

LATE ITEM

Conte	ent	Page No
OFFICI	ERS REPORTS	
4.	Additional Executive Services (Community Assets September) Report	2

Community Services and Planning Committee - 14 October Gwydir Shire 2021 Council

Item 1 Additional Executive Services (Community Assets

September) Report

FILE REFERENCE 21/25614

DELIVERY PROGRAM

GOAL: 5. Organisational Management

OUTCOME: 5.1 CORPORATE MANAGEMENT

STRATEGY: 5.1.3 Administrative functions - GM - internal

AUTHOR General Manager

STAFF DISCLOSURE OF INTEREST NII

IN BRIEF/ SUMMARY RECOMMENDATION

This report is for reception.

TABLED ITEMS Nil

BACKGROUND

Council's Community Assets department welcomes the addition of the following areas due to an organisational restructure:

- Gwydir Learning Region
- The Living Classroom
- Gwydir Career Start Program
- Communication, Marketing and Social Media
- Economic Development
- Attract, Connect, Stay Program.

The department looks forward to working together as a new team.

Council welcomes back Georgia Standerwick from maternity leave. She will be working Tuesdays and Thursdays from the Bingara Library. Also at the Library is Kim Miller, the Editor of the Gwydir News.

The Community Assets Manager and Officer have relocated to upstairs at The Roxy. Thank you to Council's outdoor staff who assisted with this move.

COMMENT

Caravan Parks

The Bingara and Warialda caravan parks reopened to the public on Saturday 11 September. Both parks have experienced a steady flow of visitors ever since.

Visitors are again required to complete a COVID Health Declaration form prior to entry into the parks.

A faulty electricity meter box has been replaced at the Bingara Caravan Park.

Swimming Pools

Both pools have been supplied with new First Aid kits to start the new swimming season.

The lessees prepared the pools and grounds over the month of September. Both centres opened on the October long weekend. Blankets are being placed on the pools each evening to ensure the optimum water temperature. In addition, the Warialda pool solar heating system is being used every day. The heating pumps at the Bingara pool were installed during the construction of the 25-metre pool but will not be functional until the electricity supply to the site is upgraded. This upgrade will occur in the 2022 off season and is being externally funded.

The garden beds have been replanted out the front of the Bingara pool following the construction of the new footpath. The foyer area has been tiled to mitigate an identified slip hazard.

A new chlorine dosing pump was purchased and installed at the Warialda pool.

Cranky Rock

Cranky Rock reopened to the public on Saturday 11 September.

A new First Aid kit has been purchased and installed at Cranky Rock Reserve.

Month	Powered sites	Unpowered sites	Total
July 2021	76	16	92
August 2021	55	18	73
September 2021	58	24	82

Gwydir Libraries

Both libraries reopened to the public after lockdown the week commencing 13 September. The libraries were closed in the afternoons to conduct after school programs as per recommendations from State Library regarding COVID Safety Plans.

The Warialda Library had new flooring laid at its entrance on September 28. The service was partially closed to allow for these works, to overcome this disruption activities were held in the outdoor area, and people used the Click and Collect service. Staff also took advantage of the opportunity and redesigned the layout of the library to increase the aesthetics of the space. The new vinyl space at the front of the library will be used for children's craft

activities, food service, and as a gathering space for the Meet and Greet group.

Loans decreased due to the COVID lockdown, while e-resources and online assistance increased. Members contacted the Gwydir Shire branches seeking assistance with library and NSW government online services.

Members renewed and reserved items online in lockdown. These statistics are collated not per the branch but as a service total. During lockdown, 254 items were renewed, and 1577 items were reserved.

Bingara Branch activities:

- Digital assistance Medicare Express App: assistance offered daily as per bookings to download the digital COVID Vaccination Certificate.
- After School programs, Storytime and Be Connected tutorials resumed.
- Library home deliveries and front door collection will continue to be offered for the foreseeable future as many residents are hesitant to visit.
- The branch hosted School Holiday programs Monday, Wednesday and Thursday of both weeks. The children enjoyed Sphero chariot racing hosted by library headquarters staff, movies on the big screen, Lego, and craft.
- To celebrate History Week ten tweens from the library visited the cemetery to research the older graves. History Week theme for 2021, 'From the Ground Up', has inspired members to research the early residents of Bingara during Book Club sessions each week throughout Term 4. A visit to the Historical Society for further research is planned.
- Be Connected and Tech Savvy Seniors' programs continue to be offered. More people are seeking assistance with their own devices and so a booking system now applies. A collaboration in 2022 between the Community College and libraries could be a possibility enabling over 50s to visit the library for ongoing support along with additional tutorials following their sessions at the Community College. The Community College have a dedicated teacher for sessions. Library staff will host e-resource sessions for participants in the coming term.
- Children celebrated the Reading Hour by selecting books to take home to read with their parents, participating in a reading circle and selecting books to borrow.
- The library and toy library After School programs continue to be successful. Year 2 students will migrant to the main library floor during the fourth week of term to join the older children in their program once a week. This allows the younger children time to adjust to 'library based' programs such as Book Club, Code Cracking and Scrapbooking.

