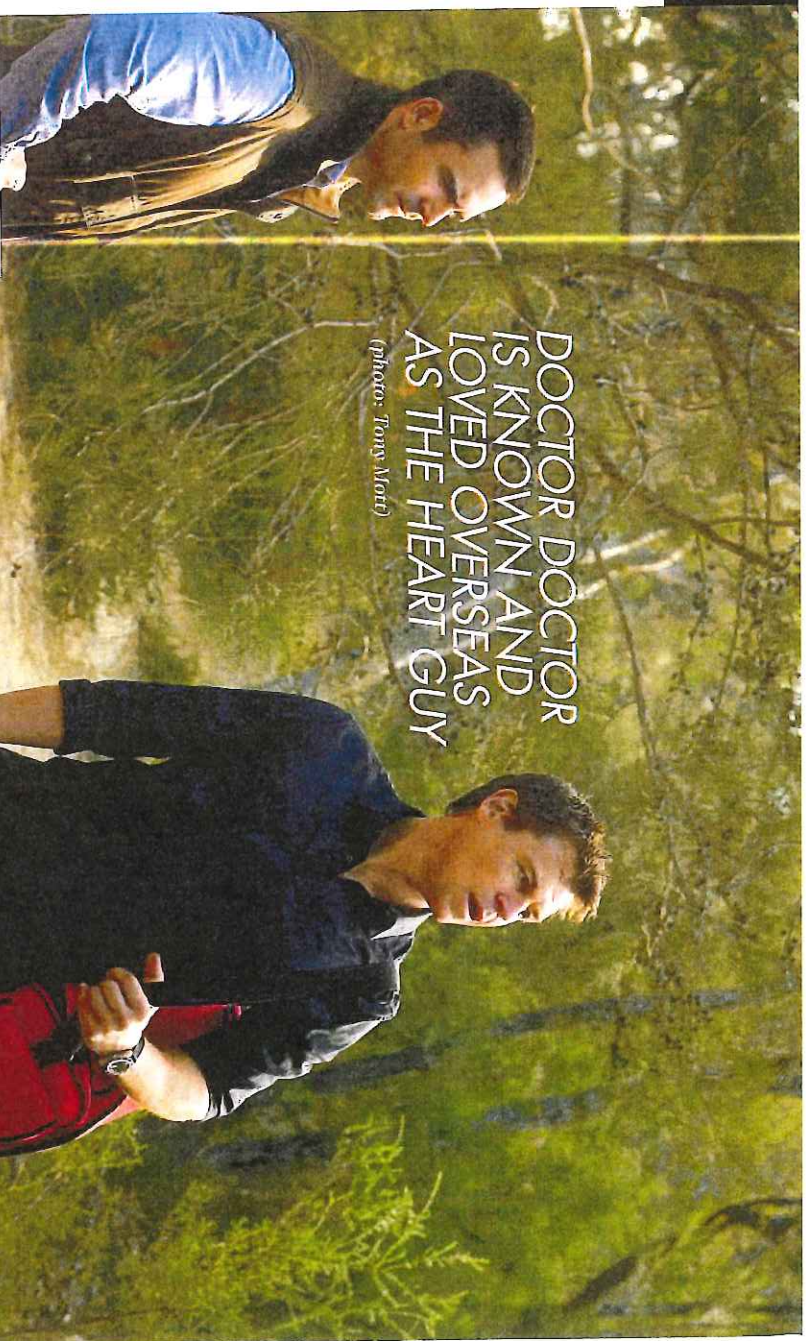
## ECONOMIC BENEFITS

Screen productions don't just bring tourists. According to the non-profit Screenworks, which works with councils and businesses to attract new productions to regional areas, screen production has spent \$7.4 million in the NSW Northern Rivers region over the last five years.

In Victoria, the adaptation of the Jan Harper novel *The Dry*, starring Eric Bana, filmed across 17 country towns. It is anticipated to spend \$1.1 million in the region and employ 350 locals.

In Western Australia the filming of *Mystery Road* brought \$5.8 million to the community and in South Australia *Storm Boy* added \$5.7 million for the Fleurieu Peninsula. *Sweet Country* spent \$1 million in regional parts of NT, around \$200,000 of which went to Indigenous businesses.

Jobs are another benefit. According to Screenworks, an average of 317 film practitioners were employed per year in regional productions in the last five years in the NSW Northern Rivers.



DOCTOR DOCTOR IS KNOWN AND LOVED OVERSEAS AS THE HEART GUY

(Photo: Tony Watt)



THE AUSTRALIAN ROM-COM TOP END WEDDING FEATURES AN INDIGENOUS CAST.



## RALLYING COMMUNITIES

*Top End Wedding* didn't just create more than 440 jobs for the local community but was the catalyst for a shift in the Northern Territory narrative.

