



Mildura Rural City Council

MINUTES

Ordinary Meeting of Council

5:30pm Wednesday 27 November 2019

VENUE:

**Committee & Council Room
76 Deakin Ave, Mildura**

NEXT ORDINARY COUNCIL MEETING

5:30pm Wednesday 18 December 2019

Copies of Mildura Rural City Council's Agendas & Minutes
can be obtained online at www.mildura.vic.gov.au

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SARAH PHILPOTT

CHIEF EXECUTIVE OFFICER

1 PRAYER AND ACKNOWLEDGEMENT OF COUNTRY

The Mayor read the Council prayer and paid respects to the traditional land owners.

2 OPENING AND WELCOME

The Mayor welcomed the public to this meeting.

3 PRESENT

Councillors

Cr Simon Clemence	Mayor
Cr Min Poole	Deputy Mayor
Cr Greg Brown	
Cr Mark Eckel	
Cr Helen Healy	
Cr Glenn Milne	
Cr Jason Modica	
Cr Gavin Sedgmen	

Officers

Sarah Philpott	Chief Executive Officer
Mandy Whelan	General Manager Development
Martin Hawson	General Manager Community
Chris Parham	General Manager Corporate
Richard Sexton	Manager Corporate Administration

4 APOLOGIES

2019/0225

Moved: Cr Glenn Milne
Seconded: Cr Jason Modica

Council accept the apology from the following Councillor:

Cr Anthony Cirillo

CARRIED

5 CONFIRMATION OF MINUTES

2019/0226

Moved: Cr Glenn Milne
Seconded: Cr Greg Brown

That the Minutes of the Ordinary Council Meeting held on Wednesday 23 October 2019 be confirmed as a correct record.

That the Minutes of the Confidential Council Meeting held on Wednesday 23 October 2019 be confirmed as a correct record.

That the Minutes of the Special Confidential Council Meeting held on Tuesday 29 October 2019 be confirmed as a correct record.

That the Minutes of the Special Council Meeting held on Wednesday 6 November 2019 be confirmed as a correct record.

CARRIED

6 CONFIRMATION OF ASSEMBLY OF COUNCILLORS

In accordance with Section 80A of the Local Government Act 1989 (the Act), records of Assemblies of Councillors must be reported at the next practicable Council meeting and recorded in the minutes.

An Assembly of Councillors is defined in Section 76AA of the Act as a meeting at which matters are considered that are intended or likely to be the subject of a Council decision or the exercise of a delegated authority and which is either of the following:

- A meeting of an advisory committee where at least one Councillor is present; or
- A planned or scheduled meeting that includes at least half the Councillors and at least one Council officer.

The record is therefore presented for Council's noting.

2019/0227

Moved: Cr Jason Modica
Seconded: Cr Glenn Milne

That Council note the Assembly of Councillors records for the following meetings:

- Planning Forum – 21 October 2019
- Council Forum – 13 November 2019
- Heritage Study Part B – 14 November 2019

CARRIED

RECORD OF ASSEMBLIES OF COUNCILLORS

Assembly Details	Councillor Attendees	All Other Attendees	Matters Discussed	Conflict of Interest Disclosures
Planning Forum – 21 October 2019	Cr Milne Cr Healy Cr Poole Cr Sedgmen	Sarah Philpott, Chief Executive Officer Andrew Millen, Manager Development Services Tim Berger, Senior Statutory Planner	1. 005.2019.00000076.001 at 23 Petrucci Way Mildura – 2 Lot Subdivision, Two Dwellings and Removal of a Restrictive Covenant	Nil
Council Forum - 13 November 2019	Cr Poole Cr Brown Cr Cirillo Cr Eckel Cr Healy Cr Milne Cr Modica Cr Sedgmen	Mandy Whelan, General Manager Development Martin Hawson, General Manager Community Charmaine Calis, Acting Manager Corporate Administration	1. Mildura Airport Pty Ltd Annual Report 2018-2019 and Management Letter 2. Urban Growth Zone 3. Monthly Management Report 4. Quarterly Financial Management Report - September 2019 5. Quarterly Budget Review - September 2019 6. Councillor Representation on Portfolios and Committees 7. Water Position 8. Strategic Outcome Measures Results 2018-2019 9. Mildura South Regional Sporting Precinct 10. Councillor Issues & Questions 11. CEO Issues	Nil
Heritage Study Part B – 14 November 2019	Cr Eckel Cr Milne	Martin Hawson, General Manager Community Mark Jenkins, Manager Community Futures Peter Douglas, Strategic Planning Coordinator Bernadette George, Strategic Planner Jacqueline Murnane, Administration Officer Strategic Planning Helen Doyle and Jessical Antolino, Context	1. Councillor Update - Themes Identified for Heritage Study	Nil

7 NOTIFICATION OF ABSENCE

Nil

8 MAYORAL REPORT

8.1 MAYORAL REPORT - OCTOBER 2019

Summary

The following is a report on the activities and functions attended by the Mayor Cr Simon Clemence during the month of October 2019.

2019/0228

Moved: Cr Min Poole
Seconded: Cr Helen Healy

That Council note the contents of this Mayoral Report for the month of October 2019.

CARRIED

9 COUNCILLOR REPORTS

9.1 COUNCILLOR REPORTS - OCTOBER 2019

Summary

The following is a report on the activities and functions attended by Councillors during the month of October 2019.

2019/0229

Moved: Cr Mark Eckel
Seconded: Cr Jason Modica

That Council note the contents of this Councillors report for the month of October 2019.

CARRIED

NB: In addition, Cr Mark Eckel advised that he did not attend the Country Music Festival Southern Stars Awards as indicated in the table of Councillor attendance at functions.

NB: In addition, Cr Mark Eckel spoke regarding the 2019 Northern Mallee Leaders Graduation he attended on 15 November 2019.

NB: In addition, Cr Min Poole spoke regarding the 2019 Regional Achievement and Community Awards she attended in Melbourne. Cr Poole congratulated two local organisations, the Food Next Door Group and Red Cliffs Jacaranda Aged Care for making the finals. Cr Poole further congratulated Red Cliffs Jacaranda Aged Care for winning the Employer Excellence in Aged Care Award.

NB: In addition, Cr Min Poole congratulated Mildura Sunitafe for recently being awarded as Victoria's Large Training Provider of the Year 2019.

NB: In addition, Cr Helen Healy spoke regarding the One Voice Choir's first birthday. Cr Healy commented that the group reached its 50 member target within its first year.

NB: In addition, Cr Helen Healy spoke regarding the India Day Diwali Festival she attended as a guest speaker. Cr Healy commented that the entertainment for the event was impressive.

NB: In addition, Cr Helen Healy spoke regarding a Family Violence Forum she attended. Cr Healy advised that a Local Government Association funded pilot program will be announced in January 2020. Cr Healy congratulated the Gender Equity Action Sunraysia group and all staff who have worked within this area of gender equity and family violence prevention.

NB: In addition, Cr Glenn Milne congratulated Clay Gowers from Carwarp and Dallas Willersdorf from Murrayville on successfully being awarded Young Farmers Scholarships.

NB: In addition, Cr Greg Brown commented on the Murrayville Library that is going ahead.

10 RESPONSES TO COUNCILLORS QUESTIONS

Nil

11 QUESTIONS FROM COUNCILLORS

11.1 CR MARK ECKEL RED CLIFFS WATER SUPPLY

File Number: 15/07/01

“With the recent alert that blue-green algae was detected in the river at Red Cliffs, I have noticed the same at the Mildura Wharf this morning. I also received a call from a Red Cliffs rural resident whose water supply is no longer potable. What action can Council and the appropriate authorities take to ensure that this sector of our community does, in its entirety, maintain secure drinking water in the future?”

Mandy Whelan, General Manager Development advised that Lower Murray Water would be dealing with this matter and would have information available on their website.

Cr Eckel further asked the following:

“What can Council do in respect to advocating this and having a contingency in place for the future? Can Council hold discussions with Lower Murray Water and look into this from a Council perspective?”

Sarah Philpott, Chief Executive Officer took this question on notice.

11.2 CR MARK ECKEL LONG TERM DROUGHT PLAN

File Number: 17/04/14

“Unlike State and Federal Governments, should Council be pro-active and develop its own long term drought plan that among other issues, secures drinking water for our rural users?”

Martin Hawson, General Manager Community advised that Council could develop a Drought Plan but it would be very dependent on response from State and Federal government. Mr Hawson further commented that potable water is an issue for Lower Murray Water and Council can advocate relating to this and contingencies.

Cr Eckel further asked the following:

“Can Council discuss these issues, particularly drought strategies Council can look at in the future? Can Council do this in a planned way rather than a knee-jerk reaction for when droughts occur in communities?”

Sarah Philpott, Chief Executive Officer took this question on notice.

11.3 CR MARK ECKEL**WATER RESTRICTIONS****File Number: 15/07/01**

"There is considerable discussion around the community about the current drought and consequent dust storms nearly every second day. In order to maintain Mildura and its towns urban environments which provided a refuge to seek a psychological break from the daily dry surroundings that communities are enduring, can Council place on its Forum agenda a discussion around the current and any forthcoming water restrictions for residents in our towns?"

Sarah Philpott, Chief Executive Officer advised that an update can be provided.

11.4 CR MARK ECKEL**CHAFFEY TRAIL – IRYMPLE TANK****File Number: 13/01/12**

"Can Council undertake a detailed study of the area commonly known as "Irymple Tank" as the proposed twin town and prepare appropriate signage to recognise the site as one of the historical significant areas as a part of the Chaffey Trail?"

Sarah Philpott, Chief Executive Officer took this question on notice.

11.5 CR HELEN HEALY**FAMILY VIOLENCE PREVENTION - SPORTING CLUBS****File Number: 12/02/01**

"In view of shocking statistics in our region around family violence with the region at 225% higher than the state average, is it possible to ask that any sporting group using Mildura Rural City Council facilities commit to doing bystander training in a particular timeframe to support Councils work in the area of family violence prevention?"

Martin Hawson, General Manager Community advised that if this was to be considered and stipulations put on any arrangements, a Council resolution would be required. Mr Hawson suggested that this could be referred to a Council Forum for further discussion.

11.6 CR GLENN MILNE**RESTORATION OF ELSTEAD****File Number: 13/01/12**

"I've asked on a number of occasions for a plan to be presented for the use and restoration of Elstead, the house sitting at the Old Mildura Homestead site. For around a decade the house has sat there and Council hasn't done anything. Can I ask for a plan and timeline so it can be approved for the 2021 budget?"

Martin Hawson, General Manager Community advised that there are actions in Councils Heritage Strategy surrounding the Homestead. Mr Hawson further advised that he would have to seek clarification on the timing relating to the budget for this however it was considered as part of that process.

11.7 CR GLENN MILNE**AGRICULTURAL RESEARCH****File Number: 17/04/14**

“Earlier this month the State Government cut 50 jobs from agricultural research centres in Victoria along with the previous closure of Walpeup Research Centre in our municipality. Speaking to local farmers I understand that some land management skills under drought conditions are being lost. There is also the issue of growing crops under extremely dry conditions and crops that are adapted to the same. Can Council write to the appropriate minister seeking more funding and research, particularly research in our region on crops and crop adaption as a priority? There is a crop research centre in Horsham but the land there is very different to the dry land farming in our area.

Sarah Philpott, Chief Executive Officer took this question on notice.

11.8 CR GLENN MILNE**ROUNABOUT COMPLIANCE****File Number: 14/02/24**

“Do all roundabouts in the City Central comply with the distance for crossing regulations as applied to the Tenth Street and Lime Avenue intersection?”

Mandy Whelan, General Manager Development advised that Council has not undertaken an audit relating to this. Ms Whelan further advised that the rules have changed in recent years and as Council undertake upgrades, the roundabouts will be brought into compliance.

11.9 CR GLENN MILNE**PASSENGER TRAIN FUNDING -
ADVOCACY WORK****File Number: 15/08/02**

“How many meetings regarding the passenger train have been held with supporting Councils? Which Councils have provided funding to Mildura Rural City Council for the advocacy work and how much have they contributed?”

Sarah Philpott, Chief Executive Officer took this question on notice.

12 NOTICES OF MOTION

Nil

13 PETITIONS

13.1 PETITION - REQUEST FOR RECTIFICATION OF ISSUES AT WOODBINE PARK WEST CLIFFS CRESCENT, RED CLIFFS

Summary

A petition has been received requesting

The petition contains 35 signatures.

A copy of both correspondence and attached petitions has been distributed directly to Councillors because of privacy issues that prevent inclusion within the Agenda.

2019/0230

Moved: Cr Glenn Milne

Seconded: Cr Mark Eckel

That Council note the petition and that this matter be considered within Management Report Item 14.1 of the November Ordinary Meeting of Council.

CARRIED

14 MANAGEMENT REPORTS

14.1 PETITION RESPONSE - REQUEST FOR RECTIFICATION OF ISSUES AT WOODBINE PARK WEST CLIFFS CRESCENT, RED CLIFFS

Summary

The purpose of this report is to respond to a recent petition received in relation to the request for rectification of issues at Woodbine Park West Cliffs Crescent, Red Cliffs. The petition contains 35 signatures.

2019/0231

Moved: Cr Glenn Milne
Seconded: Cr Helen Healy

That Council:

- (i) note the concerns of the petitioners and accept the actions proposed to rectify the issues; and**
- (ii) write to the first named petitioner to advise of the outcome in regards to this report.**

CARRIED

14.2 COUNCILLOR EXPENSES 1 JULY - 30 SEPTEMBER 2019

Summary

In keeping with Council's Councillor Support and Expenses Policy CP012, Councillor's expenses are reported quarterly to an Ordinary Meeting of Council. Accordingly, this report presents Councillor's expenses for the period 1 July - 30 September 2019.

2019/0232

Moved: Cr Greg Brown
Seconded: Cr Jason Modica

That Council note the contents of this report with details Councillor Expenses for the period 1 July – 30 September 2019.

CARRIED

14.3 EVENTS STRATEGY 2020 - 2025

Summary

The purpose of this report is to present the Event Strategy 2020-2025 for adoption.

2019/0233

Moved: Cr Mark Eckel

Seconded: Cr Gavin Sedgmen

That Council adopt the Event Strategy 2020-2025 as presented.

CARRIED

Event Strategy 2025



Mildura Rural City Council

Purpose

The Strategy aims to position the Mildura region as a major event destination with a vibrant year-round calendar of events.

It will increase overnight visitor expenditure, showcase our stunning, iconic locations and distinctly Mildura experiences. The region provides iconic event backdrops from the legendary Murray River, vivid colours of the famous Pink Salt Lakes, Perry Sandhills, stunning

national parks, small towns of the Mallee Track and gateway to the World Heritage listed Mungo National Park (just to name a few!). Mildura events will captivate visitors to extend their stay to savour the tastes and culture enjoyed by the people who live here.

The strategic approach is to build on the region's competitive advantages to position the Mildura region's destination profile and appeal, resulting

in professional, iconic events that celebrate the region's culture, lifestyle and natural appeal while strengthening its community identity.

Through greater synergies between events, the tourism industry and the wider Murray and Victorian event strategies, the outcome is to create a stronger return on investment for the community and industry of the Mildura region.





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IMAGE CREDITS

Cover and p.26: Hawkeye Photography - Aaron Hawkins photographic artist
 Destination images, Tourism Australia
 Event images, Mildura Rural City Council

Rehearsal

{SETTING THE SCENE}

Mildura is located on the mighty Murray River and is the largest city in North West Victoria near the borders of New South Wales and South Australia.

With its tri-state location, Mildura is just over an hours flight from Melbourne, Adelaide and Broken Hill. Mildura is the busiest regional airport in Victoria when measured by Regular Passenger Movements.

This culturally diverse region is home to 53,326 people from more than 70 cultures. Home to the second largest population of Aboriginal and Torres Strait Islander people in regional Victoria and 9% of the population speak a language other than English (Italian is the second most common language spoken).

The economy is driven by dryland farming, livestock (including Prime Mallee Lamb), irrigated horticulture, tourism, food and beverage manufacturing, transport and logistics, retail, health and community services.

With its warm climate, often described as Mediterranean, the Mildura region is known as a 'powerhouse' in the food and manufacturing sector, producing for Australia:

- 98% of dried grapes
- 75% of table grapes
- 68% of almonds
- 48% of pistachios
- 24% of citrus
- 24% of carrots
- 23% of asparagus
- 11% of melons
- 20% of Australia's wine crushed in the greater region

An extraordinary mix of abundance and stunning landscapes, Mildura is a key event location in Australia, staging over a hundred events annually from water sports, food, music, arts and cultural festivals, outdoor events to exhibitions and conferences.

MILDURA ACCESS



1 hr 10 min flight ex. Melbourne.

1 hr 5 min ex. Adelaide.

55 min ex. Broken Hill.

Virgin Australia, QantasLink and Regional Express Airlines.



6 hrs/540km, ex. Melbourne.

4.5 hrs/393km, ex. Adelaide.

4 hrs/340km ex. Broken Hill.



Daily ex Melbourne, Adelaide and Broken Hill.



Event Strategy 2025

4

Behind the scenes

{STRATEGIC CONTEXT}

The Mildura Region Event Strategy has been developed to align with local, regional and state strategies to provide a long-term competitive advantage and coordinated approach.



Mildura Rural City Council Community & Council Plan 2017 - 2021	Support a diverse range of community events and the development of major events and conferences to attract visitors.
Mildura Regional Development Strategy 2018 - 2020	Encourage the reinvigoration of events and tourism products to remain competitive and meet changing consumer demands.
Mildura Rural City Council Arts, Culture & Heritage Strategy 2016 - 2020 and Reconciliation Action Plan	Celebrate, promote, nurture and grow the arts, culture and heritage through events.
Murray Regional Tourism Strategic Plan 2015 - 2020	Facilitate the delivery of a whole-of-region events program.
Murray Region Destination Management Plan	Promote and increase year-round visitation to the Murray Region through event facility investment and coordinated development and promotion of a series of events and conferences linked to the Murray's tourism strengths.
Victorian Visitor Economy Strategy	Attract and build events in regional Victoria, increasing Regional Events Fund.
Victoria's Tourism & Events Industry Strategy 2020	Develop innovative, high yielding and high-quality products and services to meet current and future market demand, along with a superior level of visitor servicing, industry skills development and training.