Warialda Branch activities:

- After School programs resumed once lockdown ended. Activities were hosted outdoors due to the refurbishment of the library foyer.
- Staff began relocating items from the foyer area ready for the new flooring and minor changes to take place. Collection services were offered to all members.
- New vinyl flooring was laid on September 28.
- The branch closed from 2:00pm on September 23, 28, 29, 30, allowing staff to relocate the shelving back to its position, make changes where necessary and re-shelve the items. The branch is looking better with the flooring enhancing the entrance.
- Home deliveries and front door collection will continue to be offered for the foreseeable future as many residents are hesitant to visit.
- Crochet for Kid's Club will commence every Tuesday afternoon for children aged over eight.

Statistics	Bingara	Warialda	Gwydir
Door count	1219	340	
Loans	658	226	
New members	15	1	
E-resource users			58
Downloads			265
PC usage	154	22	
WIFI usage	320	98	
Programs	17	14	
Adult program	20	19	
Children program	157	32	
Home delivery	32	26	
Institution delivery	5	3	
Seniors Be Connected	3	4	
Online assistance	46	22	

Myall Creek

The amenities at Myall Creek Massacre Memorial site were opened on Saturday 11 September.

Vandalism occurred at the site sometime during the last lockdown period.

The Friends of Myall Creek Massacre Memorial Committee released a media release which can be found here: Media Release



The damage caused by vandalism in the amphitheater at the Myall Creek Memorial.

Property Management

A third person has declined the vacant Plunkett Street unit. Council is advertising this vacancy in the Gwydir News October edition.

The sale of the property, 123 High Street Warialda was settled on Monday 27 September.

Cleaning

The Records Repository in Warialda has been added to the regular cleaning schedule.

Cleaning staff members completed the postponed Working Safely at Heights course on 20 September.

The Bingara cleaning sites have been audited. The standard of cleaning continues to be high and feedback from staff positive.

Communication, Marketing and Social Media

Media and Communications

Gwydir News Review

The Media and Communications team are currently reviewing the Gwydir News to gain a better understanding of how much the publication is costing Council, and to identify ways of improving efficiencies.

Following on from this review, strategies were developed to further leverage the publication and maximise readership in both online and print formats to add value to this Council investment.

Key points:

- The cost of the October Gwydir News issue is \$1981.76 (including on costs). The cost of each month will vary slightly in accordance with advertising income.
- 818 copies are currently distributed in print and electronic format reaching 14% of the Shire population. With a number of new initiatives, it is expected that the Gwydir News can reach around 50% of the population.
- The Gwydir Newspaper in its original format was costing the Council around \$2115 per issue or \$101,523 per year.
- The Gwydir News is projected to cost Council approximately \$24,000 per year to provide this service.

The Gwydir News, in its current format, is a monthly publication circulated in print and digital formats, with a hard copy print run of 400. The current distribution is broken down as follows:

Distribution

Digital email list	390
Home delivered hard copy	200
Distributed throughout the community - VICs, Naroo, Touriandi,	50
Bingara and Warialda MPS, Warialda Family Medical Practice	
Digital copy accessed through the Gwydir Shire website	28
Leftover hard copies	150
Total copies distributed	818

Cost of Production (based on October issue)

Expense	Amount
Wages	\$2,250.49
Wages oncosts	\$1,080.23
Printing	\$981.82
Printing oncosts	\$78.55
Nifty's Courier Service	\$50.91
Courier oncosts	\$4.07
Telstra	\$15.69
Postage	\$368.00
Issue document reader per month	\$57.50
Stationery	\$22.50
In Design subscription	\$116.00
Total costs	\$3,862.91
Total oncosts	\$1,162.85
Total production costs	\$5,025.76
Total advertising income	\$3,044.00
Total issue cost per month less advertising income	\$1,981.76
Total issue cost per month less oncosts and income	\$1,362.91
Cost of production each month	\$818.76
Cost of production per annum	\$23,781.12

These **costs** are indicative of all future issues however, the advertising income can fluctuate. It must be noted that increased advertising income can affect the printing cost because in some cases an increase in advertising can lead to an increase in publication size. However, the advertising income more than covers the printing costs.