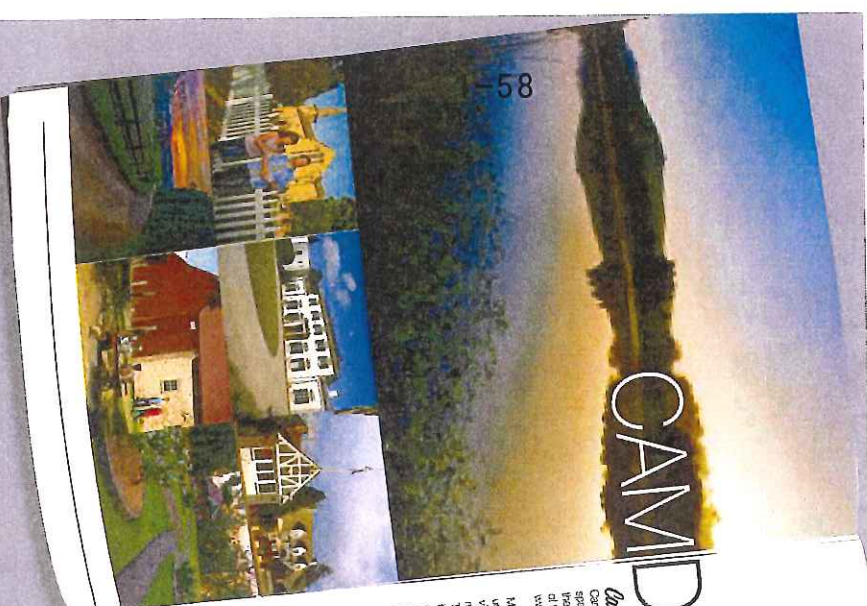
*Gods of Wheat Street*, filmed in the NSW Northern Rivers and featuring an Indigenous cast focused on a modern Indigenous family. The production employed 270 locals and injected \$2.5 million into the area, but it also helped fuel pride and connections, especially amongst the Aboriginal communities in the region.

# WHAT IS THE OFFERING?

The aim of the guide is to assist local authorities to partner with the screen sector and to attract productions to the regions they represent. Each participating council will receive the following:

## 1. PRINTED LOCATION GUIDE

1 x Double page spread (images on R-HS and location data on LHS)  
Council copies (Each council will receive 50 copies)  
IF will distribute 2500 copies to producers and location scouts



# CAMDEN

58

### Camden

Camden is home to a number of spectacular locations that provide the perfect backdrop for a variety of filming projects.

www.camden-council.gov.uk

Much of Camden comprises historic buildings, streets and parks that reflect its rich heritage and atmosphere.

The town atmosphere and heritage of Camden forms an excellent backdrop for an education film and heritage documentary. We offer a range of services including location scouting, location management, and location insurance.

The town is the central focus of a number of films and TV series. In 2000, Camden was named as the most beautiful town in the UK. Camden is a beautiful town with a rich history and a vibrant atmosphere.



Camden is home to a number of spectacular locations that provide the perfect backdrop for a variety of filming projects.

### Camden Council

will work with you to give the perfect location for your project.

### Contact to discuss

Camden Council is a historic town and is a beautiful location for your project. Contact us for more information.

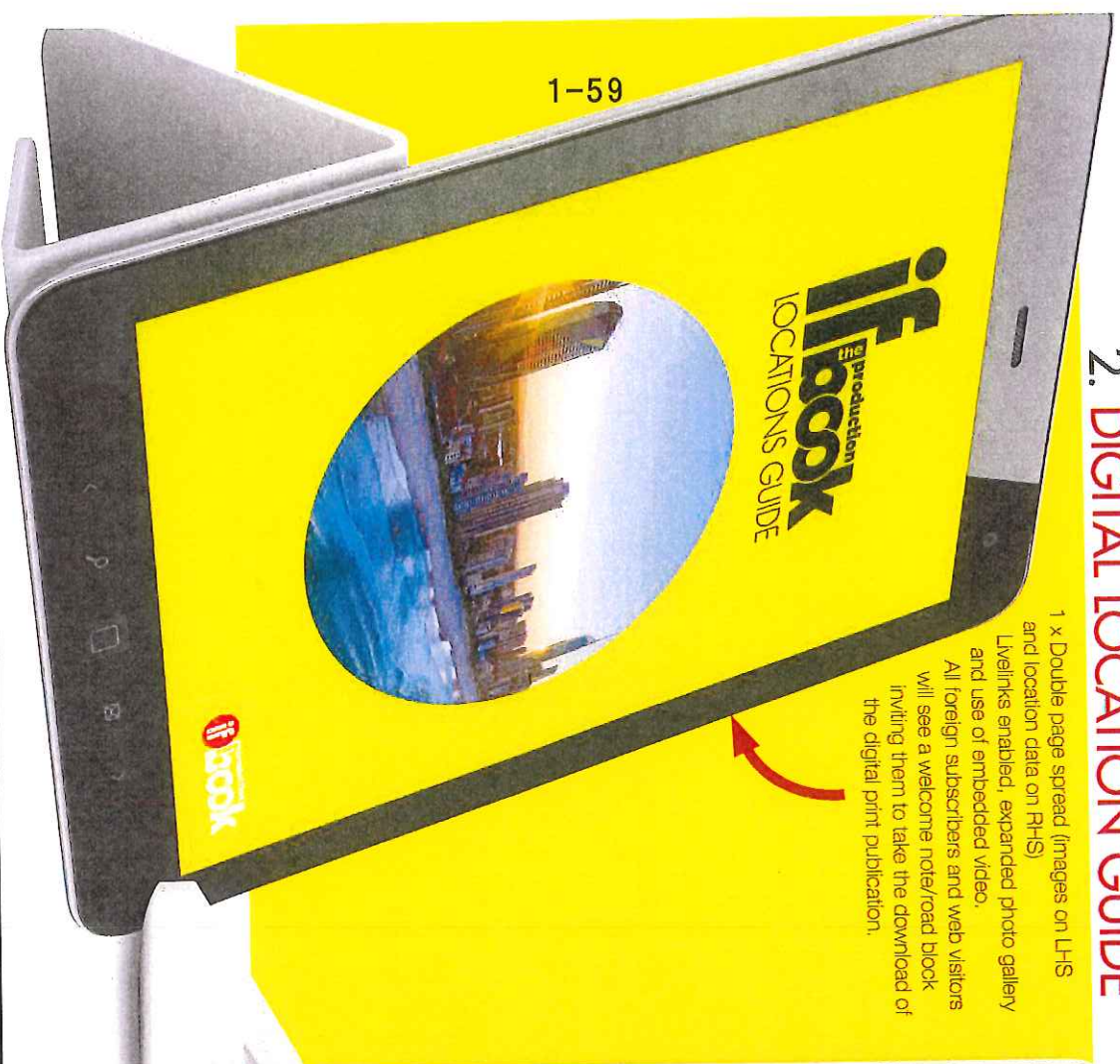
Camden is a beautiful town with a rich history and a vibrant atmosphere. The town is the central focus of a number of films and TV series. In 2000, Camden was named as the most beautiful town in the UK. Camden is a beautiful town with a rich history and a vibrant atmosphere.