Presented by

{STRATEGIC PARTNERS + COLLABORATION}

The strategy provides a cohesive framework for the development of events to create a long-term, distinctive competitive advantage for Mildura Rural City Council. This will be achieved through a collaborative approach with events, tourism and regional partners.

REGIONAL PARTNERS

Mildura Regional Development

- Networking
- Business Development
- Tourism Marketing for Mildura Region
- Media PR

Murray Regional Tourism

- Marketing campaigns
- Digital and social media platforms
- Media PR
- Tourism development
- Tourism Marketing for greater Murray Region

EVENT STAKEHOLDERS

Mildura Region Stakeholders

- Local event organisers
- Local event sponsors, venues and suppliers
- Local tourism operators
- Media partners
- Volunteers
- Local community

Major Event Organisations and Sponsors

- Major event owners and promoters
- Major event sponsors and suppliers

STATE AND NATIONAL PARTNERS

Visit Victoria (VV)

- "Your Happy Space" campaign
- Digital and social media platforms
- Regional Events Fund
- Target market insights

Tourism Australia and Tourism Research Australia (TRA)

- Digital and social media platforms
- Tourism trends
- Visitor statistics

REGIONAL PARTNERS

EVENT STAKEHOLDERS

MILDURA RURAL CITY COUNCIL

STATE AND NATIONAL PARTNERS

MILDURA RURAL CITY COUNCIL

- Leadership and strategic direction
- Event attraction
- Event organiser capacity building
- Event support (financial and in-kind)

What's on

{CALENDAR OF EVENTS}

Events are a powerful strategic asset to grow visitation as they provide a definite, time-based reason to visit the Mildura Region, which helps to break the inertia gap between intention to visit and actual visitation.

The table below illustrates a snapshot of when events are staged and the type of events staged in the region. Please note, this is by no means an exhaustive list of events, and reflects more tourism events. There are many one-off events and regular events, including those at the Mildura Arts Centre, which can be found at www.mildura.vic.gov.au/Calendar-of-Events.

JANUARY Australian Solo Speedway Championships Australia Day Celebrations Gates Sidecar Cup	FEBRUARY Dudley Bradshaw Sidecar Shootout	MARCH Mildura Grand Tennis International Relay for Life Ouyen Mallee Root Festival Ouyen Pacing Cup "Get your Blues On" Festival Sunassist Rainbow Run
APRIL Murray to Moyne Cycle Relay Mildura Pacing Cups Carnival Cullulleraine Music Festival Easter Power Sports Show & Shine Mildura Easter Open (Tennis) Easter Shootout Drags Mildura 100 Ski Race Easter Egg Hunt Easter Arena Cross Mildura Wentworth Easter Rowing Regatta ARB Sunraysia 400 Off Road Race SARG Paws Along the Murray	MAY Mildura Bowls May Carnival Deutschfest Mother's Day Classic Dirt Kart All Power Nationals Shane Doherty Memorial Tri-State Masters (Golf) Mildura Field Days Mildura Day	JUNE Mildura Eisteddfod Ulysses Wintersun Run Mildura Kart Club North West Titles Sunraysia Multicultural Festival The Mildura Great Outdoor Expo
JULY Hattah Desert Race Mildura and District Antique Fair Mildura Fringe Winter Eco Fest NAIDOC Week Mildura Writers' Festival Winter Orchid Show Koorlong Camp Oven Cook Off Mildura Cup	AUGUST All Australian Day Great Australian Vanilla Slice Triumph Farmers Pony Express Enduro Wentworth Show Gem and Jewellery Show	SEPTEMBER Gem and Jewellery Show Dash for Dementia Sunraysia Safari Rally Willowfest Veterans Competition Spring Orchid Show Mildura Country Music Festival
OCTOBER Mildura Country Music Festival Annual TRACS Tractor Pull Merbein Community Rodeo Pioneer Park Open Day Dot Jenkinson Ladies Bowls Cardross Spring Show Mildura Show Patchewollock Music Festival Goanna Run—Hot Rod PBR Professional Bull Riding	NOVEMBER Ted Hurley Ski Race Classic Mildura (Melbourne) Cup Australian Alternative Varieties Wine Show State of Origin Wakeboard Championships Summer Blockbuster Exhibition, MAC	DECEMBER World Willowfest Junior Cricket Championships New Year's Eve Celebrations

SEASONALITY

The table below illustrates April, October and July as the months with the most events. Summer, particularly February are low season for visitor events.

NUMBER OF EVENTS BY MONTH



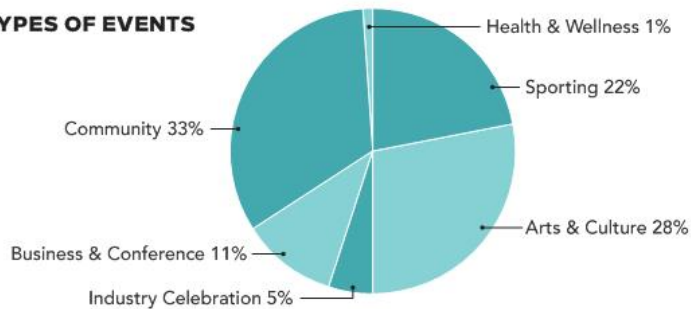
EVENT TYPE

The Mildura region stages over 100 events and festivals ranging from civic, community, arts and culture, leisure and sporting events.

Approximately 33% of events in Mildura are community events, followed by 28% arts and culture, 22% sporting and 11% are business and conference events.

Source: Mildura Rural City Council Event Strategy Survey

TYPES OF EVENTS

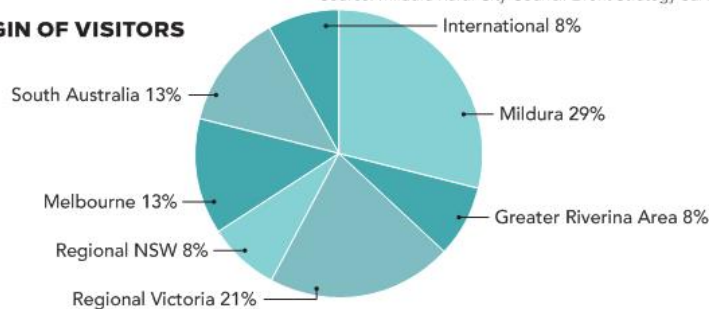


ORIGIN OF VISITORS

Events in the Mildura region attract over 64,000 attendees, with approximately 29% originating from Mildura, 21% from Regional Victoria, 16% Regional NSW (half from Greater Riverina South Western NSW), followed by 13% from Melbourne and South Australia.

Source: Mildura Rural City Council Event Strategy Survey

ORIGIN OF VISITORS



Event snapshot

100+

festivals and events p.a.¹

64,000

total attendance at Major Events¹



COUNCIL FUNDED EVENTS¹

- 8 Major Events Funded
- \$13m Economic Impact
- 100:1 ROI



ACCOMMODATION CAPACITY²

- 9,676 Total Accommodation Capacity
- 4,737 Total Capacity (Motel/Hotel Capacity/ Self-Contained Apartments)
- 3,358 Total Capacity – Cabin/Caravan/Tent Sites
- 1,581 Total Capacity – B&Bs/Farm stays/Houses/ Houseboats/Hostels
- 3,755 Total Rooms/Units



BUSINESS EVENTS AND CONFERENCES³

- 20+ Meeting and Conference Venues
- 1,370+ Venue Capacity
- Up to 500 pax. Venue Capacity



PEAK EVENT SEASON

- April, July, October



SPORTS VENUES + GREEN SPACES¹

- 39 Sports Venues
- 8 Green Spaces Suitable for Events



¹ Source: Mildura Rural City Council 2019

² Source: Mildura Visitor Information Centre 2018

³ Source: Mildura Business Events Planner 2018

Visitor snapshot

Insights into the visitor market provide a foundation for attracting external visitors to Mildura events and potential programming and packaging.

Events have the propensity to increase visitation and length of stay in the Mildura Region to ultimately increase overnight visitor expenditure. The domestic overnight visitor spend per trip is more than double as compared to the day-tripper spend per trip.

VALUE OF TOURISM¹

Total Spend \$308 million

LENGTH-OF-STAY¹

Domestic 3 nights

International 31 nights

Generating 1,829,000 nights

VISITORS¹

Total Visitors – 736,000

International – 19,000

Domestic Overnight – 474,000

Domestic Day-trippers – 243,000

SPEND¹

Total Average spend per trip \$418

Total spend \$308 million

DOMESTIC¹

Domestic spend \$240 million

Domestic spend per trip \$507

INTERNATIONAL¹

International spend \$21 million

International spend per trip \$1,082

DAY-TRIPPER¹

Total spend \$47 million

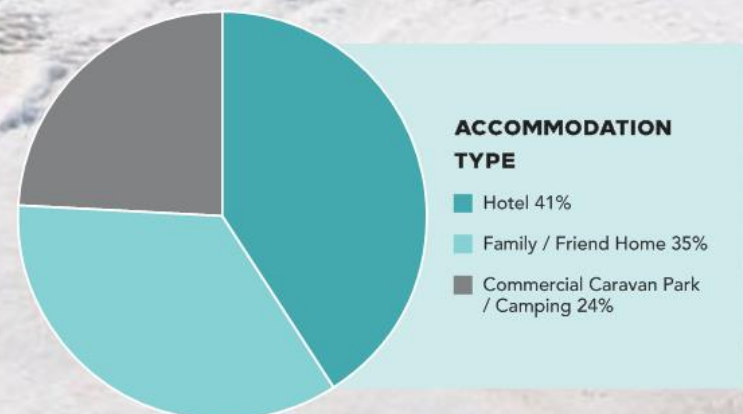
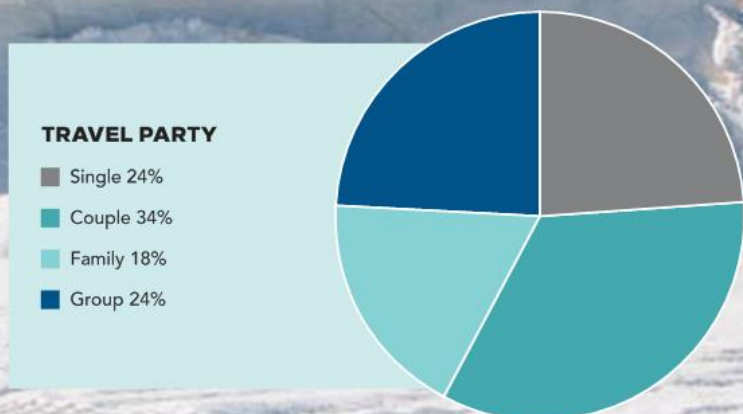
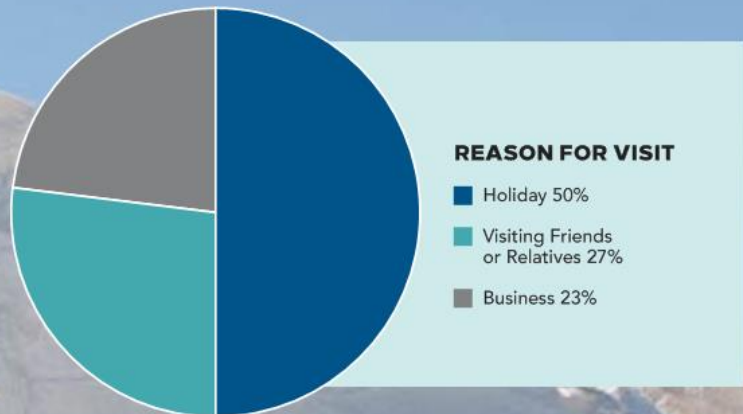
Average spend per trip \$243

\$243

Domestic day-tripper
Average spend per trip

\$507

Domestic overnight
Average 3 nights per trip



¹ (Source: Local Government Area Profiles 2018, Mildura (RC), Victoria, Tourism Research Australia)
Data is based on a four year average from 2015 to 2018.

Our fans

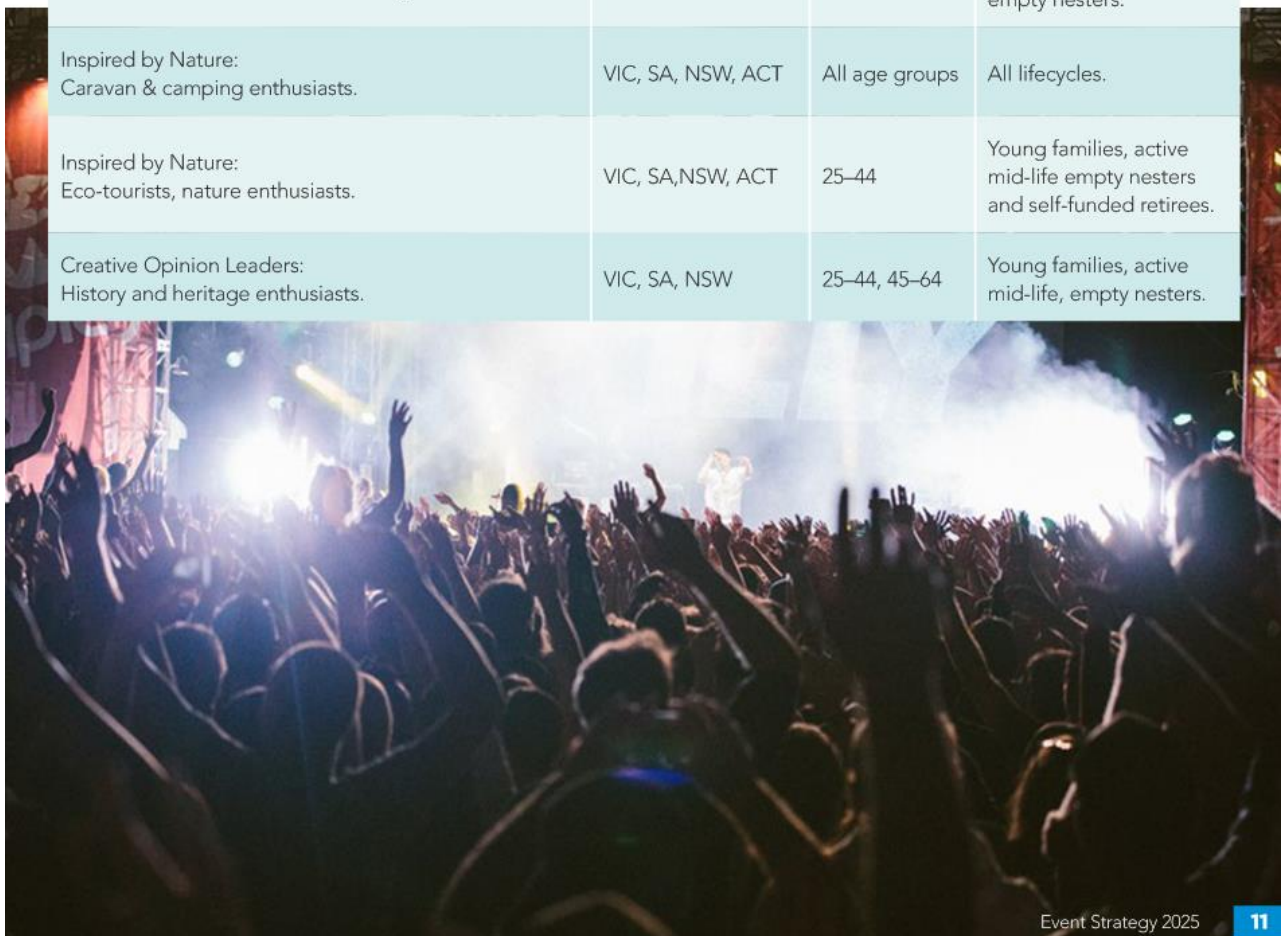
{TARGET MARKETS}

KEY GEOGRAPHIC TARGET MARKETS FOR MILDURA EVENTS ARE:

1. REGIONAL VICTORIA
2. REGIONAL NSW (PARTICULARLY GREATER RIVERINA SOUTH WESTERN NSW)
3. MELBOURNE
4. SOUTH AUSTRALIA

The following market segments align with Murray Regional Tourism. They are predominantly well educated, higher in affluence and travel for short breaks.

MARKET SEGMENT BY EXPERIENCE	GEOGRAPHIC	AGE GROUPS	LIFECYCLES
Inspired by Nature: Outdoor adventurers: water sports, golf.	VIC, SA, NSW	19–44, 45–64	Young families, self-funded retirees.
Creative Opinion Leaders: Events and business events.	VIC, SA, NSW, ACT	25–44, 45–64	Young to mid-life social groups, golf enthusiasts.
Food and Wine Lifestylers: These can cross over into other categories.	VIC, SA NSW, ACT	25–44, 45–64	Young to midlife couples, social groups, empty nesters.
Inspired by Nature: Caravan & camping enthusiasts.	VIC, SA, NSW, ACT	All age groups	All lifecycles.
Inspired by Nature: Eco-tourists, nature enthusiasts.	VIC, SA, NSW, ACT	25–44	Young families, active mid-life empty nesters and self-funded retirees.
Creative Opinion Leaders: History and heritage enthusiasts.	VIC, SA, NSW	25–44, 45–64	Young families, active mid-life, empty nesters.



Potential economic impact

Based on the current estimated total major event attendance of 64,000, if the visitors from outside Mildura (approximately 71% of those attendees i.e. 45,440) were to stay one more night, it could equate to an additional \$7m spend (using an average of \$162 per person spend).

If the region were to develop an existing event or attract a major iconic event (e.g. the size of the Byron Bay Blues Fest), the economic impact would be substantial, with an estimated direct output of over \$32 million, more than 240 associated direct jobs and total economic contribution exceeding \$25 million.²

²(Source: Economic Impact of Livingstone Shire Events 2019, Lawrence Consulting)

“

The key to creating greater economic return on investment is to increase event visitors' length-of-stay (even by just one night) and attract and develop iconic events that generate overnight visitation.

”



Event Strategy 2025

12



Local government benchmarking

Benchmarking with similar local government areas was undertaken to further develop the Mildura region's competitive advantage. The local government areas included Latrobe City Council, City of Greater Shepparton and Tamworth Regional Council.

OBJECTIVE OF EVENTS

- Increase **visitation** in the region.
- Increase the **length of stay**.
- Increase **economic benefit** for the region.
- Community **health and wellbeing** benefits.
- **Supporting** local event organisers.
- **Attracting** events to the region.

EVENT SPONSORSHIP AND GRANTS

- Increased visitation.
- Economic impact.
- Environmental impact.
- Community and business engagement.
- Event sustainability.
- Profiling the region – brand alignment.