In the previous Gwydir News (paper) format, the publication was costing Council \$101,523 per year or \$2,115.00 per issue (42 issues per year).

The Gwydir News (paper) print run was 1000. Distribution was 84 subscribers – 9 of which were organisations such as State Library, Parliamentary Library etc, and another 9 Councillors. The remaining 992 hard copies were distributed throughout the Shire to news outlets and stores. It is unclear how many papers were excess to requirements. There were 23 email subscribers.

Proposed Changes

With the current distribution, the Gwydir News is currently reaching approximately 14% of the Gwydir Shire population. Over the next 6 months, it is hoped to increase readership to 50% of the population through the implementation of several initiatives as outlined below:

Electronic Distribution

Increases in online distribution will be achieved in two ways. The first initiative involves piggybacking already established newsletters as an attachment. By approaching external groups such as schools, community groups and organisations such as Upper Gwydir Landcare, the Gwydir News can utilise their pre-existing databases to increase readership.

The second initiative aims to increase subscription to the e-mailing list, and views of the digital newsletter via the Gwydir Shire Council website. This will be achieved through promotion of the publication via the Gwydir Shire Council Facebook pages, and through community Facebook forums such as Wazza – What's On, Bingara Noticeboard, Gravesend Community Group Incorporated, North Star - NSW. A call to action to 'subscribe' will be placed on these sites which will link to the website where readers can sign up to the Gwydir News via an online form. An example of the social media collateral is below.



Increasing subscribers to the emailing list will also create further opportunities for a fortnightly electronic only mini edition, and the possibility to send urgent alerts such as boiled water and emergency information. This flexibility creates added value for readers and is more enticing for advertising prospects, particularly government advertisers who favour a more frequent publication.

Advertising

In addition to the opportunities for revenue mentioned above, there may be further opportunities to secure advertising income by increasing the publication's web presence. By establishing a stand-alone Gwydir News website or housing it within the proposed Gwydir Tourism website, there is the possibility of attracting banner advertising from many of the regular government advertisers who are increasingly seeking electronic forms of advertising.

Currently, the Gwydir News advertising rates are conservatively priced, making it affordable for local businesses and community groups to advertise. The low rates also make it possible for the Gwydir News to attract these advertisers who tend to rely on free Facebook and social media advertising. The ad rates are below. Advertorial options are available by negotiation with the editor.

Option	Price (inc GST)
Small (bottom of page)	\$25.00
Medium (bottom of page)	\$50.00
Bottom banner (body)	\$75.00
Bottom banner (front page)	\$90.00
Quarter page	\$85.00
Half page	\$125.00
Full page	\$195.00
Trades and Services - single	\$50.00 per quarter
Trades and Services - double	\$80.00 per quarter

Sizes

Small – 5cm high x 6cm wide

Medium – 5cm high x 12cm wide

Bottom banner ad – 5cm high x 19cm wide

Eighth page – 7.5cm high x 9cm wide

Quarter page – 13cm high x 9cm wide

Half page – 13cm high x 19cm wide

Full page – 25cm high x 19cm wide

Increase in Print Readership

While there are many people who use social media and online platforms as a source of news and events, a large cross section of the community continues to rely on the Gwydir News for their information, and as a link to the wider community. Adding to this obstacle is the unfortunate reality that many people in the community cannot afford to pay the \$25 postage to receive a hard copy. Others remain unaware of the service. Sadly, many of the people who fall into this category are elderly, or amongst the most vulnerable and socially isolated sections of the community and are those most reliant on this news and information. The current roll out of the Gwydir News provides limited opportunities for these residents to access the publication.