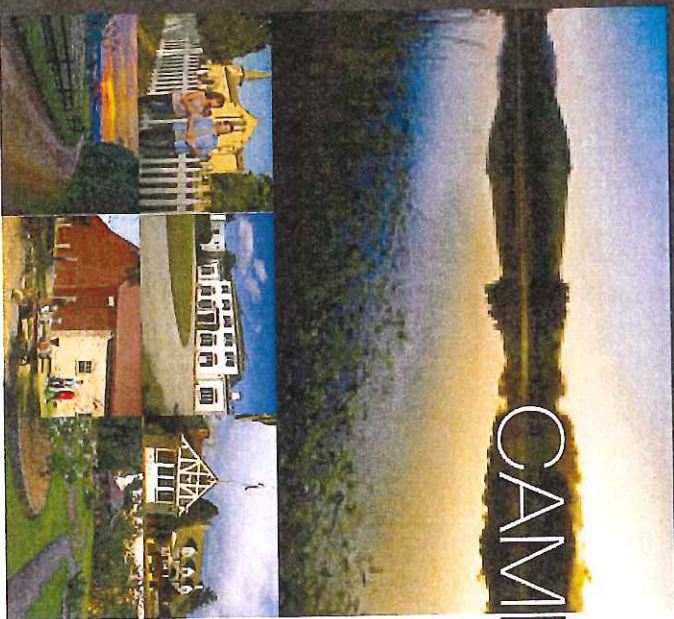
## 2. DIGITAL LOCATION GUIDE

1 x Double page spread (images on LHS and location data on RHS)  
Livelinks enabled, expanded photo gallery and use of embedded video.

All foreign subscribers and web visitors will see a welcome note/road block inviting them to take the download of the digital print publication.



1-59



# CAMDEN

**Camden**  
Camden is home to a number of spectacular locations that provide the perfect backdrop for a variety of your production needs.  
[www.visitcamden.com.au](http://www.visitcamden.com.au)

Much of Camden's unique character and charm is reflected in its unique landscapes, vistas and views. The city's architecture and heritage are well preserved and evidence of Camden town's rich history. The city's architecture and heritage are well preserved and evidence of Camden town's rich history.

The Australian Botanic Garden, Mount Ament is Australia's largest botanical garden with more than 2000 species of native plants and flowers. The garden is a beautiful display of nature's beauty and features a variety of different gardens, including water gardens, grasslands, and much more.

The town is the actual heart of a region that enjoys a unique place in Australia's history. Begun by John and Elizabeth Macarthur, Camden Valley Park, built in the early 1800s originally as a mix



Camden is a setting that offers a unique backdrop for your production needs. The city's architecture and heritage are well preserved and evidence of Camden town's rich history.

**Camden Council is your partner and will make sure you get the perfect backdrop for your project.**

Camden Council is your partner and will make sure you get the perfect backdrop for your project.