EVENT FRIENDLY DESTINATION PROFILING

To be known as an event friendly destination, local government areas are:

- Implementing a **"one stop shop"** with exceptional **customer service** to streamline the approval process for event organisers to assist in growing the **event destination brand**.
- **Streamlining** procedures to minimise red tape.
- Encourage **reinvigoration** of events to stimulate growth and increase destination profiling.

LEARNINGS

- **Event Attraction** – enhances the destination profile and increases visitation during the low shoulder season. Event attraction is often a dedicated role.
- **Infrastructure** – existing infrastructure should enable and support event and visitation growth.
- **Sponsorship** – assessed against council objectives. The sponsorship application and approval process is not onerous and post-event acquittals are mandatory.
- **Industry training and networking opportunities** assist in growing the event capacity, reinvigoration to ultimately **enhance** visitor experiences.
- **Collaboration** between Council, event organisers and tourism industry to develop products and experiences.
- **Economic benefit** – demonstrated economic benefits are often the **catalyst to attract funding** to build and invest in infrastructure.

RECOMMENDATIONS

- To be competitive in **event attraction**, the **event attraction budget** needs to be bolstered.
- **Sponsorship and grants** should **align** with the Council objectives and easy to navigate **selection criteria**.
- **Review** the sponsorship criteria to be less onerous and sponsorship/grant funding scales.
- Develop **guidelines** around event **acquittal** reporting to be consistent and tracking of economic benefit.
- Provide **training and networking** to unite the tourism and event industries, build event organiser capacity, reinvigorate events and profile the destination.
- Develop an **event toolkit** to provide event organisers with information about the region, suppliers and processes.
- Develop a **"one stop shop"** approach for event enquiries and event organisers and provide support to grow event capacity.

Challenges and opportunities

Arising from consultation, the following challenges and opportunities were identified.

CHALLENGES	OPPORTUNITIES
COUNCIL SPONSORSHIP AND GRANTS <ul style="list-style-type: none"> Criteria and tiers are too complicated. Tier 1 and 2 could be commercial operators – if they have demonstrated benefits. Inconsistency validating number and origin of visitors. 	SPONSORSHIP AND GRANTS <ul style="list-style-type: none"> Development of an online visitor survey to capture data required for the acquittal process. Simplify and streamline the sponsorship approval process. Criteria to support long-term event growth, including multi-year agreements.
APPROVALS AND PERMITS <ul style="list-style-type: none"> Event organisers are not aware of identified associated costs of compliance issues. Templates for permits are difficult to use and not available online. Event organisers leave permit approval to the last minute. 	APPROVALS AND PERMITS <ul style="list-style-type: none"> Council could provide event support in-kind for compliance issues (e.g. risk). Centralised online system for hiring venues – booking online, automatically generating permits.
DESTINATION PROFILING <ul style="list-style-type: none"> Limited destination profiling in event marketing. Events are not aware of marketing resources available. 	EVENT ORGANISERS <ul style="list-style-type: none"> Develop online toolkits for event organisers. Capacity building and event symposium to increase networking and resource sharing.
INFRASTRUCTURE <ul style="list-style-type: none"> Losing accommodation beds. Motel sites being purchased for other uses. Limited space to build new accommodation. Two major events are almost at space capacity. High Council fees to hire green spaces. Limited capacity to host large conferences in one location. 	EVENT ATTRACTION <ul style="list-style-type: none"> Opportunities exist to attract major sporting, arts and business events. Mildura Recreation Reserve – multi use venue. Partnering sports, arts, food and culture to deliver new experiences. Work with motorsports groups.
EVENTS <ul style="list-style-type: none"> Limited capacity with lack of strategic direction, reliance on funding, lack of volunteers and limited succession planning. Lack of event attraction. Lack of contingency plans and insurance against inclement weather. Volunteer burnout. Reliance on a few volunteers. Lack of professional event organisers. Increased cost/risk staging an event. 	INFRASTRUCTURE <ul style="list-style-type: none"> Dedicated conference centre/multi-functional stadium with 3,000 seat entertainment and 2,000 seat convention space. Nowingi Place – capacity for events to grow. Old Aerodrome Sporting Complex has the potential to host large events with additional infrastructure.
	DESTINATION PROFILING <ul style="list-style-type: none"> Collaboration with Mildura Regional Development, Murray Regional Tourism and Visit Victoria to profile Mildura events. Contracting a specialist to assist with marketing and event packaging.
	NEW + REVITALISED EVENTS <ul style="list-style-type: none"> Endurance events e.g. a national running marathon in winter (June) as Australia's largest marathon. Food events in iconic locations (e.g. dining on the Pink Salt Lake). Opera at the Lock and the Perry Sandhills. River events (e.g. Paddle Steamer races).

What fans want

(CONSUMER TRENDS)

With some events plateauing in attendance and receiving limited media profiling outside the region, the need to meet market appeal and changing consumer demand is paramount.



Live like a Local. Explosion of Airbnb, tourism blogs and content relating to eating like a local, hang out where the locals go, speak like a local.

Opportunities - Promote localised "untourist" spots and create regional dispersal, encourage event attendees to develop a deeper connection with the region.



Health + Superfoods + Wholesome Foods, major recent Australian trends, with food and coffee culture, paddock to plate experiences and health and well-being relating to food high on consumer agendas.

Opportunities - Provide signature Mildura food experiences at all events from sports, festivals to business events.



The Green Consumer, being environmentally aware. Desire to contribute and give back are major consumer trends affecting all events, particularly in business events and events targeting Millennials and Gen Z.

Opportunities - Develop the Region as a "green" event stage for all events, incorporating environmental messaging.



Cutting Edge Arts + Live Performances are two trends creating enormous followings and media profiling for destinations. Events such as Dark Mofo and Adelaide Fringe Festival are examples of prolific media profiling and cut-through born from cutting edge creativity and innovation.

Opportunities - Embracing Mildura arts and incorporate arts components into all event genres.



Social Media uptake across all demographics, interaction and sharing, with many events actively using social media advertising and e-mail marketing as primary marketing tools, with increasing livestreaming.

Opportunities - Quality and creative content creation incorporating stunning destination footage, actively incorporating social media advertising and developing e-mail data bases.



Smartphone responsive and Digital Retail, with two thirds of Australians using mobile internet for 90 minutes per day. Increasing use of APPs to convey event information and programming updates.

Opportunities - Events must be easily sourced and booked online, via a smart phone.



Measuring + Monitoring in a competitive environment, understanding the event visitor, attendee satisfaction ratings to improve event delivery, understanding where they're from, spending and how they purchase the event is increasingly important to remain competitive.

Opportunities - Surveying of event patrons will need to be given higher priority to meet changing consumer needs, increase visitor satisfaction and be more targeted for future marketing.

Competitive advantage

To create a vivid and competitive event landscape, distinct and innovative events that build on the Mildura region's unique selling points will be essential into the future.

Replenish the soul and reconnect with the romance of the mighty Murray River, Australia's longest and most iconic river. Unearth the World Heritage Mungo National Park and vibrant colours of the famous Pink Salt Lakes. Immerse yourself in Mildura's fringe arts scene and savour the famous tastes of Mildura's local produce, food and wine.

The Mildura region delivers on all of Visit Victoria's leading visitor experiences, including nature-based, cultural, events, food & wine, wineries and aboriginal experiences.

ICONIC LOCATIONS

Leveraging the brand profile of iconic locations through:

- Legendary Murray River – longest and most iconic river in Australia.
- World Heritage Mungo National Park – one of the oldest places outside of Africa to have been occupied by modern humans since ancient times.
- Famous Pink Salt Lakes of the Murray Sunset National Park.

ICONIC EXPERIENCES

Incorporating iconic Mildura region experiences within event programs and packaging.

- Water Sports and Riverboats - Mildura100, the fastest ski race in the world!
- Prolific Local Produce (98% of dried grapes. 75% of table grapes, 68% of

almonds, 48% of pistachios, 24% of citrus & carrots, 23% of asparagus, 11% of melons and 20% of Australia's wine crushed in the Murray Darling and Swan Hill region).

- Food, including a two chef hat restaurant.
- Sandy River Beaches – Australia's only inland surf lifesaving club.

CLIMATE

Mediterranean climate with dry summers and mild winters, averaging 122 days of sunshine.

LOCATION

Tri-state location, approximately one hour flight from Melbourne, Adelaide and Broken Hill.

SPORT

Mildura is famous for its vast array of competitive sports, including the World's fastest water ski race, numerous high octane motorsports and award winning tennis events.

ARTS + CULTURE

The Mildura region is culturally diverse with more than 70 different cultures, 9% of the population speaking a language other than English (Italian being the second most common language spoken) and home of the second largest population of Aboriginal and Torres Strait Islander people in regional Victoria.

This cultural diversity gives the region a vibrant arts and cultural scene, with

many emerging arts events.

The region had a strong event reputation based on previous high profile arts and cultural events.

Arts & Culture has the propensity to change perceptions, and where possible, all events from sports, to business to festivals, should incorporate distinctive Mildura creative arts, cultural and food experiences.

MILDURA REGION COMPETITIVE ADVANTAGES



ICONIC LOCATIONS



ICONIC EXPERIENCES



CLIMATE



LOCATION



ARTS + CULTURE



WATER SPORTS

Vision

“

To be known as a vibrant event destination, famous for events that celebrate our iconic locations on the Murray River and vivid ancient landscapes. We will captivate visitor imaginations with events that savour the tastes and culture of one of Australia's most prolific food producing regions.

”



The main event

{VISION, GOALS + STRATEGIC APPROACH}

IN FIVE YEARS TIME.....

The Mildura region will be recognised as a vibrant major event destination, famous for events that reflect iconic locations on the Murray River and vivid ancient landscapes. Through our vibrant culture and creativity, our events will captivate visitors' imaginations, encouraging them to stay longer and increase overnight visitor expenditure.

Mildura events will be recognised nationally, featured in Victorian and Australian event calendars.

Event attraction and acquisition will be aligned with the region's competitive advantages and bolster visitation during shoulder and low seasons.



STRATEGIC GOALS

DRIVE OVERNIGHT VISITOR EXPENDITURE

Attract external visitation, extend length of stay and increase overnight visitor expenditure.

SHOWCASE MILDURA

Build Mildura's destination brand profile through events that align with the region's competitive advantages, attracting significant media profile.

VIBRANT & SUSTAINABLE EVENTS

Facilitate vibrant events that captivate visitor imaginations in a diverse year-round calendar.

CREATIVE COMMUNITY

Encourage creativity, community connectedness and civic pride through event participation.

STRATEGIC APPROACH

The strategic approach is to develop hallmark event/s, grow capacity of existing events and attract new leisure and business events that are brand and strategically aligned in shoulder and low seasons.

The focus for all events is to better reflect the Mildura region's iconic locations and competitive advantages to develop creative event experiences that captivate visitor imaginations.

STRATEGIC APPROACH

- Develop hallmark event/s.
- Grow existing events and event organiser capacity.
- Attract new events in shoulder and low seasons.
- All events to better reflect iconic locations + culture.
- Creative event experiences that captivate visitor imaginations.



1. Amplify destination brand

HALLMARK EVENTS

Hallmark and major events will play a pivotal role in amplifying a positive destination profile for the Mildura region and increasing overnight visitor expenditure.

They have the potential to be a catalyst for repeat visitation, contribute to destination profile, infrastructure development and community connectedness.

A prevalent theme throughout consultation was a strong desire for larger and higher quality events with a hallmark event that could establish a brand name for the Mildura region.

Leadership by Council and its strategic partners will be instrumental in facilitating and attracting hallmark and major events that deliver on the strategy's event vision and strategic goals.

Existing events with hallmark potential need to further develop their competitive advantage and increase their media and online profile.

To give a genuine competitive advantage, events should leverage the region's iconic locations such as the Murray River, the region's vivid landscapes, and unique selling points, of climate, location, food and produce, arts and culture and water sports.

ATTRACT MAJOR EVENTS

The region has the capacity to attract major events in shoulder and low seasons.

With its tri-state location and accommodation capacity, opportunity lies to attract sporting, arts, cultural and business events.

The development of the Mildura South Regional Sporting Precinct will allow the region to attract major sporting events.

Increasing the event attraction and acquisition budget and partnerships with strategic partners, venues and accommodation providers will be required to compete with other regional destinations, as evidenced in the local government benchmarking undertaken.

ELEVATING EVENTS WITH CULTURAL EXPERIENCES

The incorporation of arts, multicultural and indigenous experiences across all event genres will assist in profiling the region's rich cultural heritage.

This could include the development of professionally staged Welcome to Country at sporting, arts and business events. Community leaders could welcome event visitors to the region and include an invitation to explore the region's significant cultural sites to encourage a richer understanding and increase regional dispersal.

HALLMARK EVENT CONCEPT

With its historic street scapes, vibrant multi-cultural and indigenous community and iconic Murray River, a "White Night" style event concept, engaging 3D animators and water sculpture artists could be engaged to develop a hallmark event that increase destination profile and bolster overnight visitation during winter.

The event could link with feast street, profiling tastes of Mildura and live music and cultural performances.

This could include seeking arts funding to enable and develop the staging of Welcome To Country, indigenous arts and performances at Mildura events.

Indigenous and multicultural groups should be encouraged to stage and participate in events that celebrate their culture.

CROSS POLLINATION

Cross-pollinating events, for example, sporting events with arts, food and cultural experiences will contribute to developing "distinctly Mildura" events with a point of difference.

BRANDING, MEDIA PR + DIGITAL

Existing events need to amplify their messaging and digital presence to gain media cut-through and attract greater media coverage externally.

Strategies to amplify destination profiling include:

- Integrating stunning Mildura region destination images into event marketing, linking the regional visitor website and social media channels to event websites.
- Subject to privacy laws, developing a database of visitors from event online ticketing systems to provide targeted visitor insights.

- Encouraging event organisers to participate in tourism marketing and leverage with strategic partners (e.g. Mildura Regional Development, Murray Regional Tourism and Tourism Australia).
- Developing an event brand toolkit that aligns with the destination brand will improve the quality and consistent messaging.
- Maximising Mildura region exposure at events, e.g. with signage placement, provision of destination images and footage to event organisers for social media and television broadcasts.
- Encouraging established events to enter business, tourism and event awards could further profile Mildura

region events on a regional, state and national stage.

To facilitate an increase in the promotion and distribution of event content externally, contract professional media and PR specialists, social media correspondents, photographers and videographers for major events.

The development of a Mildura region events image and footage library for use by event organisers and distribution to Murray Regional Tourism, Visit Victoria and Tourism Australia for their use would help to increase Mildura event profiling. Undertaking video news releases (VNR) to regional, state and national media during major events will also contribute to greater media profiling.

4 MILDURA REGION EVENT SURVEY 2019

79% of survey respondents stated their business or event was not listed with the ATDW (Australian Tourism Data Warehouse)



2. Attract business events

Business events, including meetings, incentive trips, conferences and exhibitions, provide an opportunity to grow the visitor economy for the Mildura region.

As high value travellers, business travellers generally have a higher spend than leisure travellers, mainly spending more on commercial accommodation, travel, dining and shopping.

Business travellers will often extend their visit or return with family or friends. They contribute to local economies and drive visitation and business during quiet periods (i.e. mid-week and shoulder seasons).

The Mildura region can currently cater for small to larger business events. With its tri-state location and accommodation capacity, the region has the opportunity to further attract business events.

UNDERSTAND THE MARKET

To ensure the best return on investment in the market it is imperative to understand the current market in Mildura and regional Victoria.

This will include the development of a market snapshot on business travellers in regional Victoria and Mildura.

Research on existing business event travellers to Mildura should include

the identification of source markets, expenditure, satisfaction and an understanding of decision making for purchasing.

INDUSTRY FOCUS

The focus of business event attraction should build on the strengths of the region and target specific industry sectors and regional, state and national associations e.g. horticulture, agritourism, arts, regional development.

3 ELEMENTS OF SUCCESS

1. Give information early.
2. Sell the destination.
3. Package offers – make it easy to sell.

RAISE AWARENESS

The strategy will involve building awareness of Mildura region's ability to cater for business events.

A marketing and sales strategy, should include destination profiling, sales targeting key markets, tradeshow participation, sales calls, Regional Victoria Showcase and familiarisations.

TOURISM AUSTRALIA - ASSOCIATION CONFERENCE DELEGATE BEHAVIOUR.

Offering a social program that includes networking events in iconic settings, choosing event venues that make leisure activities such as shopping, dining and sight-seeing convenient, and providing opportunities to discover the destination are all highly appealing to delegates.

Business events in regional Victoria have contributed over \$475 million to the State's economy, said Chris Porter, Executive Officer, Business Events Victoria.

BUSINESS EVENTS TOOLS

To implement the marketing and sales strategy, identifying gaps and updating information in the Mildura Conferencing & Business Event Planner Guide should be undertaken.

As part of event toolkit, develop an online portal for Professional Conference Organisers (PCO's) as "one stop shop" including venues and local event suppliers.

PACKAGING + VALUE-ADD OPPORTUNITIES

Strengthening partnerships with the tourism and events industry to encourage packaging and value-add opportunities for business event delegates should be undertaken.

INFRASTRUCTURE + ATTRACTION

Long-term consideration should be given to the development of a dedicated conference space with over 1,000 capacity.

Increasing the event attraction and acquisition budget and partnerships with strategic partners, venues and accommodation providers will be required to compete with other regional destinations, as evidenced in the local government benchmarking undertaken.

3. Resource and facilitate sustainable events

GROW EVENT ORGANISER CAPACITY

Grow event organiser capacity through training, networking and in-kind support resources.

Collaboration through training workshops and networking functions for the event and tourism industry would assist in uniting the industries and provide operators with an opportunity to increase capacity by packaging events with accommodation, transport, attractions, tours and dining experiences.

Event organisers were surveyed as part of the Mildura Events Survey to indicate what areas of training they would attend.

INCOME DIVERSIFICATION

The need to further develop income diversification and profitability is required for long-term event financial sustainability.

Increased income, sponsorship and reliance on funding was identified

by many events as a major inhibitor to growth. Strong financial training, understanding that non-profit doesn't mean break-even and the need to generate surplus to innovate event programs is required.

HUMAN RESOURCING

Following income and funding, human resourcing and overstretched volunteers was cited by many event organisers as another major inhibitor to growth.

To elevate existing events, the contracting of creative directors to assist with innovative program development and community outsourcing should be considered.