It is proposed that by increasing and distributing through 'news stands' at key locations across the Shire, these sections of the community will have better access to the publication. Proposed locations include:

The Vicarage – North Star
The Wallaroo – Coolatai
The Croppa Creek Store – Croppa Creek
Warialda Pharmacy – Warialda
Warialda IGA – Warialda
Bingara Pharmacy – Bingara
Bingara IGA – Bingara
The Upper Horton Sports Club – Upper Horton
The Gravesend Store (when open) – Gravesend
The Gravesend Pub – Gravesend

Ideally, each location would have a stand such as the one in the image below, however, at a cost of \$70 each, the budget is likely prohibitive. It is however, recommended to purchase four for the key locations in Bingara and Warialda. Other locations to be supplied with copies: Bingara campgrounds – distributed by the rangers who do daily rounds, caravan parks, pubs, CHSPs, cafes and Senior Citizens rooms.

This initiative may require an increase in the print run in the future if demand outstrips supply. The cost of additional printing is detailed below, all other costs would remain the same. 28 pages \$2.20 per copy, or 32 pages \$2.40 per copy.



Gwydir Shire Council Staff Newsletter Review

The Media and Communications team is currently in the process of reviewing the internal Gwydir Shire Council Staff Newsletter. As part of this review, the team are looking at bringing the design of the publication in-house to overcome deadline issues and gain a better handle on quality control.

The Media and Communications team is also looking at reviewing the content to ensure the publication is meeting the needs of staff. To do this, the team is seeking feedback on ways to improve the publication, as well as interest from people who might like to be regular contributors in the form of recipes, stories, reviews, or articles.

Gwydir Shire Tourism Website Redesign

Gwydir Shire Council currently maintains three key websites:

www.gwydirshire.com www.bingara.com.au www.warialdansw.com.au

The Gwydir Shire website is Council's main online touchpoint and provides information about Council services, documents, and events. This site was upgraded in 2020/2021 and uses the OpenCities platform.

The Bingara and Warialda websites act as the Shire's tourism portals and are a hangover from a time when Bingara and Warialda were two separate Shires. In 2004, the two LGAs were amalgamated however, the websites for each town remain. During this time, money and resources have ensured that the Bingara website has been regularly updated. However, the Warialda website had been neglected and is in serious need of an over-haul.

Measures to create unity between the two towns and cross promote the Shire offerings have been undertaken with the production of a new Shire wide brochure, which showcases both Bingara and Warialda, as well as the other outer lying villages in the Shire. An example of the brochure can be found here http://www.bingara.com.au/about-bingara/gwydir-shire/gwydir-brochure/.

As part of the web overhaul, it is envisioned that one Shire wide tourism website will be created which reflects the design and content of the brochure. This unified platform will provide the opportunity to promote the Gwydir Shire as a destination. Moreover, it is hoped that by cross promoting all the towns and villages in the Gwydir Shire, Council can maximise the offerings to visitors and increase overnight stays in the Shire.

This will take the key information from Bingara and Warialda websites, extend to include the Shire and allow for easier content management by staff to keep a single site up to date.

Desired outcomes of the redevelopment:

- A website designed to reflect the essence, diversity and vibrancy of the Gwydir Shire as a tourism destination.
- The content management needs to be simple and provide people with clear information on where to visit and what to do.
- A new fresh website is required to promote the region and centralise the content management.
- A site with a Content Management System that can be easily updated in house by Gwydir Shire Council staff.
- One unified website that encourages visitors to explore the whole shire rather than just one town. A landing page that represents all the towns and villages in the shire.
- Search Engine Optimisation so that each town is easily located, visitors search in terms of Bingara or Warialda and not by Gwydir so it is vital that information on each town is still easily found.
- A unique landing page for each town.
- Ability to filter services and attractions by town.
- The possibility of an interactive map detailing the attractions throughout the Shire.
- Aesthetically pleasing.
- A new domain for the tourism site eg www.visitgwydir.com.au or <u>www.gwydirtourism.com.au</u> with the existing site redirected to this new site.
- The main goal of the project is to ensure that the first impression of your brand online is WOW. The site needs to provide a single coherent message on why to visit the Gwydir Shire.

 Once the site is live, the aim is to create more engagement with the audience, longer session durations, a lower bounce rate and more contact forms filled in.

Inspiration:

www.visitnarrabri.com.au

Coffs Coast - Create your paradise. Discover the Coffs Coast Region.

<u>www.destinationtamworth.com.au</u> – The way this site displays its information for its villages could be a good method for Council's site.

Timing: Early 2022

The Media and Communications team have been securing quotations for the development of this site. The establishment of the website would be a one-off cost with the ongoing maintenance of the site undertaken by the Media and Communications staff.