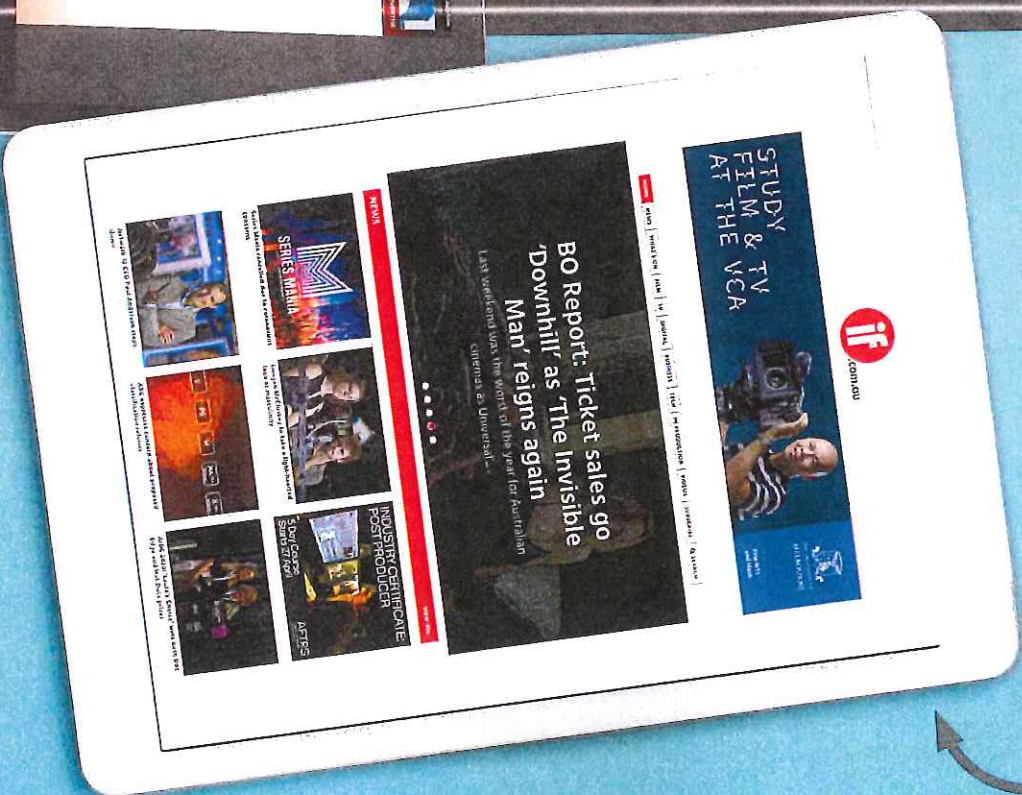
### 3. 1 X LOCATION LISTING

In the IF Production book for 12 months



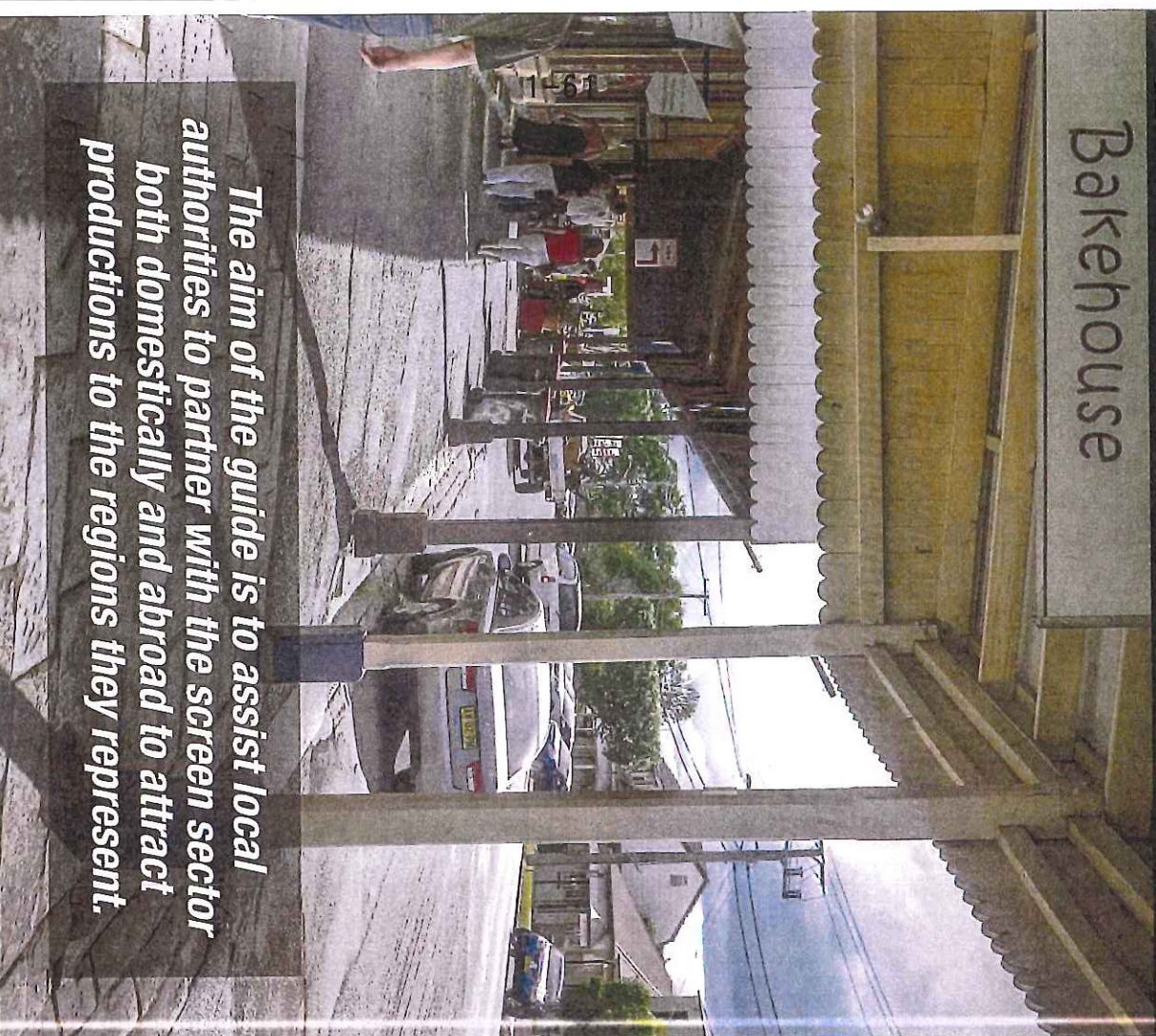
### 4. 1 X LISTING ON IF.COM.AU

IF will feature one location a week on both our website and newsletter. If.com.au has broad reach to both Australian and international producers





# Bakehouse



*The aim of the guide is to assist local authorities to partner with the screen sector both domestically and abroad to attract productions to the regions they represent.*

## WHAT INFORMATION IS REQUIRED TO CREATE A LOCATION LISTING?

Please answer the following questions:

- What landscapes you can offer filmmakers within your council area e.g. urban, desert, industrial, rainforest, coastal, etc?
- Do you offer notable landmarks or unique architecture?
- What facilities and infrastructure are in your council area that filmmakers could utilise?
- What film friendly policies do you have in place?
- What productions – for film, television or online – have shot in your local area previously?
- Do you offer any incentives or support to encourage screen production?
- What is your council's proximity to transport hubs such as airports, freeways?
- What accommodation options do you offer?