Volunteer exchanges at events and skills exchanges between events e.g. one event shares sponsorship skills in exchange for social media skills.

MILDURA EVENT SYMPOSIUM

During consultation a strong desire for networking between event organisers and the greater tourism industry

was cited. To facilitate this process the concept of an event symposium that included the planning of the event calendar for the following year, information exchange, case studies and training was identified.

The timing of the symposium was recommended to be undertaken annually during October.

EVENT TOOLKIT

Develop an online event portal for event organisers and professional conference organisers that could include a 'clash calendar', event templates, brand guide and toolkit including destination images/footage, conferencing information, such as unique locations, settings and venues, venue/accommodation capacities and packages, event suppliers and support networks.

The portal could act as a central, "one stop shop" for event organisers to seek government approvals with links to relevant departments.



4. Increase overnight visitor expenditure

INCREASE CONVERSION

Online ticketing and packaging can create a higher conversion rate; making it easier for visitors to purchase with one click or one phone call.

MULTI-DAY PACKAGING

Development of multi-day packaging will drive increased overnight visitor expenditure. This could include multi-day event passes, packaging with accommodation and value-add packaging e.g. sports event with evening dining and arts experience.

Multi-day packages need to be easily purchased online.

EXPERIENCE DEVELOPMENT

Encourage the development of Mildura region signature experiences to meet changing consumer trends.

Developing new and tailored experiences within events, such as distinct Mildura behind the scenes and VIP experiences could increase profit margins for events to assist with income diversification.

TOURISM PACKAGING

Encourage packaging with existing tours will help to ensure wider distribution, particularly with iconic locations in the wider region. The packaging of events with tourism experiences, accommodation, transfers and flights should be developed with tourism retailers to increase distribution of Mildura events.

“Encouraging events to include dawn, dusk and/or evening experiences within their programming will assist in extending length-of-stay and overnight visitor expenditure.”





5. Create an event friendly destination

ONE STOP SHOP APPROACH AND CULTURE

Developing the Mildura region's reputation as an event friendly destination will be an essential component in attracting major events and growing new and existing events.

The development of a "*one stop shop*" approach and culture with council, strategic partners and the greater tourism industry should be a key priority.

This will require a concerted commitment to the development of a corporate culture that is customer centric, with a whole of Council and regional approach with key strategic partners including industry, Mildura Regional Development (MRD), Mildura Arts Centre (MAC) and Murray Regional Tourism (MRT).

A seamless team approach as "Team Mildura" and a "can do" attitude that responds in an agile way to event enquiries, event support and major event attraction will create an event friendly destination.

STRATEGIC FOCUS + ROI

To increase return on investment (ROI) for Council event funding, investment should be made based on the four strategic goals:

1. Driving overnight visitor expenditure.
2. Showcasing the Mildura region.
3. Vibrant and sustainable events.
4. Creative community.

These goals align with Visit Victoria's strategic priorities and funding criteria.

TIERED SUPPORT MODEL

Council's current events funding and support policy is based on a three tiered system. The recommendations are to:

- Streamline the application to be less onerous on the applicant to apply for funding, and less onerous on Council resourcing to assess event funding.
- Tier 1 – re-name category Hallmark Event Sponsorship to better reflect desired outcomes.
- Tier 2 – reduce economic impact (e.g. to \$250,000 economic impact) to allow community events a pathway of growth from Tier 3.
- Tier 1 and 2 and New Events (with tourism potential) could include in-kind support as an option of the total support for compliance issues (e.g. risk assessment, Council venue/green space hire).

- Negotiate tenders with private companies for in-kind support.
- Provision of standardised visitor surveys for Tier 1 and Tier 2 to assist with standardised post-event reporting.
- Event Tourism Impact modelling conducted by firm/s specialising in event analysis for Tier 1 events.
- Provision of professional photographers, videographers and footage for Tier 1 and Tier 2 events to grow Mildura event image and footage library.
- Tier 3 – rationalise and simplify application process e.g. donation style system.
- Review and re-consider the eligibility of fundraising events, unless they deliver on the four strategic goals.

MULTI-YEAR PARTNERSHIPS

Where Tier 1 and Tier 2 events have successfully acquitted funding for two or more consecutive years, and have secured funding from other government sources (e.g. Visit Victoria, Creative Victoria, Festivals Australia) they could be eligible to apply for a three-year partnership agreement, whereby funding is committed for

up to three years to allow for longer-term, strategic planning. It should be noted, events would require a three year business and marketing plan and annual post event reporting would still be a pre-requisite.

ONE STOP SHOP ONLINE

A centralised online event system that acts as a "one stop shop" should be developed for attracting new events and supporting existing events.

This could include:

- Conferencing and sporting facilities.
- Accommodation.
- Hiring venues – availability and booking online.
- Automatic generation of permits.
- Event ancillary services (e.g. sound, lighting, staging).

- Events calendar.
- Event toolkit.
- Branding, images and footage.

CONCIERGE APPROACH

A concierge approach with major events needs to be implemented to develop Mildura region's reputation as an event friendly destination.

This would involve a key contact person/team to be the first point of contact for major event organisers. Their role would be to act as a concierge across multiple Council departments and with the key stakeholders (e.g. MRD, MRT, MAC, VV, TA).

Where appropriate, they would organise a "Events Mildura" "one stop shop" meeting for the major event organiser with all key stakeholders as a round table

Any event proposal to Visit Victoria must be endorsed by the Regional Tourism Board - Chis White Head Regional Events, Visit Victoria.

discussion to facilitate and mobilise the event to maximise the region's return on investment and long-term sustainability of the event.

The "one stop shop" round table meeting should also include, when applicable, state and national representation e.g. police, department of transport, national parks, airport, liquor licensing etc.

It should be noted "event friendly" does not mean "cutting corners" or not being compliant, but facilitating and assisting event organisers so they can deliver events that captivate visitor imaginations that will ultimately deliver better return-on-investment for the community and outcomes based on the four strategic goals.



POTENTIAL STRATEGIC PARTNER ROLES

The following outlines potential roles of key strategic partners and is provided as a recommendation for their role in major events. They are not confirmed as Council policy or by any partners.

Mildura City Heart plays an important role in the delivery of events in the City Heart. It should be considered a strategic partner in "Events Mildura" for events that could be developed pre and post other day-time events which are staged in the wider region to encourage increased economic impact.

Mildura Arts Centre (MAC) could play an integral role for arts advocacy and inclusion and should also be considered a strategic partner in

"Events Mildura". Through their networks they could play an important role in encouraging and facilitating inclusion and participation of Mildura local, cultural and indigenous artists in Mildura events of all genres.

COUNCIL EVENT TEAM

The focus for the Council's event team needs to be more on facilitator and enabler, and less on event grant funder and assessor.

The team's roles should evolve around the **facilitation, brokering and enabling** of events to:

- Develop hallmark event/s, grow capacity of existing events and attract new leisure and business events that are brand and strategically aligned in shoulder and low seasons.

- Assist and encourage events to better reflect the Mildura region's iconic locations and competitive advantages to develop creative event experiences that captivate our imaginations.

This will require the team's roles to be the event concierge.

A dedicated role for event attraction and acquisition, including business conferencing is also recommended.

To ensure the successful implementation of the Event Strategy, the Events Team will require full strategic support for events as a **whole of Council and region approach**, from all levels, with a customer centric attitude.

EVENTS MILDURA

MILDURA RURAL CITY COUNCIL	MILDURA REGIONAL DEVELOPMENT	MILDURA ARTS CENTRE	MURRAY REGIONAL TOURISM
ENABLER + FACILITATOR.	NETWORKER, FACILITATOR + TOURISM.	ARTS ADVOCATOR & FACILITATOR AND EVENT MANAGEMENT	TOURISM ADVOCATOR + FACILITATOR
<p>Event Concierge – first point of contact to facilitate with strategic partners.</p> <p>Leadership and strategic direction.</p> <p>Event attraction.</p> <p>Event organiser capacity building.</p> <p>Event support (financial + in-kind).</p>	<p>Business development.</p> <p>Facilitate corporate introductions for event sponsorship and business event leads through corporate networks.</p> <p>Assistance with grant and sponsorship applications.</p> <p>Tourism packaging + visitor research for major events.</p>	<p>Arts advocacy locally, including Arts Mildura and with state and federal arts bodies.</p> <p>Networks with local arts, cultural and indigenous artists to encourage their inclusion and participation in Mildura events of all genres.</p>	<p>Destination Brand and Marketing.</p> <p>Advocacy with Visit Victoria.</p> <p>Digital and social media platforms.</p> <p>Media PR.</p> <p>Networking with wider tourism industry.</p> <p>Tourism capacity building.</p>



Implementation

The following Action Plan outlines the priority implementation of critical success strategies for the Mildura Rural City Event Action Plan 2025. It is intended as a working document that is regularly reviewed and updated.

The existing Events and Grants budgets may need to be adjusted to align with the recommendations and actions of this Strategy. Budgets will be developed and presented on an annual basis as part of the budget process.

TIMEFRAMES



CRITICAL SUCCESS STRATEGIES

1. AMPLIFY DESTINATION BRAND	2. ATTRACT BUSINESS EVENTS	3. RESOURCE AND FACILITATE SUSTAINABLE EVENTS	4. INCREASE OVERNIGHT VISITOR EXPENDITURE	5. CREATE AN EVENT FRIENDLY DESTINATION
Hallmark Events. Attract Major Events. Elevate Events with Cultural Experiences. Cross-Pollination. Branding Media PR + Digital.	Understand the Market. Industry Focus. Raise Awareness. Packaging + Value Add.	Grow Event Organiser Capacity. Income Diversification. Human Resourcing. Event Symposium. Event Toolkit. Support events to move through funding tiers.	Increase Conversion. Multi-Day Packaging. Experience Development. Tourism Packaging.	Concierge Approach. Team Mildura. Strategic Focus. Tiered Support Model. Multi-Year Partnerships. "One stop shop" online. Event Team.

ABBREVIATIONS

MRCC – Mildura Rural City Council.
 MRD – Mildura Regional Development.
 MAC – Mildura Arts Centre.
 MCH – Mildura City Heart.
 MRTB – Murray Regional Tourism Board.
 VV – Visit Victoria.
 BEV – Business Events Victoria.

The bolded organisation identified in the stakeholder column of the Action Plan is the lead agency, with other key stakeholders identified as potential partners to help facilitate the action.

1. AMPLIFY DESTINATION BRAND						
STRATEGY	ACTION	STAKEHOLDERS	KPI'S	2019 - 21	2021-23	2023-25
Hallmark + Major Events	Investigate Hallmark Event concept (e.g. White Night) with Team Mildura. Develop pre-feasibility.	MRCC. MRD. MRTB. VV.	Feasibility study of hallmark event.			
	Consideration in feasibility of major civic events (e.g. NYE, Australia Day) for hallmark potential and/or reallocation of funds.					
	Increase event attraction + acquisition budget in-line with other regional Victorian areas, such as Shepparton.	MRCC.	Event attraction + acquisition budget.			
	Attract and support Hallmark and Major Events.	MRCC. MRD. MRTB. VV.	No. of event bids. Successful bids. Hallmark event. Economic Impact.			
Elevate All Events with Cultural Experiences	Incorporate arts, multicultural and indigenous experiences across all event genres.	MRCC. MAC.	Events with evidence of "distinctly Mildura" cultural experiences.			
	Facilitate this process through capacity building and partnerships.	MRD. MRD. MRTB.				
Branding, Media PR + Digital	Facilitate integration of destination branding into event marketing and participation in tourism marketing.	MRD. MRTB. MRCC.	Increased integration of destination brand in event marketing.			
Event Footage + Stills Library	Develop professional event drone/moving/stills footage + content for Tier 1 and Tier 2 events that showcase the region's competitive advantages.	MRCC. MRD.	Library of event footage and stills.			
	Work with partners to ensure distribution of the footage/stills through regional/state/national tourism libraries.	MRTB. VV.	Increased event content in tourism marketing.			
Increased Digital Distribution	Facilitate and encourage event listings on ATDW, Trip Advisor.	MRD. MRTB. MRCC.	Increased number of events on ATDW and 3rd party sites.			
	Content and image sharing with tourism partners.					

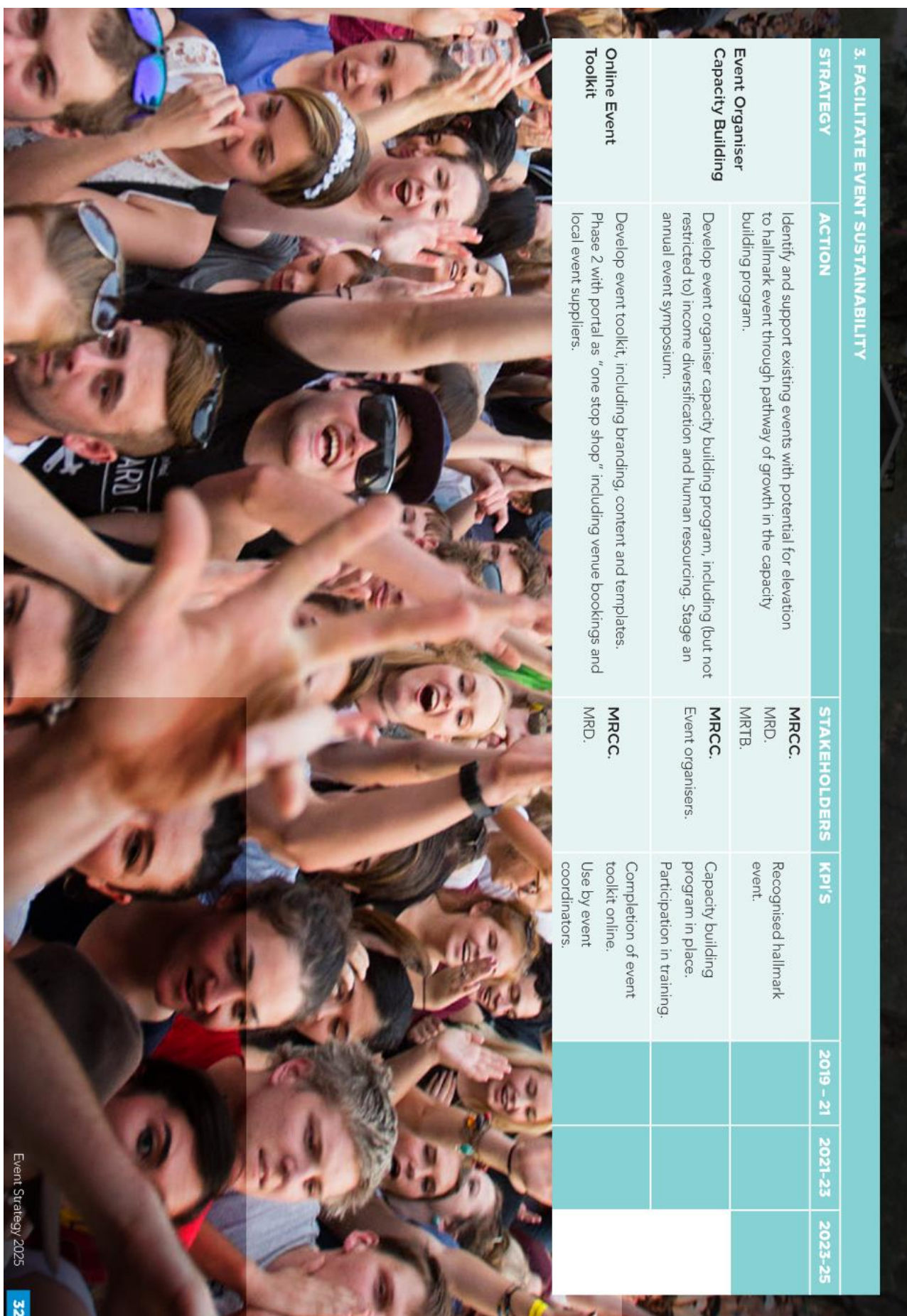
Event Strategy 2025

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2 ATTRACT BUSINESS EVENTS						
STRATEGY	ACTION	STAKEHOLDER	KPI's	2019 - 21	2021-23	2023-25
Understand the Market	Develop market snapshot on business traveller market for regional Victoria. Develop research on existing Mildura business event traveller to identify source markets, expenditure, needs, satisfaction, purchasing decision making.	MRCC. MRD. MRTB. BEV.	Development of business event traveller in regional Victoria and Mildura region.			
Industry Focus	Identify specific target industry sectors and associations that build on the strengths of the region e.g. horticulture, agritourism, arts, regional development. Develop data base of business events and professional conference organisers (PCOs).	MRCC. MRD.	Database of potential targeted business events and PCOs.			
Raise Awareness	Build awareness of Mildura region's ability to cater for business events. Develop a marketing and sales strategy, including destination profiling. Include sales targeting key markets, tradeshow participation, sales calls, Regional Victoria Showcase and familiarisations.	MRCC. MRD. MRTB.	Marketing and sales strategy implemented. No. of event bids. No. of successful bids. Economic impact of business events.			
Business Event Toolkit	As part of Event Toolkit, develop an online portal for Professional Conference Organisers (PCOs) as "one stop shop" including venues and local event suppliers. Identifying gaps and update information in the Mildura Conferencing & Business Event Planner Guide	MRCC. MRD.	Online Business Event portal as part of Event Toolkit completed. No. of PCO enquiries. Updating of Conferencing & Business Event Planner Guide.			
Business Event Packaging	Develop partnerships with tourism and business event industry to encourage packaging and value-add options for business event delegates.	MRCC. MRD.	No. of event bids. Successful bids. Hallmark event.			

3. FACILITATE EVENT SUSTAINABILITY

STRATEGY	ACTION	STAKEHOLDERS	KPI'S	2019 - 21	2021-23	2023-25
Event Organiser Capacity Building	Identify and support existing events with potential for elevation to hallmark event through pathway of growth in the capacity building program.	MRCC. MRD. MRTB.	Recognised hallmark event.			
	Develop event organiser capacity building program, including (but not restricted to) income diversification and human resourcing. Stage an annual event symposium.	MRCC. Event organisers.	Capacity building program in place. Participation in training.			
Online Event Toolkit	Develop event toolkit, including branding, content and templates. Phase 2 with portal as "one stop shop" including venue bookings and local event suppliers.	MRCC. MRD.	Completion of event toolkit online. Use by event coordinators.			