Gwydir Shire Council Website Google Analytics 1 September - 30 September 2021

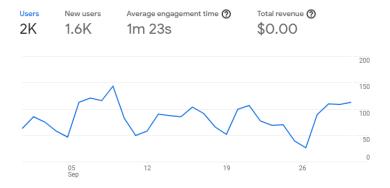
Users by Country

Users ▼ by Country

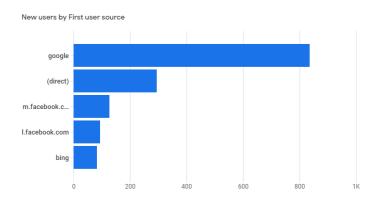


COUNTRY	USERS
Australia	1.7K
China	139
United States	48
Ireland	24
India	17
Philippines	14
Sweden	10

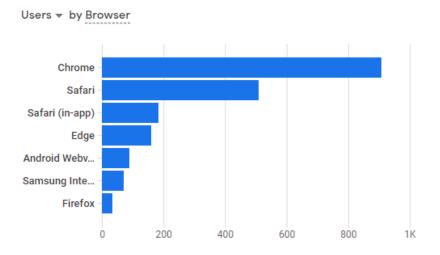
Users, New Users and Average Engagement Time



New Users by First User Source

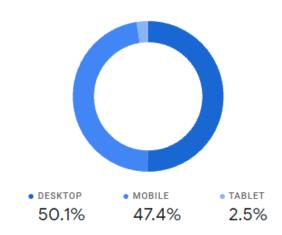


Users by Browser



Users by Device

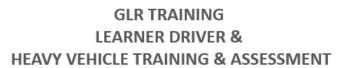
Users ▼ by Device category



Page Title and Screen Class

Pag	e title and screen class ▼ -	↓ Views	Users	New users	Views per user	Average engagement time
	Totals	7,711 100% of total	1,968 100% of total	1,613 100% of total	3.92 Avg 0%	1m 23s Avg 0%
1	Home - Gwydir Shire Council	1,711	1,161	846	1.47	0m 19s
2	Positions Vacant - Gwydir Shire Council	983	477	218	2.06	0m 44s
3	Search Results - Gwydir Shire Council	446	164	0	2.72	0m 37s
4	Contact Council - Gwydir Shire Council	421	315	78	1.34	0m 50s
5	Council - Gwydir Shire Council	348	146	0	2.38	0m 36s
6	Gwydir Career Start - Gwydir Shire Council	302	157	59	1.92	1m 05s
7	Landfills - Gwydir Shire Council	142	100	52	1.42	0m 28s
8	Building and Development - Gwydir Shire Council	131	77	2	1.70	0m 21s
9	Shire News - Gwydir Shire Council	124	64	14	1.94	0m 30s
10	Services - Gwydir Shire Council	109	62	0	1.76	0m 28s

Gwydir Learning Region Automotive Trade Training Centre (ATTC)





Heavy Vehicle Training and Assessment

September has been a busy month with heavy vehicle training back in full swing. Council's assessor is working solidly to complete the two-day training session for two (2) clients each week. As illustrated in the graph above the following sessions were carried out in September:

Private Driver Tuition (Car) - 4

Heavy Rigid (HR) Truck Driver Training - 4

Heavy Combination (HC) Truck Driver Training – 2

Multi Combination (MC) Truck Driver Training – 2

Enquiries continue with the average waiting period increasing to around three (3) months. There are currently 6 clients with funding approval waiting for training dates, and 16 new enquiries whose funding approvals are pending.

GLR Training has entered into an agreement with ACTM Training and Consulting to facilitate Council assessors' accreditation requirements under the Heavy Vehicle Competency Based Assessment program with Transport for NSW. This arrangement is working well.

Considering the significant increase in demand and participant numbers, an advertisement inviting expressions of interest from current staff interested in developing their skills and knowledge to become accredited heavy vehicle trainers and assessors has been displayed in the workplace and posted on Council's Staff Facebook page.



The following graph demonstrates the significant increase in heavy vehicle training and assessment over the past few years, understandably, GLR Training's registration as Smart and Skilled funding providers has contributed to the considerable growth in demand.