### Contact details:

Please attach any high-resolution photographs of notable locations you would like to highlight. Include video footage if available.

To display and attract production domestically and abroad for your region  
**Investment \$3000 plus gst**

To take advantage of screen opportunities send your locations data and supporting images to  
**Cameron Boon**

**Cameron Boon**  
National Sales Manager  
cboon@intermedia.com.au  
Tel: 61 2 85866171  
Mob (0)416205965

**About the IF Group:**  
Since 1990 The IF Production Book has provided domestic and global screen production industries with unparalleled production resources, news, production reports, locations and contacts in print, online, via social media and through other assets such as if.com.au. The platform is used by hundreds of thousands of industry professionals annually responsible for screen productions and location scouting, domestically and from around the world.

Gov 12



P.O. Box 118 Perth Tasmania 7300  
Email: [contactus@nmba.asn.au](mailto:contactus@nmba.asn.au)

8 May 2020

Des Jennings  
General Manager  
Northern Midlands Council  
Smith Street  
LONGFORD TASMANIA 7301

Dear Des,

This letter is to provide the first of three reports to Northern Midlands Council on NMBA fulfillment of the Consultancy Agreement signed on 7 April 2020, to support local businesses relating to the Coronavirus.

Activities to provide this support to today's date, are:

1/ Produce and distribute four separate electronic information bulletins received by more than 600 businesses, on:

- "Northern Midlands information on government support and stimulus packages"
- "Updated Northern Midlands business access for Covid-19 support and stimulus packages"
- "Buy Local, safety and updated support programs"
- "Guide to preparing for business recovery"

2/ Participation and written submissions representing Northern Midlands on the weekly Tasmanian Chamber Alliance teleconferences

3/ Participation and written submissions to the Minister and Advisors on the fortnightly Ministerial Coronavirus business support teleworkshops

4/ Submission of a proposal, adopted by the Tasmanian government, for a specific regional business support fund

5/ Collating and distributing wide-ranging information, policies and updates from Local, State, and Federal Government, received on a continual basis

6/ Referring local businesses to the specific information or support resources they need to address their particular needs and issues

7/ Setup and coordinate NMBA Board of Management remote operation and Board meetings via videoconferencing

8/ Establishing and supporting the Northern Midlands Courier 'call a local' series of newspaper features

9/ Meetings and written proposal relating to NMC digital online business support initiative

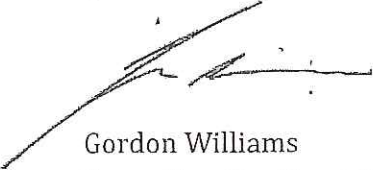
10/ Input to community support and homeless strategy

11/ Input to Brand Tasmania 'buy something Tasmanian' initiative

12/ Participation in Sustainable Economic Growth in Regional Australia (SEGRA) teleconferences on Covid-19 business support strategy

The Northern Midlands Business Association again thanks Northern Midlands Council for this additional support during the Coronavirus period.

Yours sincerely



Gordon Williams  
Executive, Northern Midlands Business Association

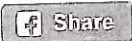


(<http://www.tas.gov.au>)

Search site

Search

**Peter Gutwein**  
Premier of Tasmania



10 May 2020

Sarah Courtney, Minister for Small Business, Hospitality and Events

## Support for our Regional Chambers of Commerce

The Tasmanian Government recognises the profound social and economic impact that the COVID-19 pandemic has had on our small business community, especially in our rural and regional areas.

This is why I am pleased to announce that the Tasmanian Government has allocated a \$100,000 support package for regional Chambers of Commerce, ensuring that they can continue to provide vital support services to Tasmania's many regional businesses.

With the application period closing last week, grants of more than \$8,300 will be provided to 12 regional Chambers of Commerce.

These funds will support activities and services identified by each of the Chambers as essential to their region and includes administration support, localised marketing campaigns, enhanced social media promotion, digital video conferencing and the development of regional recovery action plans.

This support is in addition to the broader Tasmanian Government's Stimulus Package, which has already supported more than 14 500 businesses through the Small Business Emergency Support and Hardship, and Business Continuity Grants, with more than \$38 million of payments made to Tasmanian businesses to date, from a total support package of \$60 million.

While these grant programs have now closed to new applicants, any small business suffering hardship is encouraged to contact Business Tasmania on 1800 440 026 (tel:1800%20440%20026) or [www.business.tas.gov.au](http://www.business.tas.gov.au) (<https://aus01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.business.tas.gov.au%2F&data=02%7C01%7Ckaren.rees%40stategrowth.tas.gov.au%7Cbce21060672347ff94e108d7f2ed238a%7C64ebab8accf44b5ca2d32b4e972d96b2%7C0%7C0%7C637244972624997014&sdata=jCWnu1L6WezgbBylC35cMDQl67rhCC321QvXAayQ%2BEg%3D&reserved=0>) for information and advice on other assistance available, such as the Business Support Loan Scheme, how to access Free Business Advice through one of the Enterprise Centres, or referrals to digital coaches to assist managing businesses online.