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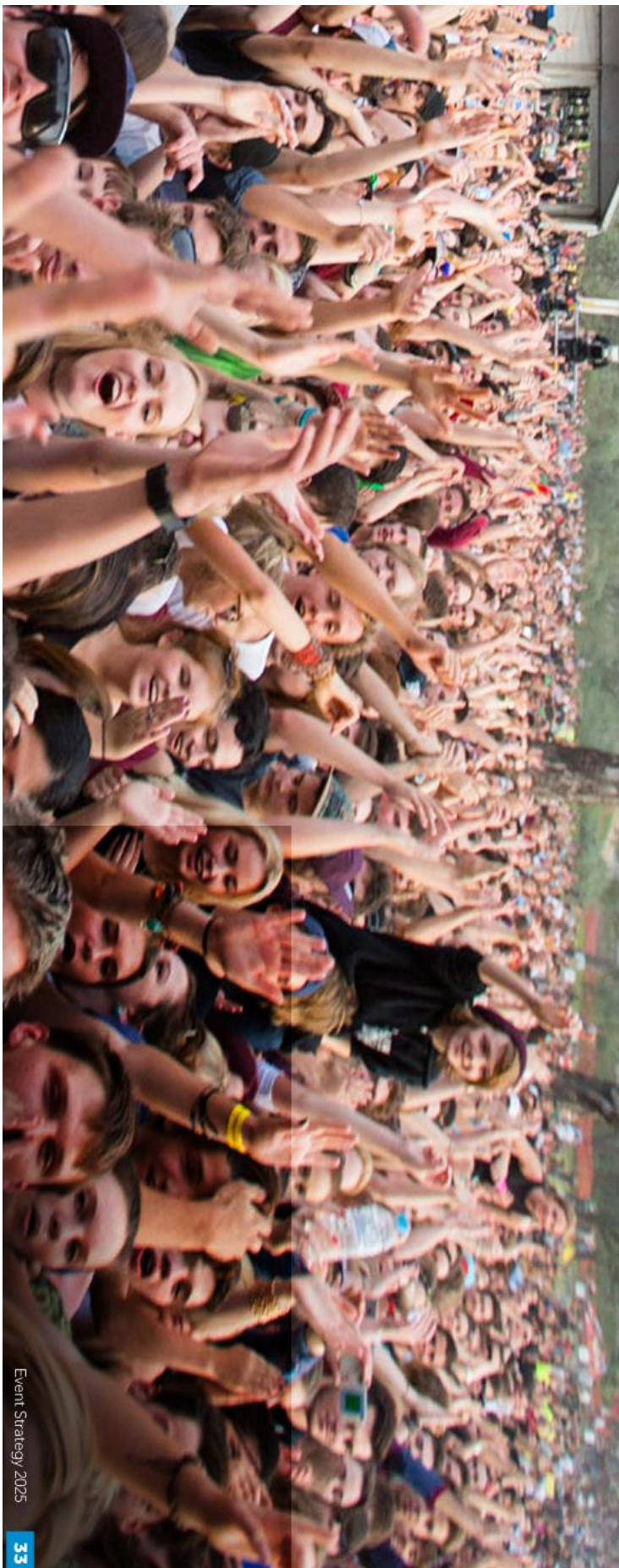
Event Strategy 2025

4. INCREASE OVERNIGHT VISITOR EXPENDITURE						
STRATEGY	ACTION	STAKEHOLDERS	KPI'S	2019 - 21	2021-23	2023-25
Increase Conversion	Facilitate the uptake and use of online ticketing by events.	Event organisers. MRCC.	Increased number of events with on-line ticketing.			
Multi-Day Events	Investigate multi-day events and look for opportunities to add to calendar.	MRCC. MAC. MRD. Event organisers.	Increase in multi-day events and measured economic impact.			
Experience Development and Tourism Packaging	Encourage development of Mildura region signature experiences. Encourage packaging with existing tours. Collaboration with stakeholders to develop event packages with accommodation, tours, transport and flights. Regional packaging with greater Murray Region.	MRCC. Event organisers. MRD. MRTB.	New event experiences. Number of packages in the market place.			



Event Strategy 2025

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5.CREATE AN EVENT FRIENDLY DESTINATION

STRATEGY	ACTION	STAKEHOLDERS	KPI'S	2019 - 21	2021-23	2023-25
Concierge Approach	Ensure council event team as the key contact person for major event organisers to act as concierge across multiple council departments, Team Mildura and strategic partners.	MRCC.	Concierge process implemented and recognised internally and by strategic partners.			
	Develop cross-department strategic event project team to facilitate strategy implementation and assist with event friendly corporate culture across council departments.	MRCC.	Cross-departmental project team implemented.			
Events Mildura One Stop Shop	Establish Events Mildura to facilitate major event enquiries. Confirmation and clarity of roles for Events Mildura and strategic partners.	MRCC. MRD. MRTB. MAC, MCH. VV, BEV.	Strategic partner contact, agreement and buy-in. Events Mildura established.			
Strategic Focus	Council event investment to align with four strategic goals, also aligning with Visit Victoria.	MRCC.	Events funded according to strategic goals.			
Tiered Support Model	Streamline application process. Implement recommendations where possible as outlined in strategy.	MRCC.	Streamlined application process.			
Multi-year Partnerships	Multi-year partnership agreements with events who have successfully acquitted two or more consecutive years with projected growth.	MRCC.	Multi-year funding agreements with eligible Tier 1 and 2 event.			
Event Team	Investigate resourcing of events team to achieve strategic actions.	MRCC.	Team focus implemented.			



Event Strategy 2025

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Consultation process

The development of this Event Strategy has been undertaken by listening and engaging with the Mildura community.

Consultation and feedback from stakeholders was gained through community workshops, cross departmental workshops and councillor meetings. Face-to-face meetings and phone interviews have been held with Mildura Regional Development, Mildura City Heart, Arts Mildura, event organisers, Visit Victoria and other key stakeholders.

In addition to in region workshops and face-to-face meetings, the strategy development process included a

desktop audit of reference materials and benchmarking with Latrobe City Council, City of Greater Shepparton and Tamworth Regional Council.

Mystery shopping was undertaken as an outside event organiser to potentially bring an event to the Mildura region with council, as an event attendee with the Visitor Information Centre and as an event organiser with internal council departments.

Both the events and tourism industries were invited to participate in an online event survey distributed to participants by the council. The survey was sent to over 150 tourism and event operators and strategic partners with 58 respondents.

MILDURA RURAL CITY COUNCIL EVENTS STRATEGY 2020 – 2025

- 1 ONLINE SURVEY
March 2019
- 2 FACE-TO-FACE CONSULTATION
April 2019
- 3 DESKTOP AUDIT
April - May 2019
- 4 BENCHMARKING – DESKTOP + PHONE INTERVIEWS
April - May 2019
- 5 FRAMEWORK & RECOMMENDATIONS
July 2019
- 6 COUNCILLOR PRESENTATION
August 2019
- 7 EVENTS STRATEGY & ACTION PLAN
August 2019

Applause

A SPECIAL THANK YOU to the people who gave time, input and advice into the making of this strategy.

NAME	ORGANISATION	POSITION
Adam Hobbs	Mildura City Heart	Chair
Ange Johnstone	Mildura Regional Development	Tourism Industry Development Officer
Anne Ross	Mildura Rural City Council	Project Officer
Antonette Zema	Mildura Rural City Council	Arts & Culture Dev. Manager
Arron Huttig	Mildura Rural City Council	Acting Manager- Engineering
Ben Piscioneri	Mildura Rural City Council	Public Relations Officer
Chris Mitchell	Mildura Bowls Club	President
Chris Parham	Mildura Rural City Council	Acting CEO
Chris White	Visit Victoria	Head Regional Events
Connie De Maria	Mildura Rural City Council	Community Engagement Officer
Cr Anthony Cirillo	Mildura Rural City Council	Councillor
Cr Gavin Sedgman	Mildura Rural City Council	Councillor
Cr Greg Brown	Mildura Rural City Council	Councillor
Cr Helen Healy	Mildura Rural City Council	Councillor
Cr Jason Modica	Mildura Rural City Council	Deputy Mayor
Cr Mark Eckel	Mildura Rural City Council	Councillor
Cr Min Poole	Mildura Rural City Council	Councillor
Cr Simon Clemence	Mildura Rural City Council	Mayor
Danielle Hobbs	Mildura City Heart	Manager
David Folvig	Mildura Rural City Council	Acting General Manager
David McNabb	Mildura City Heart	Board Member
David Storer	Mildura Entertainment	Owner
David Zacher	Mildura Rural City Council	Visitor Services
Dawn Johnston	Mildura Rural City Council	Recreation Support Officer
Ellen Giddings	Mildura Rural City Council	Risk and Insurance Officer
Eric Oguzkaya	Mildura City Heart	Board Member
Fran Thornton	Mildura Eisteddfod	Sponsorship
Gareth Hart	Arts Mildura	Manager
Geoff Thomson	Mildura Ski Club/MRD	President/Deputy Chair

NAME	ORGANISATION	POSITION
Gloria Wall	Mildura Show Society Inc.	Secretary/Treasurer
Hayley Wilson	Desert City Rodders & Sunassist	Event Organiser/Fundraising Committee
Ian Benning	Sunraysia Gliding Club	President
Jackie Heaysman	Chances For Children	Coordinator
Jamey Mullen	Mildura Rural City Council	Manager Leisure & Cultural Services
Jeff Mullen	Merbein Community Rodeo	President
John Arnold	Mildura Country Music Festival	Director
Kate Henschke	Mildura Rural City Council	Events & Projects Coordinator
Kealey Lush	Mildura Rural City Council	Property Officer
Ken Mutimer	Willowfest	Administration
Kevin McCartney	Sunraysia Dirt Karts	Committee
Kirsten Lloyd	Mildura Regional Development	Communications/OP
Kym Doherty	Shane Doherty Mem. Tri-State Masters	Tournament Director
Mandy Whelan	Mildura Rural City Council	General Manager Development
Marg Tegart	North West Victorian Motorcycle Club	Policy and Procedure Officer
Maria Elizabeth Carrazza	Mildura Regional Development	Board Member
Marina Durban	Mildura Houseboats	Owner/Director
Mark Francis	CEO	Murray Regional Tourism
Martin Hawson	Mildura Rural City Council	General Manager Community
Michael O'Callaghan	Mildura Ski Club	Committee/Promotions/Sponsors
Michelle Nicholas	Mildura Rural City Council	Events & Projects Officer
Monique George	Visit Victoria	Manager Regional Events Fund
Nicole Jamieson	Mildura Rural City Council	Admin Officer - Property
Paul Gibbens	Mildura Regional Development	Chair
Peter Griffith	Merbein Community Rodeo	Secretary
Rachel Kendrigan	Mildura Rural City Council	Community Planning/Mildura Fringe
Raywin Jamieson	Mildura Show Society Inc.	Events Coordinator
Richard Sexton	Mildura Rural City Council	Manager Corporate Administration
Rod Trowbridge	Mildura Regional Development	Acting Chief Executive Officer
Sara Wrate	Mildura Rural City Council	Senior Events & Projects Officer
Stefano de Pieri	Mildura Regional Development	Board Member
Susan Watts	Football Federation Sunraysia	General Manager

The fine print

{REFERENCES}

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Local Government Area Profiles 2017, Mildura (R) Victoria, Tourism Research Australia.

Mildura Rural City Council Community & Council Plan 2017 – 2021.

Mildura Regional Development Strategy 2018 – 2020.

Mildura Rural City Council Arts, Culture & Heritage Strategy 2016 – 2020.

Murray Regional Tourism Strategic Plan 2015 – 2020.

Murray Region Destination Management Plan.

Victorian Visitor Economy Strategy.

Victorian Business Events Strategic Plan 2019-2022.

Victoria's Tourism & Events Industry Strategy 2020.

Visitor Information Survey, Mildura Visitor Information Centre, 2017.

Visitors to Victoria Experience Overview year ending Dec 2018, Tourism Events and Visitor Economy (TEVE) Research Unit, April 2019.

14.4 CHAFFEY TRAIL STRATEGY AND ACTION PLAN 2019 - 2023

Summary

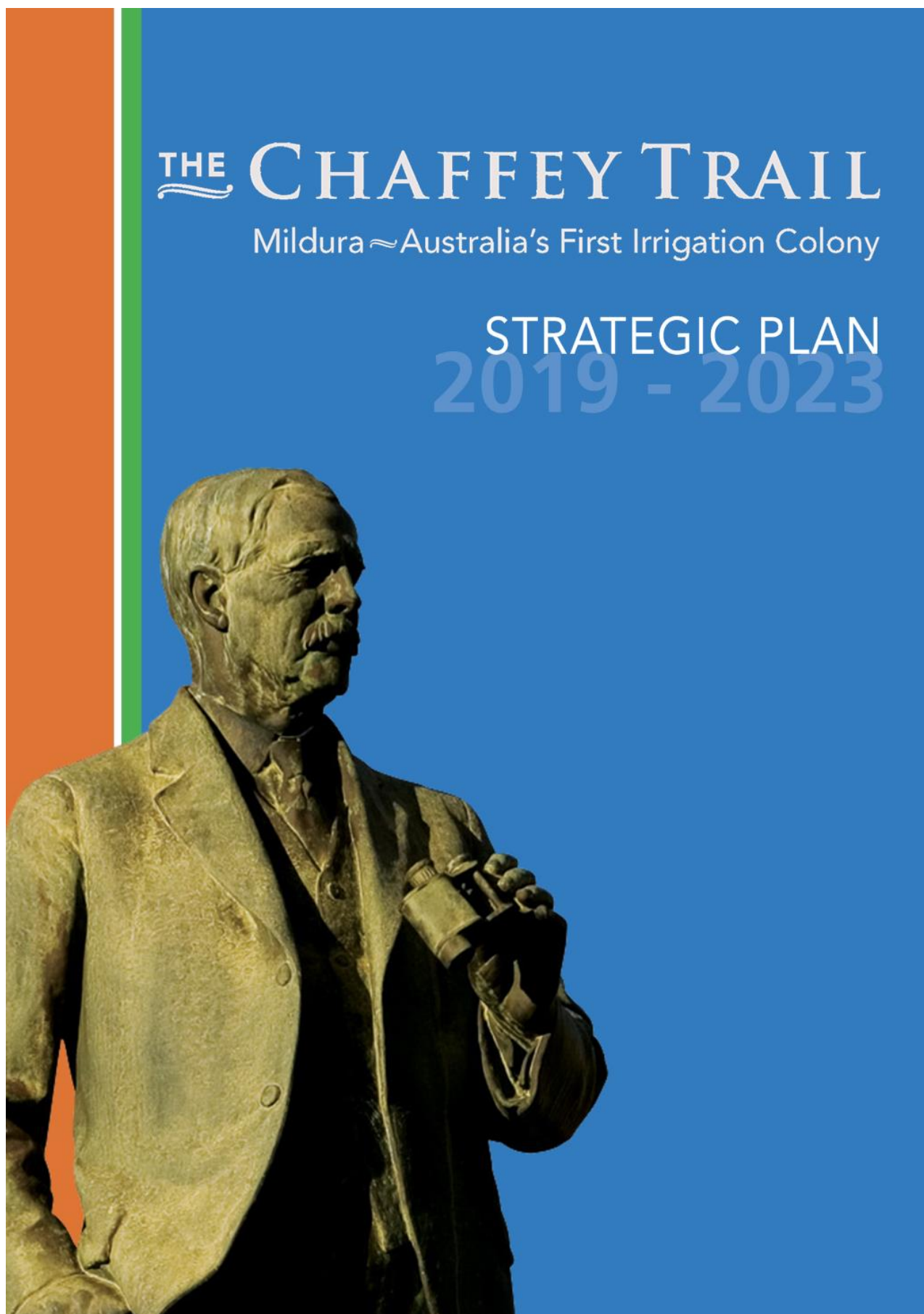
The purpose of this report is to present the Chaffey Trail Strategy and Action Plan 2019-2023 for adoption.

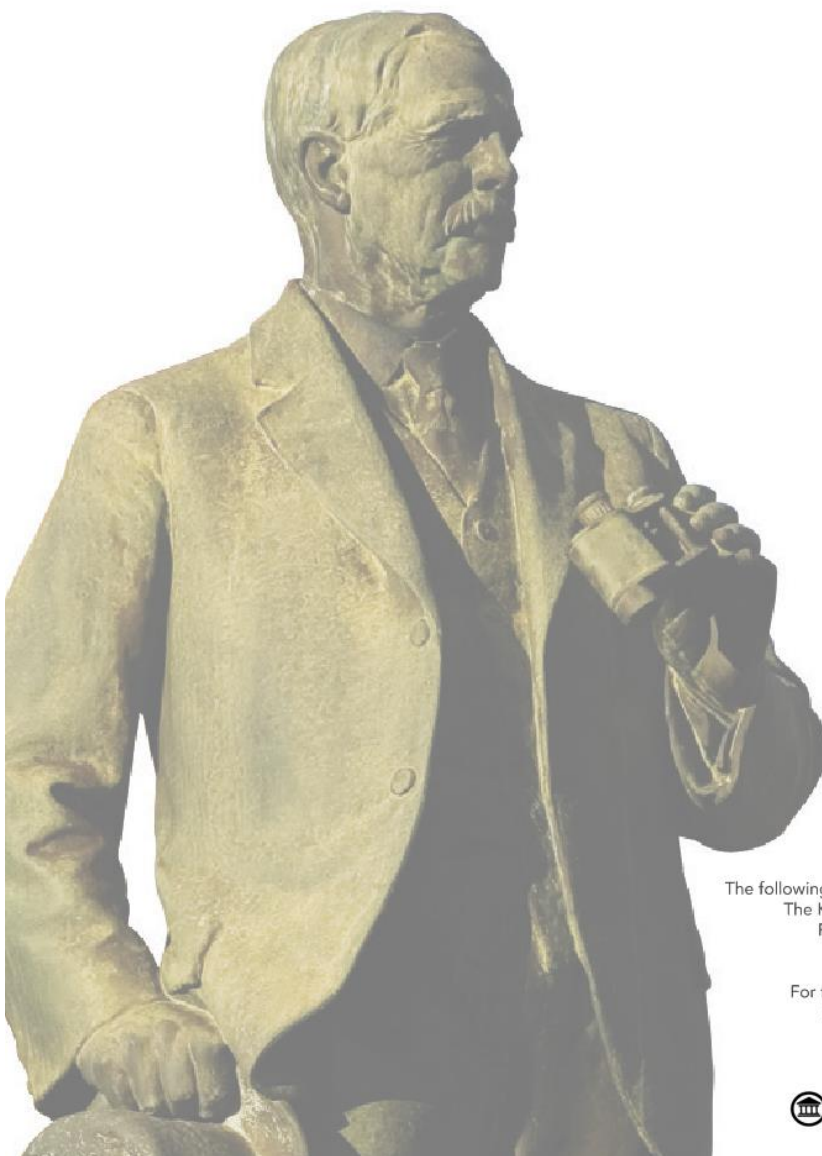
2019/0234

Moved: Cr Mark Eckel
Seconded: Cr Helen Healy

That Council adopt the Chaffey Trail Strategy and Action Plan 2019-2023 as presented.