Staff Training in September 2021

Training	Provider	Venue	Number of Participants
Chainsaw – Trim and Cut	DPI – Tocal College	TLC Bingara	6
Working at Heights	Gwydir Community College	Bingara	2

Boosting Apprenticeship Commencement (BAC) Wage Subsidy

Gwydir Shire Council has already taken advantage of the Boosting Apprenticeship Commencements wage subsidy which supports and encourages businesses to take on new apprentices and trainees, to build a pipeline of skilled workers to support sustained economic recovery.

Through the subsidy, any business or Group Training Organisation that engages an Australian Apprentice between 5 October 2020 and 31 March 2022 may be eligible for a subsidy of 50 per cent of wages paid to a new or recommencing apprentice or trainee for a 12-month period from the date of commencement to a maximum of \$7,000 per quarter.

This program has now been extended to include the time-limited Completing Apprenticeship Commencements (CAC) wage subsidy for the second and third years of an apprenticeship. Under the CAC, eligible employers will receive a 10 per cent wage subsidy in the second year of an eligible apprenticeship, up to a maximum of \$1,500 per quarter per apprentice, and a 5 per cent wage subsidy in the third year of their apprenticeship, to a maximum of \$750 per quarter per apprentice.

To date Council has claimed Boosting Apprenticeship Commencement wage subsidies for eligible trainees and apprentices to the value of \$26,044.87.

2021 Gwydir Career Start Program

Council recently advertised the following positions as part of its 2021 Gwydir Career Start Program:

- School Based Trainee Mechanic
- School Based Trainee Tourism
- School Based Trainee Water and Sewer
- Trainee Care Service Employee (Naroo Hostel)
- Planning and Building Administration Trainee
- Trainee Environmental Planning Officer
- Trainee Works Supervisor
- Trainee Plant Operator

- Apprentice Gardener
- Apprentice Water and Sewer Operator

Applications closed on Friday 1 October 2021 and response has been varied.

Position	Number of applications received	Position	Number of applications received
School Based Trainee Mechanic	2	School Based Trainee Tourism	NIL
School Based Trainee Water and Sewer	1	Trainee Care Service Employee (Naroo Hostel)	1
Planning and Building Administration Trainee	4	Trainee Environmental Planning Officer	2
Trainee Works Supervisor	NIL	Trainee Plant Operator	2
Apprentice Gardener	3	Apprentice Water and Sewer Operator	3

Interviews for these positions will commence Monday 11 October 2021.

The Living Classroom (TLC)

Once again, many bookings at TLC have had to be cancelled or postponed due to COVID-19.

On Tuesday, 21 September over 45 people gathered at TLC to celebrate the unveiling of the Phoenix sculpture and the Spring Equinox. Tony Gomez was commissioned to make the sculpture. The group walked to the Stone Circle within The Carbon Farm for a welcome by Garry McDouall before heading to the Phoenix. In addition, Meaghan Stamer and her husband Kai had prepared a "Children's Fire". They conducted a welcoming ceremony and explained Spring rituals from many cultures.



The Phoenix sculpture by Tony Gomez.

The children then gathered to place sticks into the "Children's Fire". These had words written on them such as Peace; Friendship; Love; Birth and Harmony.

The cauldron nest of the Phoenix was then lit by older children to symbolise regeneration and the onset of Spring.

The Phoenix will now be re-set on a concrete plinth which was delivered and positioned by Cr Stuart Dick.

A second plinth was also delivered and positioned within the 'Paradise Found–Mediterranean Garden'. This is a new base for the existing 'Amphora' statue, also by Tony Gomez.

The TLC Nursery was opened to the public on Thursday 23 September for purchases of plants and produce. The Nursery is now open each Thursday and Saturday. Fifty people attended the opening day.

TLC aims to offer a wide range of plants suitable for our local climate and soils. Sales generated will cover the operation of the activity and any profit will be put back into the Nursery and the expansion of TLC's produce gardens.

A 'chainsaw – trim and cut felled trees' course was conducted at TLC by an instructor from Tocal College. Six Council staff members attended. The students provided some practical applications to felling, trimming, and cutting tasks onsite.

Produce gardens have been prepared and planted at TLC for this Spring. Plantings include leafy green vegetables and salad plants, potatoes, pumpkins, melons, and corn. Surpluses will be available through the Nursery as well as to local outlets.



Broccoli Romanesco grown in TLC Kitchen Garden.

OFFICER RECOMMENDATION

THAT the report be received

ATTACHMENTS

There are no attachments for this report.