## 1-65

We know that now, more than ever, regional and rural businesses are relying on the support and advice offered by their local chambers. This is why the Government will continue to engage with these organisations so they can assist with business outreach in relation to the industry COVID-19 Safety Plans and Guidelines that will allow businesses to re-open in accordance with our Roadmap to Recovery over the coming weeks and months.

**List of Regional Chamber Grant Recipients:**

Break O'Day Chamber of Commerce

Business NorthWest (<https://aus01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.bcci.net.au%2F&data=02%7C01%7Ckaren.rees%40stategrowth.tas.gov.au%7C7f1a5749e3f94c42272608d7d5335fba%7C64ebab8accf44b5ca2d32b4e972d96b2%7C0%7C0%7C637212288946668396&sdata=MgWQeC01AL2mjGycd3vSS4WKPKmgKZM59TBoFY7E%2F7o%3D&reserved=0>) (Burnie)

Central Coast Chamber of Commerce (<https://aus01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.centralcoastcci.com%2F&data=02%7C01%7Ckaren.rees%40stategrowth.tas.gov.au%7C7f1a5749e3f94c42272608d7d5335fba%7C64ebab8accf44b5ca2d32b4e972d96b2%7C0%7C0%7C637212288946678393&sdata=rKDOOrATwwm7ZJch6XLPk5Lf1CtkjTOy%2FegQIUlqbaU%3D&reserved=0>)

Devonport Chamber of Commerce (<https://aus01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.dcci.org.au%2F&data=02%7C01%7Ckaren.rees%40stategrowth.tas.gov.au%7C7f1a5749e3f94c42272608d7d5335fba%7C64ebab8accf44b5ca2d32b4e972d96b2%7C0%7C0%7C637212288946678393&sdata=LDT4mA2IOjaRK%2BaKpJf%2F4E2aKDxbLcPGbaieL56VmTk%3D&reserved=0>)

George Town Chamber of Commerce (<https://aus01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.georgetownchamber.com.au%2F&data=02%7C01%7Ckaren.rees%40stategrowth.tas.gov.au%7C7f1a5749e3f94c42272608d7d5335fba%7C64ebab8accf44b5ca2d32b4e972d96b2%7C0%7C0%7C637212288946688383&sdata=fmY4MDNRKkzeqQ951gjExVxdHN6nI2WNWlwjjqUs8IU%3D&reserved=0>)

King Island Chamber of Commerce (<https://aus01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.kingisland.net.au%2Fchamber-of-commerce&data=02%7C01%7Ckaren.rees%40stategrowth.tas.gov.au%7C7f1a5749e3f94c42272608d7d5335fba%7C64ebab8accf44b5ca2d32b4e972d96b2%7C0%7C0%7C637212288946688383&sdata=dX1njPWTto43Cn42NvswQhzRG6v%2BclvjNro0UdoK31no%3D&reserved=0>)

Northern Midlands Business Association (<https://aus01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.nmba.asn.au%2F&data=02%7C01%7Ckaren.rees%40stategrowth.tas.gov.au%7C7f1a5749e3f94c42272608d7d5335fba%7C64ebab8accf44b5ca2d32b4e972d96b2%7C0%7C0%7C637212288946698383&sdata=qOeOiwimvikPal6tBc0TGNdFns4byUTBB0h0ek0jP7U%3D&reserved=0>)

Business Council of Sorell (<https://aus01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.facebook.com%2Fpages%2FBusiness-Council-of-Sorell%2F853381288055562&data=02%7C01%7Ckaren.rees%40stategrowth.tas.gov.au%7C7f1a5749e3f94c42272608d7d5335fba%7C64ebab8accf44b5ca2d32b4e972d96b2%7C0%7C0%7C637212288946698383&sdata=qOeOiwimvikPal6tBc0TGNdFns4byUTBB0h0ek0jP7U%3D&reserved=0>)

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7C637212288946708372&sdata=OvfNAXuBGgFTTYejTD4tRTue%2F0rt5RrMc5gT7zKHynw%  
3D&reserved=0)

Flinders Island Tourism & Business Inc

North East Tasmania Chamber of Commerce (Scottsdale)

Stanley Chamber of Commerce

Orford & Triabunna Chamber of Commerce

**More Media Releases from Sarah Courtney (/media\_release\_search?  
queries\_member\_query=227478)**

## Latest releases

Resumption of BreastScreen Tasmania screening services

([http://www.premier.tas.gov.au/releases/resumption\\_of\\_breastscreen\\_tasmania\\_screening\\_services](http://www.premier.tas.gov.au/releases/resumption_of_breastscreen_tasmania_screening_services))

Support for our Regional Chambers of Commerce

([http://www.premier.tas.gov.au/releases/support\\_for\\_our\\_regional\\_chambers\\_of\\_commerce](http://www.premier.tas.gov.au/releases/support_for_our_regional_chambers_of_commerce))

Supporting Tasmanian exporters prepare for post-COVID trade

([http://www.premier.tas.gov.au/releases/supporting\\_tasmanian\\_exporters\\_prepare\\_for\\_post-covid\\_trade](http://www.premier.tas.gov.au/releases/supporting_tasmanian_exporters_prepare_for_post-covid_trade))

Work begins on Dove Lake viewing shelter

([http://www.premier.tas.gov.au/releases/work\\_begins\\_on\\_dove\\_lake\\_viewing\\_shelter](http://www.premier.tas.gov.au/releases/work_begins_on_dove_lake_viewing_shelter))

COVID-19 Stories Project ([http://www.premier.tas.gov.au/releases/covid-19\\_stories\\_project](http://www.premier.tas.gov.au/releases/covid-19_stories_project))

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**Tasmanian  
Government**

(<http://www.tas.gov.au>)



**NORTHERN MIDLANDS COUNCIL  
MINUTES – ORDINARY MEETING  
10 DECEMBER 2018**

Gov 13

**361/18 MUNICIPAL SWIMMING POOLS**

*Responsible Officer:* Des Jennings, General Manager  
*Report prepared by:* Des Jennings, General Manager

**1 PURPOSE OF REPORT**

To present to Council information on the operation and future development costs associated with the municipal swimming pools at Cressy, Campbell Town and Ross.