CARRIED





The following document was originally developed in 2018 by
The Knowledge Centre on behalf of The Chaffey Trail
Reference Group and Mildura Rural City Council.
This document was revised in 2019.

For further enquiries regarding this document or the
process used to create this strategic plan please
contact Kellie Coff on 0499 544 678 or
info@theknowledgecentre.com.au

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Acknowledgment of Country



The Chaffey Trail Reference Group Inc. acknowledges the traditional custodians of the land which now comprise the Mildura Rural City municipality.

We pay our respects to Elders past and present, and future. We celebrate and respect their continuing culture and acknowledge the memories of their ancestors.



Executive Summary



The Chaffey Trail consists of a set of historically significant sites that link to the development of the Mildura irrigation settlement by the Chaffey Brothers. The Chaffey Trail Reference Group was established to support the Chaffey Trail.

The Chaffey Trail Strategic Plan was first developed in 2008 and was revised in 2009 and 2012 respectively. This new document was developed by The Knowledge Centre with the scope to provide strategic direction from 2019 to 2023, whilst maintaining the integrity of the existing Chaffey Trail documents.

Over 50 existing and newly identified stakeholders were consulted during a robust stakeholder engagement process which included online surveys and several workshops. More than 700 responses were collected during the consultation process. These verbatim responses are available upon request and have informed the framework for this strategy and the future of the Chaffey Trail.

At the conclusion of The Knowledge Centre's strategic planning process it was evident that the Chaffey Trail has evolved to become a unique educational and tourism experience.



The History of the Chaffey Trail



Mildura has a unique history as Australia's first irrigation colony.

Founded in 1887 by William and George Chaffey, the Canadian born brothers quickly established the area as a desert oasis between two mighty rivers.

Much of the Chaffey infrastructure and associated facilities remain in place today.

The Chaffey Trail aims to preserve the historical significance of the district's beginnings as Australia's first irrigation colony and stands as a tribute to the ingenuity of the Chaffey Brothers and how later generations have built upon their vision and added to their legacy in new and different ways.



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The Chaffey Trail

Mildura Station Homestead

The homestead is a recreation of the first home built in Mildura circa 1847 and is built close to the site of the original Mildura pastoral lease and station established by the Jamieson brothers in 1847. It was here that the Chaffey vision for the irrigation colony evolved. The recreation consists of the homestead, outbuildings, the wool-shed and rose garden.



Mildura Homestead Cemetery



Mildura's earliest cemetery includes graves of some early pioneers and members of the Chaffey family. Antonia Chaffey, great grand daughter of W.B. Chaffey, has designed a commemorative garden beside the burial site of the mother of the Chaffey brothers, Ann

Maria and W.B.'s first wife, Hattie Schell, as well as four infants. The garden comprises of a granite sculpture and observation seat.

Rio Vista Historic House

Built in 1890 by W.B. Chaffey, the Rio Vista mansion is Spanish for "River View". It is being restored to its original condition. The comprehensive restoration program has included replacing ornate timberwork on verandahs, reinstating original doorways and staircases, and returning

the drawing room to its original decor with recreation Victorian wallpaper and original colour schemes. Built in Queen Anne style, the house features original furniture and fittings such as Italian marble fire places and Victorian leadlight and stained glass windows. It looks out towards the Murray River and parklands and is part of Mildura Arts Centre.



Lock 11 and Mildura Weir



In its natural state, the Murray River was quite different from the regulated river we see today. Locks were established along the Murray in the 1920s to provide a constant level for both irrigation and navigation by paddle steamers. Construction of the Mildura Lock and Weir began in 1923 and

finished four years later. When Lock 11 was built, an island was formed which you can cross at the lock and visit during the day. The Mildura Weir is the only one on the Murray River where the lock and weir are separated by an island.

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The Chaffey Trail

Mildura Wharf / Port of Mildura

Climb aboard a paddle vessel on the Murray River to experience what 19th-century travel was like. The Murray River was an important means of transporting people and goods to and from the area prior to the construction

of the railway and opened up the settlement of Mildura. Built in 1892, the wharf still accommodates working vessels, and is a mooring site for a number of historic paddle boats. Daily cruises and special charters depart from the wharf at Hugh King Drive, Mildura.



Mildura Grand Hotel



Originally the Mildura Coffee Palace, the Mildura Grand Hotel dates back to the very early days of the irrigation settlement.

The fountain at the Grand, the only remaining relic of the Chaffey offices, was brought to Mildura on

the paddlesteamer Gem together with another fountain that originally stood in the front of Rio Vista. Today the Quality Hotel Mildura Grand offers seven different dining experiences as well as comfortable accommodation overlooking the Murray River on the corner of Seventh Street and Deakin Avenue, Mildura.

Psyche Pumps / Kings Billabong

Psyche Pump Station was built in 1891 by the Chaffey Brothers to meet the needs of the irrigation settlement. Water was pumped from the Murray River to Kings Billabong and then distributed throughout the area via a series of channels. The steam-powered pump



was replaced in 1959 by an electric pump. The original pump house still stands at Psyche Bend, complete with the restored original pump, and is the oldest pump configuration of its type in the world. The steam-powered pump operates on key holiday weekends and can be accessed via the Psyche Pumps Nature Walk, which follows the Kings Billabong Nature Walk, ending at Psyche Pumps.

Chateau Mildura



In 1888 the Chaffey brothers planted 150 acres of wine grapes on their Belar Avenue property Chateau Mildura commencing the region's wine industry. Chateau Mildura became part of Mildura Wines, then later Mildara Wines; specialising in the production of brandy and sherries until

the late 1990s. In 2002, the property was purchased by a local horticulturist who has taken the historic complex back to its original purpose of table wine production. It houses a museum containing a unique collection of wine related items.

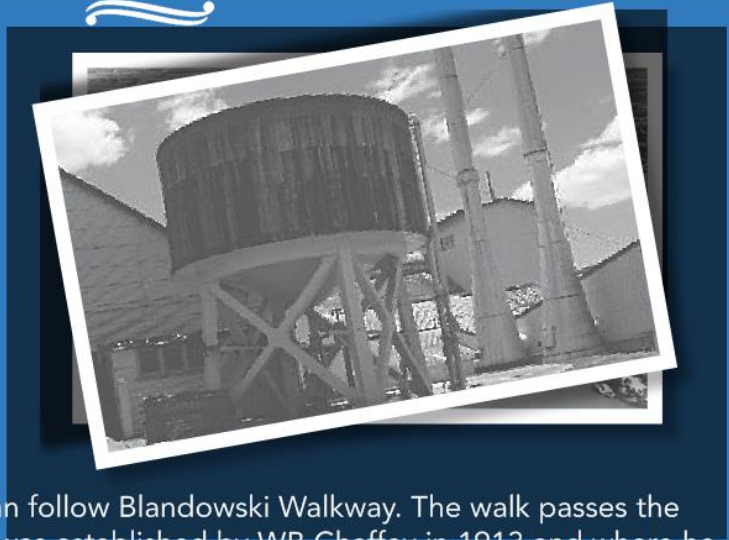
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The Chaffey Trail

Merbein Chaffey Links

Starting from the Merbein Rotary Lookout at the top of the white cliffs, which are a unique geological feature and the district's highest point, to the right are Victoria's first Government owned irrigation pumps, at the left is Pioneer Plantation

through which you can follow Blandowski Walkway. The walk passes the distillery/winery that was established by WB Chaffey in 1913 and where he sadly collapsed and died in 1926. The original Mildura Distillery is heritage listed. The sandstone walk takes you to the internationally recognised scientist's campsite of 1857, known as Chaffey Landing. Grape spirit was once loaded from here on to paddlesteamers.



Langtree Hall

A privately owned museum has a stunning collection of district memorabilia. Originally situated in Langtree Avenue, the Langtree Hall was Mildura's first public hall built in 1889. It was a venue for many important events in Mildura's early history.

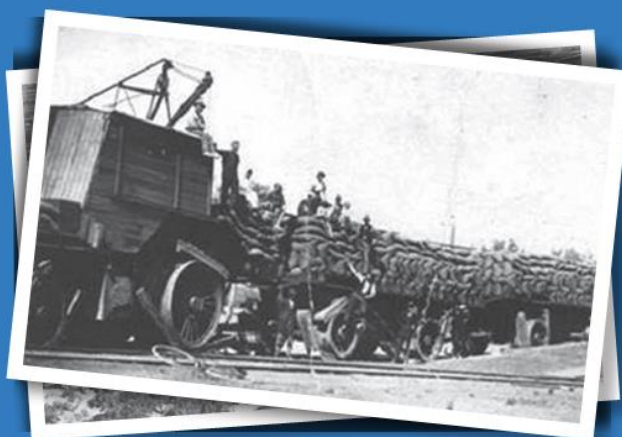


Mildura Club

W.B. Chaffey was the longest serving President of the Mildura Club. He was President during the time of the Clubs three homes, overseeing the erection of the current premises which he opened as Mayor of Mildura in 1920.



Big Lizzie



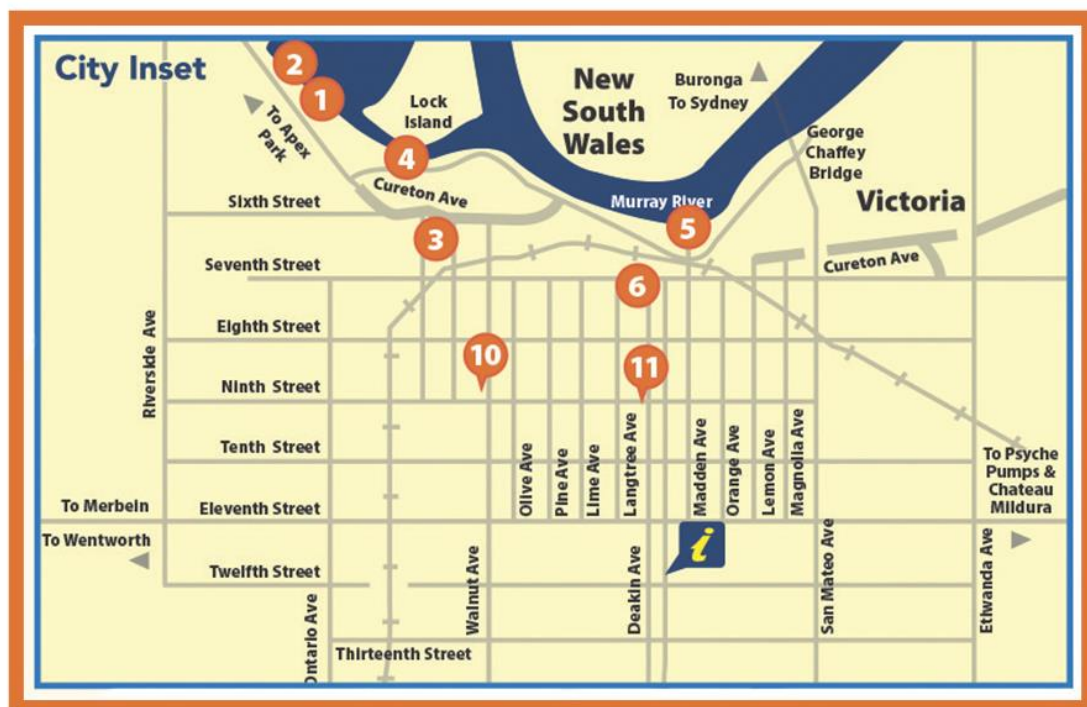
Apart from its size, the most amazing feature of Big Lizzie are the 'dreadnaught' wheels, designed by Frank Bottrill to allow it to carry heavy loads across sandy terrain. Arriving in 1917, it first worked in the Merbein area carrying wheat and

wool. Later, it was used to clear land for the Red Cliffs First World War Soldier Settlement. In 1971 it was returned to Red Cliffs and restored for the Golden Jubilee. It is now on display in Barclay Square.

Chaffey Trail Sites



The Chaffey Trail currently consists of 12 sites. During the consultation process for the new strategic plan, it was identified that more locations may be relevant for inclusion in the future. Developing a consistent process for the identification, documentation and inclusion of future sites and items of historical significance will enable the preservation of our unique cultural heritage. This is detailed further in the strategic framework under 'Sustainability' on page 22.



Current Sites

- | | |
|------------------------------------|-----------------------------------|
| 1. Mildura Station Homestead | 7. Psyche Pumps / Kings Billabong |
| 2. Mildura Homestead Cemetery | 8. Chateau Mildura |
| 3. Rio Vista Historic House | 9. Merbein Chaffey Links |
| 4. Lock 11 and Mildura Weir | 10. Langtree Hall |
| 5. Mildura Wharf / Port of Mildura | 11. Mildura Club |
| 6. Mildura Grand Hotel | 12. Big Lizzie |

Chaffey Trail Map



Strategic Plan Development



Method

The Knowledge Centre conducted the first stakeholder engagement workshop with The Chaffey Trail Reference Group to ask the questions “What is working well?” and “What can be improved?”. During this session, key stakeholders of the Chaffey Trail were identified and then invited to attend subsequent stakeholder engagement workshops. Those unable to attend the additional workshops were invited to provide comments via an online survey. An education specific survey was also designed and delivered to schools.

The stakeholder engagement workshops enabled multiple stakeholders to anonymously provide over 700 responses across the four categories of the previous Chaffey Trail Strategic Plans. All responses were recorded verbatim, sorted, themed and the data used to inform this strategic plan. The reports containing this data are detailed on page 23 and are available upon request.

Analysis

Responses to the Chaffey Trail Key Stakeholders workshops and Surveys were sorted to create an affinity diagram which highlighted 12 key themes across four main areas.

These themes, which include those identified in previous strategic plans, build a new framework for the 2019 - 2023 Chaffey Trail Strategic Plan.

The Chaffey Trail’s Vision, Mission and Purpose were also defined using the data collected at the workshops and during the surveys. This collaborative approach to developing the statements ensured all views were reflected in the statements.

Strategic Framework



The new framework of The Chaffey Trail Strategic Plan incorporates the previous strategic plans and extends on the information provided by key stakeholders during the consultation process. The four key areas, (Partnerships and Support; Tourism; Education; and Sustainability), form a solid foundation to build a future of The Chaffey Trail that aligns with the ideas and needs of key stakeholders.



Partnerships and Support

*Partnerships and Support
Access and Infrastructure
Signage*



Tourism

*Tourism
Marketing and Promotion
Marketing Material*



Education

*Education
Activities and Events
Utilising Technology*



Sustainability

*Sustainability
Future Directions
Preservation*

Our Vision



*...is to provide an engaging educational experience
that promotes the vibrant and iconic history of
The Chaffey Trail to visitors and locals*

Our Mission



*...is to work together to promote
The Chaffey Trail history as an engaging
experience for visitors and locals*

Our Purpose










*...is to promote the story of The Chaffey
Trail heritage, to educate our community
and to attract visitors to our region*



Partnerships and Support

Our Strategies	Our Goals
Partnerships and Support	We will establish links with new and existing sites, local businesses, education providers, schools, community groups, Traditional Owners and Council to support and enhance the Chaffey Experience
Access and Infrastructure	We will work with key partners to ensure accessible infrastructure and resources for all new and existing sites
Signage	We will maintain relevant signage at all suitable locations

Our Actions	Year 1 2019/20	Year 2 2020/21	Year 3 2021/22	Year 4 2022/23
We will establish formal partnerships to provide a sustainable educational and tourism experience that respects our Traditional Owners, aligns with the MRCC Arts, Culture and Heritage Strategy 2016-2020 and the current Victorian School Curriculum				
We will advocate for sites to be accessible at suitable times for all abilities, regardless of the weather				
We will collaborate with key stakeholders to introduce and maintain relevant signage at all new and existing sites				

Other Relevant Documents...

The MRCC Arts, Culture and Heritage Strategy 2016 - 2020

The Reconciliation Action Plan 2017 - 2020

The VCAA Victorian Curriculum (Foundation - 10)

Chaffey Trail Operational Plan (To be developed)

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The Chaffey Trail



Tourism

Our Strategies		Our Goals			
Tourism		We will partner with key stakeholders to provide a unique tourism experience for both domestic and international visitors to our region.			
Marketing and Promotion		We will actively seek opportunities to market and promote our unique tourism experience			
Marketing Material		We will provide a current website and marketing material for all new and existing sites			

Our Actions	Year 1 2019/20	Year 2 2020/21	Year 3 2021/22	Year 4 2022/23
We will create a marketable tourism experience for our region				
We will utilise various media to promote our unique tourism experience to a variety of audiences				
We will collaborate with key stakeholders to provide relevant brochures and maps				
We will ensure our website, tools and resources reflect the needs of our key stakeholders				

Other Relevant Documents...

The Chaffey Trail Style Guide 2010
 Visitor Information Strategy 2017 - 2021
 Chaffey Trail Operational Plan (To be developed)



Education

Our Strategies		Our Goals			
Education		We will collaborate with educational providers to deliver educational resources and activities that align to the VCAA Victorian Curriculum (Foundation-10)			
Activities and Events		We will provide activities and events for visitors and locals to celebrate and learn about our history			
Utilising Technology		We will utilise technology to complement and enhance educational experiences			
Our Actions		Year 1 2019/20	Year 2 2020/21	Year 3 2021/22	Year 4 2022/23
We will collaborate with educational providers to deliver Mildura Day activities, educational resources and programs for schools and students that align with the VCAA Victorian Curriculum (F-10) as informed by the Australian National Curriculum					
We will provide community based activities and events with an educational focus for schools, visitors and locals					
We will investigate how technology can be utilised to enhance the Chaffey Experience					

Other Relevant Documents...

The VCAA Victorian Curriculum (Foundation - 10)

MRCC Events Strategy

Chaffey Trail Operational Plan (To be developed)

22

The Chaffey Trail



Sustainability

Our Strategies	Our Goals
Sustainability	We will source a wide variety of funding opportunities, create key partnerships and record key processes to ensure a sustainable future
Future Directions	We will actively engage with key education, business and tourism stakeholders to develop strategies and plans for the future
Preservation	We will identify and preserve our stories and our local heritage

Our Actions	Year 1 2019/20	Year 2 2020/21	Year 3 2021/22	Year 4 2022/23
We will actively seek funding from a wide variety of sources				
We will identify and record key processes to measure and monitor our success				
We will create a succession plan for key roles within the reference group				
We will collaborate with key stakeholders to develop future strategies and plans				
We will actively identify and advocate for the preservation of sites, persons, relevant stories and items of historical significance.				

Other Relevant Documents...

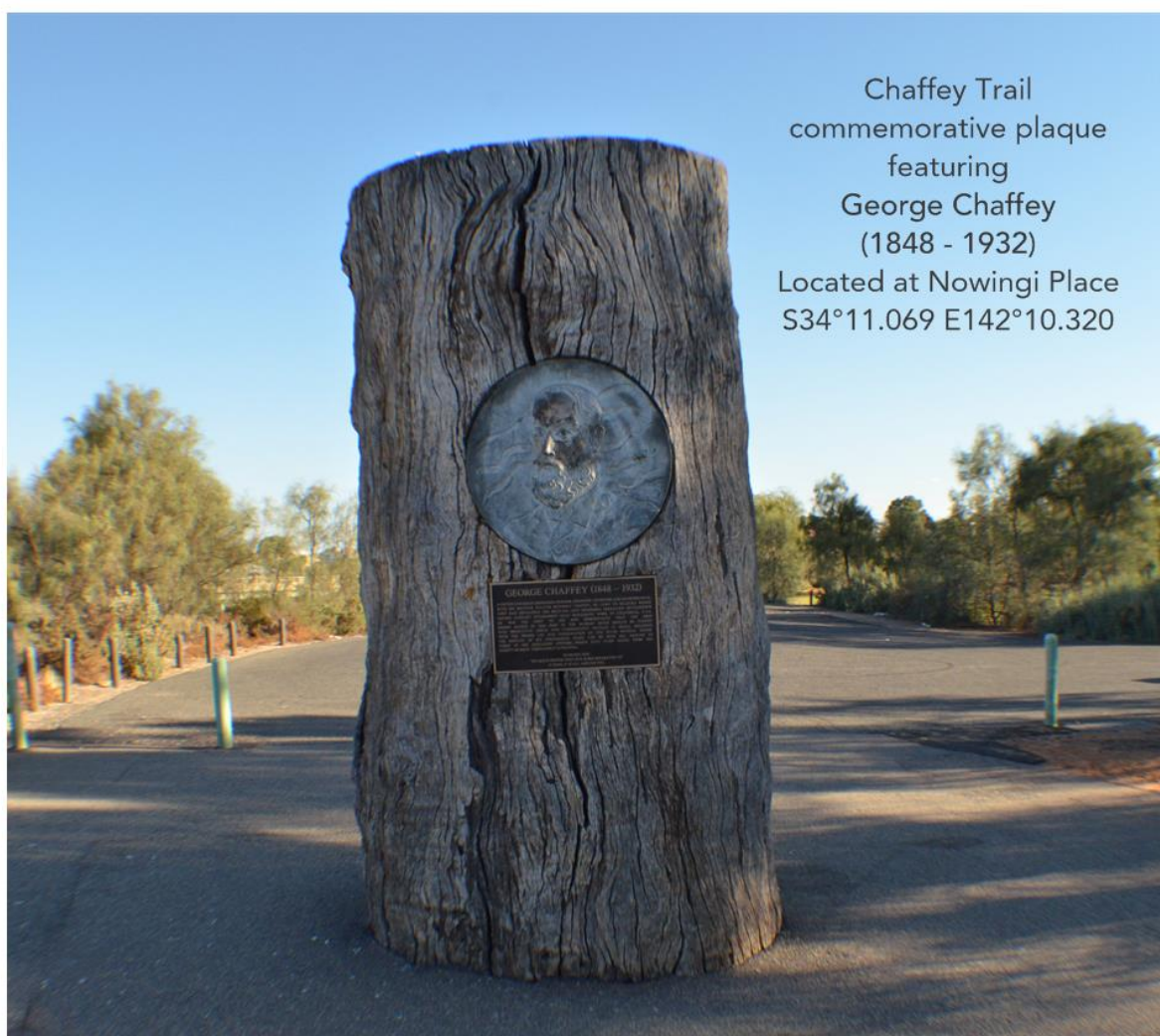
Chaffey Trail Reference Group Terms of Reference
Chaffey Trail Operational Plan (To be developed)

Appendices









Other documents published throughout this process include:

- The Chaffey Trail Reference Group Key Stakeholder Workshop Report - 25 June 2018
- Key Stakeholder Workshop One Report - 17 July 2018
- Key Stakeholder Workshop Two Report - 23 July 2018
- Key Stakeholder Survey Report - 1 August 2018
- Key Stakeholder (Schools) Survey Report - 1 August 2018
- The Chaffey Trail Full Data Themed Report - 2 August 2018









The Knowledge Centre
www.theknowledgecentre.com.au

	Our Strategies	Our Goals	Our Actions	Specific Tasks	Measure	CTRG lead, Partnering with	Year 1 2019/20	Year 2 2020/21	Year 3 2021/22	Year 4 2022/23
Partnerships and Support		We will establish links with new and existing sites, local businesses, education providers, schools, community groups, Traditional Owners and Council to support and enhance the Chaffey Experience	We will establish formal partnerships to provide a sustainable educational and tourism experience that respects our traditional owners, aligns with the MRCC Arts and Culture Strategy and the Current Victorian School Curriculum	<ul style="list-style-type: none"> • Create a database of partnerships/members and identify new opportunities (MAC, MRD, MWIC, Library Services, Woodturners Assoc, other Historical Societies etc.) • Work with MRCC Community Development Officer and Reconciliation Project Officer to link in with RAP to recognise Aboriginal connections within CT • Develop criteria for new sites and implement where appropriate • Hold quarterly partnership meetings 	<ul style="list-style-type: none"> • Up to date database with partners and contact details, invitations sent to identified partners - acceptance of membership • Meetings with MRCC CDO to identify opportunities to link in with RAP 	MRCC Library Services MRD MRCC Community Futures, MAC				
				<ul style="list-style-type: none"> • Work with MRCC Rural Access & Social Inclusion workers to investigate funding to support making CT infrastructure/sites more accessible • Undertake accessibility audit of all sites to identify requirements and work with MRCC and sites to implement 	<ul style="list-style-type: none"> • List of funding options to implement project, applications made when applicable • Procurement of services to complete audit of sites 	MRCC Community Futures, MAC MWIC				
	Access and Infrastructure								\$5,000	\$10,000
Signage		We will maintain relevant signage at all suitable locations	We will collaborate with key stakeholders to introduce and maintain relevant signage at all new and existing sites	<ul style="list-style-type: none"> • Review style/ style guide, including materials used to ensure signage meeting needs of audience • Work with Infrastructure Services to audit signage (not on MRCC road reserve) on an annual basis and replace where necessary • Investigate technological solutions in conjunction with signage, implement findings 	<ul style="list-style-type: none"> • Style guide reviewed and updated (developed if necessary) • Sign audit completed and signs in good condition annually • Technological signage options presented to group and budget proposal developed 	MRCC Infrastructure Services MWIC MAC				
							\$5,000	\$5,000	\$5,000	Integrated with Tech Utilising budget

Our Strategies	Our Goals	Our Actions	Specific Tasks	Measure	CTRG lead, Partnering with	Year 1 2019/20	Year 2 2020/21	Year 3 2021/22	Year 4 2022/23
Tourism	We will partner with key stakeholders to provide a unique tourism experience for both domestic and international visitors to our region.	We will collaborate with key stakeholders to provide relevant brochures and maps	<ul style="list-style-type: none"> • Work with MRCC Community Planning Officer to develop volunteer opportunities to capture visitation to sites and share the CT story • Work with MV/C, MAC to develop volunteer program 	<ul style="list-style-type: none"> • Complete training to be able to use the Volunteer platform to engage with volunteers with appropriate skill set, utilising the skills and resources of MVIC & MAC 	MRCC Community Futures, MAC MRCC Library Services MVIC				
			<ul style="list-style-type: none"> • Work with MRCC Community Development Officer to increase activation of sites such as Mildura Homestead • Work with MRCC Library Services to deliver information sessions and displays marketing the trail and its history 	<ul style="list-style-type: none"> • Form working party to work with CDO, MAC to plan activation of Homestead precinct • Information sessions and displays marketing the trail and its history at MRCC Libraries 		NIL	NIL	NIL	NIL
			<ul style="list-style-type: none"> • Work with MV/C to develop 4 year marketing plan to implement, which could include site being listed on ATDW, Visit Vic • Engage with media to identify potential media avenues (newspaper, radio, magazines) • Create CT Facebook page to increase social media presence, alternatively discuss plan with MRD • Work with MRCC Library Services to deliver information sessions and displays marketing the trail and its history 	<ul style="list-style-type: none"> • Marketing plan developed in collaboration with MV/C, MAC - utilise MRD social media and website to market CT • Identify 2-3 media opportunities per year • Create Facebook page • Information sessions and displays marketing the trail and its history at MRCC Libraries 	MVIC MAC MRD MRCC Library Services				
			<ul style="list-style-type: none"> • We will actively seek opportunities to market and promote our unique tourism experience 						
Marketing and Promotion			<ul style="list-style-type: none"> • We will utilise various media to promote our unique tourism experience to a variety of audiences 			\$2,500	\$1,500	\$1,500	\$1,500
						NIL	NIL	NIL	NIL
Marketing Material	We will provide a current website and marketing material for all new and existing sites	We will ensure our website, tools and resources reflect the needs of our key stakeholders	<ul style="list-style-type: none"> • Review current website, brochures, videos etc to ensure marketing is appealing to target audience • Engage with developer (Sunnyland) to reinvigorize the website and update content to make accessible for devices (phones, tablets) 	<ul style="list-style-type: none"> • Updated brochures produced with consistent Visit Mildura branding • Review current website, decide on direction (discuss link with Visit Mildura) and make accessible to new devices 	MVIC MAC MRD				
						\$10,500	\$2,000	\$2,000	\$2,000
						\$2,500	\$1,500	\$1,500	\$1,500

Our Strategies	Our Goals	Our Actions	Specific Tasks	Measure	CTRG lead, Partnering with	Year 1 2019/20	Year 2 2020/21	Year 3 2021/22	Year 4 2022/23
Education	We will collaborate with educational providers to deliver educational resources and activities that align to the VCAA Victorian Curriculum (Foundation-10)	We will collaborate with educational providers to deliver Mildura Day activities, educational resources and programs for schools and students that align with the VCAA Victorian Curriculum (F-10) as informed by the Australian National Curriculum	<ul style="list-style-type: none">Engage with education to update and develop online resources to align with Vic Curric as well as accessibility to sister city schools, reviewing annuallyUtilise History Grant to develop educational resources and self guided tour resources to skill teachers to be ambassadors and share the CT story throughout local Primary Schools	<ul style="list-style-type: none">An updated online resource developed in collaboration with educational experts to ensure sustainability of story telling, align with the current curriculum and enables teachers to conduct self guided tours	Historical Societies Education				
Activities and Events	We will provide activities and events for visitors and locals to celebrate and learn about our history	We will provide community based activities and events with an educational focus for schools, visitors and locals	<ul style="list-style-type: none">Hold Mildura Day Event for local school students, the local community as well as visitors to enjoy reflect on our historyWork with MRCC Aged & Disability Services to identify Seniors Week activities to deliver on an annual basisConsultation with MRCC Community Development Officer to identify opportunities for activities and events aligning with activation of HomesteadWork with MRCC Library to identify possible activities to build profile	<ul style="list-style-type: none">Mildura Day event conducted on an annual basis, MRCC Community Events Grant applied forSeniors Week activity delivered on an annual basisActivation of Homestead site for different activities and eventsActivation of Library for different activities and events	MRCC Events & Projects Unit MRCC Aged & Disability Services MRCC Community Futures MRCC Library Services				
Utilising Technology	We will utilise technology to complement and enhance educational experiences	We will investigate how technology can be utilised to enhance the Chaffey Experience	<ul style="list-style-type: none">Review different technological platforms used to promote the CT storyInvestigate technological platforms that enhance educational experiences and make program sustainable eg. Virtual reality (consultant)QR code review, audit implementing findings	<ul style="list-style-type: none">Implementation of interactive platforms at each of the CT sites, including QR codes accessibilityProcurement of services to review QR code technology	MVIC MRD				

Our Strategies	Our Goals	Our Actions	Specific Tasks	Measure	CTRG lead, Partnering with	Year 1 2019/20	Year 2 2020/21	Year 3 2021/22	Year 4 2022/23
Sustainability	We will source a wide variety of funding opportunities, create key partnerships and record key processes to ensure a sustainable future	We will actively seek funding from a wide variety of sources We will identify and record key processes to measure and monitor our success	<ul style="list-style-type: none"> Identify and apply for different funding opportunities ensure the development of projects Use of strategy and action plan to drive direction and produce annual report outlining achievements Identify Council Strategies where there are links - eg. Mildura Municipal Heritage Strategy 	<ul style="list-style-type: none"> Funding sought when available - liaise with MRCC Grants Projects Officer Annual report produced reporting against action plan Link into different strategies where applicable 	MRD MRCC Grants Project Officer				
						NIL	\$23,000	\$23,000	\$23,000
Future Directions	We will actively engage with key education, business and tourism stakeholders to develop strategies and plans for the future	We will create a succession plan for key roles within the reference group We will collaborate with key stakeholders to develop future strategies and plans	<ul style="list-style-type: none"> Become an incorporated entity to strengthen sustainability, which includes developing a constitution Develop a succession plan CTRG processes documented Collaboration with Community Development Officer to identify opportunities to ensure sustainability 	<ul style="list-style-type: none"> Constitution developed and CTRG becomes incorporated Succession plan documented Processes documented Links developed into different Council plans 	MRCC Community Futures				
						NIL	NIL		NIL
Preservation	We will identify and preserve our stories and our local heritage	We will actively identify and advocate for the preservation of sites, persons, relevant stories and items of historical significance.	<ul style="list-style-type: none"> Seek funding to develop system to collate and preserve existing and newly developed resources, including film and photography Accurate documentation and filing of meeting minutes Advocate for inclusion of reference to CT into Council's plan and strategy Work with MRCC Library Services to ensure records are preserved 	<ul style="list-style-type: none"> Successful application of different funding streams and grant opportunities Accurate documentation of minutes kept Inclusion of CT into addition Council plans CTRG accurately kept in the library historical records 	MRCC Grants Project Officer Mildura Municipal Heritage Strategy MAC MRCC Library Services				
						NIL	NIL	NIL	NIL
Total budget						\$30,000	\$45,500	\$55,500	\$55,500

14.5 HENSHILWOOD RECREATION RESERVE MASTER PLAN

Summary

The purpose of this report is to seek Council's adoption of the Henshilwood Recreation Reserve Master Plan (Master Plan) Review 2019.

2019/0235

Moved: Cr Glenn Milne
Seconded: Cr Jason Modica

That Council adopt the Henshilwood Recreation Reserve Master Plan Review 2019 as presented.

CARRIED

HENSHILWOOD RECREATION RESERVE MASTER PLAN REVIEW

2019

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1. Introduction

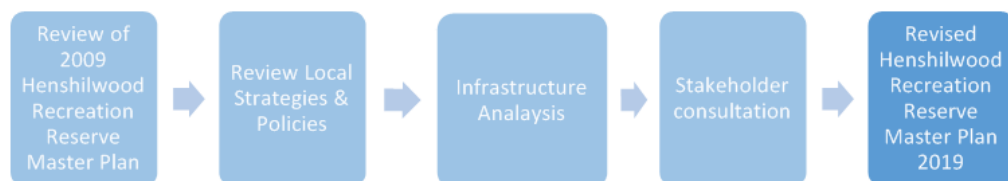
In 2016, Mildura Rural City Council (MRCC) undertook a process to review the Master Plan for Henshilwood Recreation Reserve.

Due to the introduction of family days by the Sunraysia Football Netball League, an increased demand for netball facilities and a desire to upgrade the cricket practice nets at the site, this review was undertaken to ensure future developments at the reserve were coordinated.

The review has given consideration to the existing Master Plan (2009) as well as site conditions and future anticipated needs of the Reserve's user groups.

The revised five year Master Plan will provide guidance for MRCC, in their aim to enhance the Reserve and ensure its facilities continue to benefit key user groups as well as the broader local community.

The following process was completed to ensure the revised Master Plan aligned with MRCC's relevant strategies and policies, and was locally focussed.



All uncompleted actions from the 2009 Master Plan that still remain relevant have been incorporated into the 2019 revision and a range of plans, strategies and policies which reference or impact on the future direction of recreation provision in Irymple have also been considered as part of the process.

Numerous MRCC officers were engaged throughout the review process. A key role of these officers was to assess the technical feasibility of proposed user group actions and also identify any infrastructure upgrades deemed necessary for the future operation of the Reserve.

Development of the revised Master Plan has been largely driven by a Reference Group consisting of representatives from the Reserve's regular user groups. Consideration has been given to the changing needs of these user groups as well as the capacity of all stakeholders to deliver the recommended actions.

A strong focus of the Master Plan review was to ensure that the future direction of the Reserve was based on key elements of sustainable decision making. That is, proposed actions need to be economically viable, technically feasible, environmentally compatible and publicly acceptable.



The development of a clear future direction for Henshilwood Recreation Reserve along with a program of prioritised works, indicative associated costs and potential contributors is provided in section 5.2.

This review of the Henshilwood Recreation Reserve master plan excluded the bowls precinct, Irymple Swimming Pool and the Irymple Senior Citizens facility.

2. Henshilwood Recreation Reserve

2.1 Location

Located off Karadoc Avenue, Armagh Crescent and Lockhead Avenue, Henshilwood Recreation Reserve is located in Irymple 8 kilometres south of Mildura.

2.2 The Site

The Reserve is approximately 22.4 hectares in size owned by Council freehold.