**2 INTRODUCTION/BACKGROUND**

Council is committed to promoting the health and well-being of Northern Midlands residents by ensuring the provision of sport and recreation facilities and programs/activities that enable residents to participate in physical activity. The swimming pools and recreation grounds across the municipality are an integral component of the sport and recreation infrastructure of the Northern Midlands, serving as the towns' main sport and recreation precincts.

Council has completed the development of master plans for the Cressy and Ross swimming pools and recreation grounds to enable Council to gain a clear understanding of what the current user groups require for their sporting activities, and to identify solutions for the future that can be integrated and consolidated within the facilities and the existing infrastructure.

Loop Architecture (LOOP) was engaged by Council to undertake analysis of the existing facilities at the Cressy and Ross swimming pools with specific reference to identification of deficiencies and opportunities for improvement. LOOP also engaged Lange Design to assist with broad-brush Landscape assessment in addition to Core Construction Management to provide an overall opinion of probable costs for the recommended outcomes identified.

**2.1 Cressy Swimming Pool**

The Cressy Pool is located upon Main Street, which runs through the town centre and is within close proximity to the Bowls Club and Recreation Ground. The current facilities consist of a 25m pool, toddlers' pool, electric BBQ, shade area, contemporary changerooms (circa 2010) and kiosk.

Current use of the existing facilities is seasonal (Late November through to March) and generally consists of local patronage and school groups in addition to swimming club, lessons, program and private functions.

**2.2 Ross Swimming Pool**

The existing Ross Pool is located within close proximity to the town centre and is reasonably accessible from Bridge and Church Streets. The current facilities were originally constructed by the residents of the Ross Municipality in conjunction with the Council of that time. It was subsequently opened in 1962.

Current use of the existing facilities is seasonal (December through to March) and generally consists of local patronage with some additional visitors attending from the local caravan park.

**2.3 Campbell Town Swimming Pool**

The Campbell Town Pool is located on High Street, which runs through the town centre and is located within the Campbell Town Recreation Ground precinct. The pool is heated by heat pumps, the current facilities consist of a 25m pool, toddlers' pool, shade area, contemporary changerooms and kiosk.



# NORTHERN MIDLANDS COUNCIL MINUTES – ORDINARY MEETING 10 DECEMBER 2018

Current use of the existing facilities is seasonal (Late November through to March) and generally consists of local patronage and school groups in addition to swimming club, lessons, program and private functions.

## 3 STRATEGIC PLAN 2017-2027

The Strategic Plan 2017-2027 provides the guidelines within which Council operates.

- Lead –
  - Leaders with Impact  
Core Strategies:
    - ◆ Communicate – Connect with the community
    - ◆ Lead – Councillors represent honestly with integrity
    - ◆ Manage – Management is efficient and responsive
  - Money Matters  
Core Strategies:
    - ◆ Budgets are responsible yet innovative
    - ◆ Improve community assets responsibly and sustainably
  - Best Business Practice & Compliance  
Core Strategies:
    - ◆ Council complies with all Government legislation
- Progress –
  - Strategic Project Delivery – Build Capacity for a Healthy Wealthy Future  
Core Strategies:
    - ◆ Strategic, sustainable, infrastructure is progressive
- People –
  - Sense of Place – Sustain, Protect, Progress  
Core Strategies:
    - ◆ Public assets meet future lifestyle challenges
  - Lifestyle – Strong, Vibrant, Safe and Connected Communities  
Core Strategies:
    - ◆ Living well – Valued lifestyles in vibrant, eclectic towns
    - ◆ Participate – Communities engage in future planning
    - ◆ Connect – Improve sense of community ownership
    - ◆ Caring, Healthy, Safe Communities – Awareness, education & service

## 4 POLICY IMPLICATIONS

The swimming pools are community pools and were mostly built with community funding.

## 5 STATUTORY REQUIREMENTS

### 5.1 Employment

- *Fair Work Act 2009*
- *Northern Midlands Council Enterprise Agreement 2016-2019*

### 5.2 Work Health and Safety

- *Work Health and Safety Act 2012*
- *Work Health and Safety Regulations 2012*
- *Australian Standard AS1926.1 - Safety Barriers for Swimming Pools*

### 5.3 Planning & Building

- **Cressy**
  - **Planning** - Sport and recreation is permitted in the zone, a Permitted Planning Permit would b





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required. Depending on the final design and layout a discretionary permit may need to be applied for in place of the Permitted Permit.

- **Ross**
  - **Planning** – Discretionary Planning Permit would be required due to its location in a heritage precinct, but not limited to as other factors may bring discretion to the application.
- **Building & Plumbing** – Both Cressy and Ross pools would require Building permits. Ross pool would also need a Plumbing Permit due to the Amenities/Kiosk proposed upgrade.

## 6 FINANCIAL IMPLICATIONS

Actual operating costs in 2017/2018 totalled \$121,443.92, as follows:

	<i>Council funded:</i>	<i>Committee funded:</i>
• Campbell Town	\$39,955.85	\$4,229.08
• Cressy	\$41,756.50	\$5,467.80
• Ross	\$25,838.92	\$4,195.77

Budget and actual operating costs to date in 2018/2019:

	<i>Operating costs:</i>	<i>Capital:</i>	
• Campbell Town	\$46,839		
• Cressy	\$50,128	\$40,000	Solar blanket
		\$100,000	State Grant for improvements to kiosk, playground, etc
• Ross	\$32,431	\$22,000	Chlorination system

Costs associated with future improvements to Cressy and Ross swimming pools:

Cressy swimming pool master plan costs:

Water treatment	\$ 27,600	Complete
Entry signage	\$ 12,420	
Resurface existing carpark	\$ 55,062	
Pool surrounds	\$ 270,480	
New entry	\$ 96,600	
Shade structures	\$ 129,720	
Sun deck	\$ 29,808	
Playground	\$ 32,154	
Internal screen	\$ 12,420	
Bus shelter	\$ 13,800	
Design fees allowance	\$ 68,000	
<b>Total</b>	<b>\$ 748,064</b>	
Completed works	\$ (27,600)	
	<b>\$ 720,464</b>	

Ross:

Playground	\$ 117,300	
Water Treatment	\$ 27,600	Complete
Entry signage	\$ 12,420	
Extend existing carpark	\$ 6,624	
New Parking	\$ 62,100	
Amenities	\$ 426,365	
Pool surrounds	\$ 162,840	



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Kiosk	\$ 44,160
New entry	\$ 29,946
Shade structures	\$ 27,600
Paddlers pool	\$ 17,250
Design fees allowance	\$ 95,000
<b>Total</b>	<b>\$ 1,029,205</b>
Completed works	\$ (27,600)
	<b>\$ 1,001,605</b>

## 7 RISK ISSUES

The risks associated with the pools are:

- Cost associated with the future upgrade of each facility and the funding of same, source from general revenue or grants.
- The pools will continue to operate at a loss and without the substantial support of local volunteers the cost would be significantly increased.
- The reports prepared for both the Cressy and Ross pools have identified the need for significant improvements and a number relate to long-term Work Health and Safety matters that would need to be attended to if any major structural changes were made.
- Upgrade of only certain items of the proposed improvements for each pool could trigger other areas of work to be done in conjunction to comply with the National Construction Code. The two main areas are pool fencing and access and mobility standards.
- Community reaction to any major closure due to financial sustainability.

## 8 CONSULTATION WITH STATE GOVERNMENT

N/a.

## 9 COMMUNITY CONSULTATION

The community were consulted when preparing the master plan for each site. Any additional future action may be put out for community comment.

## 10 OPTIONS FOR COUNCIL TO CONSIDER

- i) Review the long-term plan and Council's capacity to fully fund the recommended improvements to the pools.
- ii) Assess the viability of continuing with all pools.
- iii) Consideration to be given to closing one pool and maintaining two, improving the viability of the remaining two. It is recognised that the pools are a social service and would continue to cost more than they generate in income.

## 11 OFFICER'S COMMENTS/CONCLUSION

The monies to be utilised to raise these facilities to the standard of amenity required is significant as identified in the financial detail.

Council has the responsibility to be fair and equitable with the expenditure of funds, supporting social and economic benefit for the community.



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The swimming pools like all community infrastructure must recognise the dynamic and changing nature of communities.

The actual pool attendance numbers for the Ross swimming pool show low utilisation of this facility (data attached).

The municipality has three swimming pools, the Ross and Campbell Town facilities are in close proximity with the Cressy swimming pool located in the small community near Longford. It is understood that, over a number of years, the questions have been asked about the possibility of building a pool in Longford. Council's position has been that a pool exists at Cressy within a short commute from Longford and the viability of building and operating a new pool is significant.

Direction is sought in the matter of the funding of the improvement to the Cressy and Ross pools and the viability of providing the three pools within the municipality long-term.

## 12 ATTACHMENTS

- 12.1 Cressy Swimming Pool Master Plan
- 12.2 Cressy Swimming Pool Master Plan Report
- 12.3 Ross Swimming Pool Master Plan
- 12.4 Ross Swimming Pool Master Plan Report
- 12.5 Ross Swimming Pool visitation data

## RECOMMENDATION

That Council's management identify the funding options to improve the amenity of the Cressy and Ross Swimming Pools on a fair and equitable basis to meet community needs and support the optimal use of facilities exploring the following options:

- i) the retention of all three swimming pools;
- ii) the closure of the Ross swimming pool;
- iii) the upgrade of the remaining two pools to meet community needs and support the optimal use of facilities.

## DECISION

Cr Goninon/

That Council's management identify the funding options to improve the amenity of the Cressy and Ross Swimming Pools on a fair and equitable basis to meet community needs and support the optimal use of facilities exploring the following options:

- i) the closure of the Ross swimming pool;
- ii) the upgrade of the remaining two pools to meet community needs and support the optimal use of facilities.

The motion lapsed for want of a seconder

Cr Goninon/Cr Calvert

That the matter be discussed.

Carried unanimously

Cr Polley/Cr Adams

That a decision be deferred subject to further information being available.

Carried unanimously