Figure 1 – Aerial image of Henshilwood Recreation Reserve



Facilities and Structures

Facilities and Structures on the site include:

- Main oval with AFL goal posts, turf wicket table, interchange facilities, scoreboard and training floodlights
- A full size soccer training pitch
- A half size soccer training pitch
- Formal and informal car parking areas
- An indoor leisure centre with stadium, MRCC staff office, function rooms, change rooms, toilets and 2 squash courts
- A plexi pave netball court
- Bowling greens (x2)
- Bowling Club clubrooms
- Public toilets
- Cricket training nets
- Storage sheds
- A bocce centre
- The Croatian Club clubrooms
- The Irymple Swimming Pool
- A playground

2.3 Site User groups and key stakeholders

There are currently 16 regular user groups based at Henshilwood Recreation Reserve. These include:

- Gracehouse Church
- Irymple Bocce Club
- Irymple Bowls Club
- Irymple Cricket Club
- Irymple District Girl Guides
- Irymple Football Netball Club
- Irymple Junior Football Netball Club
- Irymple Knights Soccer Club
- Irymple Tigers Basketball Club
- Mildura District Badminton Association
- Mildura Squash Incorporated
- Rhee Taekwon-Do Sunraysia
- Sunraysia Table Tennis Association
- Tamashi Tigers Karate
- Irymple Lions Club
- Irymple Secondary College

The number of user groups has remained relatively stable since the 2009 Master Plan was developed. Each were given an opportunity to nominate a representative for the ref group, 8 user groups provided representation (refer to Appendix 1 for a list of representatives).

MRCC is responsible for the majority of maintenance tasks at the Reserve with Building Maintenance, Parks Services and Asset Services all playing significant roles in ensuring the Reserve's ongoing operation. Minor maintenance such as cricket wicket preparation is carried out by the cricket club.

3. Master Plan

3.1 Previous Master Plan objectives and directions

In 2009, MRCC commissioned the development of a Master Plan for Henshilwood Recreation Reserve. The following section provides a summary of the key issues and needs identified in the 2009 Henshilwood Recreation Reserve Master Plan.

North / Oval Precinct

- Continued plantings to soften the impact of built structures and provide shade
- Construction of a new / modern toilet block in the pedestrian precinct
- Formalising and seal the car park to the rear of the cricket pavilion
- Consolidation of the cricket pavilion with storage sheds
- Provision of an additional practice net to accommodate participant numbers and to enable rotation of the nets to minimise impacts on the oval
- Upgrade the power supply to the oval
- Upgrade oval lighting
- Identify partnership opportunities to upgrade facilities at Irymple Secondary College
- Investigate water harvesting opportunities
- To provide unfettered access to the soccer pavilion on football game days the master plan proposes an alternative access to soccer facilities via Karadoc Avenue and the extension of Casuarina Way
- Upgrade and seal car parking for soccer, install security lighting and the planting of vegetation to improve the appearance of the area and provide shade in the longer term

South-east Precinct

- Seal the lawn bowls car park and service road to the rear of the bowls pavilion
- Tree and vegetation plantings around the car park

Generic Considerations (applicable to the reserve as a whole)

- Significant tree / vegetation plantings throughout the reserve
- Informal landscaping treatments to managed vehicle access to spaces in the reserve however more formal treatments e.g.
- Bollard installations to managed vehicle access to spaces in the reserve
- Install signage along major access roadways and at reserve entries to improved way finding
- Recommendations that upgrades to existing buildings or the provision of new buildings require consolidation of buildings as a priority

3.2 2009 Master Plan progress report

The following list provides a summary of key developments that have been completed at Henshilwood Recreation Reserve since the development of the 2009 Master Plan:

- Construction of new toilet block
- Demolition of old male and female toilet block
- Lighting provision to the netball car park
- Terracing in front of main pavilion
- Provision of soccer car park
- Vegetation plantings

A review of the status of actions from the 2009 Henshilwood Recreation Reserve Master Plan highlighted that a large number of actions remain incomplete. However, it should be noted that recent changes in usage and subsequent user group development priorities has meant that these may no longer be applicable.

4 Future Directions

4.1 Development opportunities

A number of site development opportunities were identified throughout the consultation process with user groups and Council officers. The following opportunities received strong support and therefore have been identified as high priority.

- Replace existing cricket practice nets with four new practice nets (includes realigning existing road)
- Provision of two netball courts (includes the decommissioning of existing netball court)
- Power upgrade to the reserve
- Upgrade lighting to the oval
- Provision of female change rooms, female medical room, netball and cricket storage
- Provision of third squash court
- Extension to ICLC to include football storage, medical room and office
- Investigate entering into a joint use agreement with the Department of Education regarding the use of the oval at the Irymple Secondary College
- Investigate provision of change rooms, toilets and junior football storage at Irymple Secondary College

5 Master Plan Implementation

5.1 Action and implementation

The revised Master Plan for Henshilwood Recreation Reserve has been developed to provide actions that are practical and realistic. Many actions will require further stakeholder consultation through their detailed design and implementation phases.

The priority actions of the Master Plan have been established based on the following criteria:

- Priority 1 - High level demand by clubs, safety and regulatory compliance
- Priority 2 - Medium level demand by clubs, necessary repairs to maintain operations
- Priority 3 - Upgrades / refurbishments / exclusive requests

The implementation of the Master plan is reliant upon the capacity of a range of stakeholders to actively attract and negotiate funding. To this end, it is important to appreciate that implementation of the Master Plan is not the sole responsibility of one stakeholder. Rather, its success is dependent upon a range of partners to come together and work towards mutual goals.

The action list in Section 5.2 identifies the range of partners that are involved throughout the implementation of the works program. Funding contribution recommendations have been made on the basis of:

- Which partner/s will receive direct benefit from the works
- The assumed capacity of partners to contribute to works
- The understanding that Council, together with the user groups, has a responsibility to preserve asset integrity, and respond to works that would otherwise contribute to asset deterioration and compromise the functionality of the asset.

Finally, recommended contributions have not taken into account the expected in kind contributions. It is anticipated that in kind contribution which directly reduces the capital cost of work is a fair and legitimate avenue for all Clubs to contribute to works. However, it should be noted that Council discretion will be used in assessing and/or approving any proposed in kind.

In some cases, identified projects may also be eligible for funding from Council's grants or State and Commonwealth Government programs.

5.2 Priority Actions List

Task	Priority	Indicative Cost	Potential Funding Partners	Comments
Oval Precinct				
Upgrading of barrier around playground	Priority 1	\$11,000	Council	
Tree planting in grassed playground precinct	Priority 3	\$5,500	Council	Current and future tree provision to align with CPTED guidelines
Replace existing cricket practice nets with four new practice nets. Realign road to accommodate new nets	Priority 1	\$112,000	Clubs, Council, State Gov't	
Power upgrade to the reserve	Priority 1	\$50,000	Clubs, Council	
Upgrade of lighting to the oval	Priority 1	\$340,000	Clubs, Council, State Gov't	Reliant on power upgrade to reserve
Provision of two netball courts	Priority 1	\$178,000	Clubs, Council, SFNL, State Gov't	
Decommissioning of existing netball court and rehabilitation of site	Priority 3	TBC		
Lighting of netball courts	Priority 2	\$60,000	Clubs, Council, SFNL, State Gov't	Potentially reliant on power upgrade to reserve
Provision of female change rooms, umpire change rooms, female medical room, netball storage and cricket storage	Priority 2	\$200,000	Clubs, Council, SFNL, State Gov't	Multi-use facility – netball in winter, cricket in summer
Provision of shade shelters near netball courts for spectators	Priority 3	\$15,000	Clubs, Council	
Replace existing scoreboard with an electronic scoreboard	Priority 3	\$35,000	Clubs, Council	
Relocate solar lights to new car park	Priority 2	\$5,000	Council	When netball court is constructed
Tree / vegetation plantings in conjunction with new car park	Priority 3	\$5,500	Council	Current and future tree provision to align with CPTED guidelines
Tree / vegetation plantings and playground in between new netball courts and old netball court	Priority 3	\$60,000	Council	Current and future tree provision to align with CPTED guidelines

Install bollards to create a pedestrian only precinct	Priority 1	\$3,300	Council	To be undertaken after cricket nets and netball courts have been constructed
Irymple Community Leisure Centre				
Provision of third squash court	Priority 1	TBC	Club, Council, State Gov't	Subject to development of Mildura South Regional Sporting Precinct. Subject to the construction of the netball courts.
Extension to include football storage, medical room and office	Priority 3	\$65,000	Clubs, Council, State Gov't	
South-East Precinct				
Expand, seal and line mark the car park at the south-east end of the oval – includes demolition of existing toilet facility	Priority 3	\$420,000	Council	Full construction of car park including drainage
Lighting of soccer pitch	Priority 1	\$152,000	Clubs, Council, State Gov't	
Investigate long term tenancy options for Irymple Knights Soccer Club	Priority 3		Council	
Upgrade fence on top pitch	Priority 2	\$2,500	Clubs, Council	
Landscaping works around the Croatian clubrooms and water storage tanks	Priority 3	\$5,500	Council	
Landscaping works in front of the bocce centre	Priority 3	\$5,500	Council	
Sealing of the bowling club car park	Priority 3	\$170,000	Council	
Remedial works to existing trees / tree planting and landscaping around trees	Priority 3	\$5,500	Council	
Tree / vegetation plantings along access road	Priority 3	\$5,500	Council	Current and future tree provision to align with CPTED guidelines
Increase tree / vegetation plantings around top perimeter of the retarding basin	Priority 3	\$7,800	Council	Current and future tree provision to align with CPTED guidelines
Sealing of the access road to the rear of the bowls pavilion	Priority 3	\$47,000	Council	
Installation of an 'all abilities' toilet in the bowls precinct	Priority 3	\$95,000	Club	

Other Items				
Investigate other options for water harvesting and re-use	Priority 3		Council	
Consider opportunities relating to the secondary college sports oval including				
- entering into a joint use agreement with the Department of Education and Training	Priority 1		Council	
- provision of change rooms, toilets and junior football storage	Priority 1	\$175,000	Clubs, Council, State Gov't	
- upgrading of the playing surface including provision of turf wicket	Priority 2	TBC	Clubs, Council, State Gov't	
Investigate use of the Girl Guides Hall into the future	Priority 3		Council	
Total		\$2,236,600		

Note: Indicative costs for identified works are based on 2017 prices and may be subject to increase at time of project commencement.
Indicative costs listed as TBC are due to the exact scope of those action items being unknown at this stage.

6 Appendices

Appendix 1 - Consultation and literature review

A – 1.1 Stakeholder consultation list

A list of stakeholders consulted in the development of the Revised Mildura Recreation Reserve Master Plan is provided below:

- Ray Lyons – Manager Leisure & Cultural Services
- Scott Umback – Recreation Development Coordinator
- Dawn Johnston – Recreation Support Officer
- Andrew Lucchesi – Recreation Officer
- Caitlin Simmons – Community Recreation Officer
- Bonnie Pettett – Environmental Sustainability Coordinator
- Jason Kane – Building and Property Coordinator
- Lindy Pain – Parks Services Team Leader
- Mark Whitfield – Senior Technical Officer
- Chris Davis – Road Safety Officer
- Michael Vaughan – Infrastructure Services Coordinator
- Michelle Lobley – Risk Management Officer
- Samuel Judd – Environmental Health Coordinator
- Belinda Fitzgerald – Community Development Officer
- John Griffiths – Engineering Coordinator
- Vince Dimasi – Irymple Bocce Club
- Scott Anderson – Irymple Cricket Club
- Leon Crisera – Irymple Football Netball Club
- Rochelle Hollingsworth – Irymple Football Netball Club
- David Burford – Irymple Junior Football Netball Club
- Andy Koren – Irymple Knights Soccer Club
- Matthew Cook – Mildura Squash Association
- Gregor Allan – Irymple Secondary College
- Lyn Pedersen – Lower Murray Water

A – 1.2 Literature review

- Henshilwood Recreation Reserve Master Plan 2009-2019
- Mildura Recreation Assessment 2013
- Indoor Sports Stadium Strategy 2009
- Recreation Strategy 2008
- Public Open Space Strategy 2004

Appendix 2 – High priority actions

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Action_Number	Action_Description
1	Oval Precinct: Upgrading of barrier around playground
2	Oval Precinct: Tree planting in grassed playground precinct
3	Oval Precinct: Replace existing cricket practice nets with four new practice nets. Realign road to accommodate new nets.
4	Oval Precinct: Power upgrade to the reserve
5	Oval Precinct: Upgrade of lighting to the oval
6	Oval Precinct: Provision of two netball courts
7	Oval Precinct: Decommissioning of existing netball court
8	Oval Precinct: Lighting of netball courts
9	Oval Precinct: Provision of female change rooms, female medical room, netball storage and cricket storage
10	Oval Precinct: Provision of shade shelters near netball courts for spectators
11	Oval Precinct: Replace existing scoreboard with an electronic scoreboard
12	Oval Precinct: Relocate solar lights to new car park
13	Oval Precinct: Tree / vegetation plantings in conjunction with new car park
14	Oval Precinct: Tree / vegetation plantings and playground in between new netball courts and old netball court
15	Oval Precinct: Install bollards to create a pedestrian only precinct
16	ICLC: Provision of third squash court
17	ICLC: Extension to include football storage, medical room and office
18	South-East Precinct: Expand, seal and linemark the car park at the south-east end of the oval - includes demolition of existing toilet facility
19	South-East Precinct: Lighting of soccer pitch
20	South-East Precinct: Investigate long term tenancy options for Irymple Knight's Soccer Club
21	South-East Precinct: Upgrade fence on the top pitch
22	South-East Precinct: Landscaping works around the 'Croatian clubrooms' and water storage tanks
23	South-East Precinct: Landscaping works in front of the bocce centre
24	South-East Precinct: Sealing of the bowling club car park
25	South-East Precinct: Remedial works to existing trees / tree planting and landscaping around trees
26	South-East Precinct: Tree / vegetation plantings along access road
27	South-East Precinct: Increase tree / vegetation plantings around top perimeter of the retarding basin
28	South-East Precinct: Sealing of the access road to the rear of the bowls pavilion
29	South-east Precinct: Installation of an 'all abilities' toilet in bowls pavilion
30	Other Items: Investigate options for water harvesting and re-use
31	Other Items: Investigate entering into a joint use agreement with the Department of Education regarding the use of the Irymple Secondary College oval
32	Other Items: Investigate provision of change rooms, toilets and junior football storage at Irymple Secondary College
33	Other Items: Investigate the use of the Girl Guides Hall into the future



Henshilwood Recreation Reserve Master Plan Review 2019

14.6 AMENDMENT C108MILD URBAN GROWTH ZONE CORRECTION

Summary

The purpose of this report is to recommend Council request a Ministerial Amendment to address a recently identified error in Schedule to the Urban Growth Zone (UGZ). The schedule omits the necessary permit trigger requiring development of land in the zone, to accord with the Neighbourhood Activity Centre (NAC) Master Plan currently under preparation as required by the schedule.

2019/0236

Moved: Cr Helen Healy
Seconded: Cr Jason Modica

That Council:

- (i) agree that the omission of an appropriate permit trigger provision in Schedule 1 to the Urban Growth Zone (UGZ) requiring the development in the zone to accord with Neighbourhood Activity Centre Master Plan prepared in accordance with the provisions of the schedule is an error; and
- (ii) request the Minister for Planning undertake a Ministerial Amendment under Section 20A(1) of the *Planning and Environment Act 1987* and section 8 (1)(a) of the *Planning and Environment Regulations 2015* to correct the error.

CARRIED

14.7 ENVIRONMENTAL PROJECT GRANT PROGRAM 2019-20 (AUGUST ROUND)

Cr Glenn Milne declared that he held indirect conflicts of interest by close association relating to items 14.7, 14.8 and 14.9. Cr Milne advised that the nature of the interests are due to the following:

- 14.7 – Board Member/Deputy Chair of SRS;
- 14.8 – Board Member/Deputy Chair of SRS and Board Member of MASP; and
- 14.9 – Board Member/Deputy Chair of SRS.

Cr Milne accordingly left the meeting and remained outside while the vote was taken, having taken no part in the debate, the time being 6.06pm.

Summary

The purpose of this report is to consider recommendations for funding through the Environmental Project Grant Program 2019-20 (August Round) grant program.

2019/0237

Moved: Cr Greg Brown
Seconded: Cr Min Poole

That Council approves the following grant applications totalling \$19,218 for funding through the Environmental Project Grant Program 2019-20 (August Round) grant program as presented in the table below:

Applicant	Project or Event Title	Description	Recommended Funding
Red Cliff Golf Club	Rainwater Harvesting	The Red Cliffs Golf Club would like to install x two rain water tanks to harvest rain water. The rain water tanks will be installed on the buildings that currently do not have rain water harvesting tanks. We will identify the structures with the most roof space to ensure the size/capacity is appropriate to maximize water capture. The rain water will be used on the course to maintain the natural environment.	\$4,000.00

Millewa Advisory Group	Rain Water	Our project hopes to provide rainwater storage and access to the Millewa resource center through rainwater harvesting practices. The Resource Centre is a council building located in Cullulleraine used by a number of organisations such as: - Millewa Advisory Group - Council Library - Millewa - Carwarp Landcare - Millewa News - Mallee Sustainable Farming - Agriculture Victoria - Dodgensen Medalin Agronomy service	\$3,090.00
Murrayville Landcare Group	Creating an Environment to Capture Young Minds	Murrayville Community College grounds comprise of an extensive lawn area which the school has been struggling to maintain due to increasing cost of upkeep. The Year 11 and 12 VCAL class have plans to transform the lawn area into an outdoor learning environment reflecting the broader natural surroundings of the National Parks with the help and knowledge that Landcare can provide. By creating a natural habitat reflecting the Mallee's biodiversity, the students will have a hands-on project to reinforce their learning, providing an area which will evolve and be used by students in future years.	\$3,628.00

SRS Inc	Scraps Revisited	SRS Benetook Farm have layer hens that love scraps from vegetables and fruit. SRS would like to collect scraps from supermarkets; restaurants; nursing homes; schools and any services that have waste which we can recycle via our layer hens. With the introduction of collection buckets to businesses and the general public this project has the potential of reducing the collection of waste and offering a recycling system that also provides employable outcomes for the participants of SRS who have disabilities and operate the farm daily with the support of SRS management.	\$4,000.00
Murrayville Landcare Group	Murrayville Wetlands and Walking Trails Signage	The Murrayville Wetlands and Walking Trails Project is a community initiative that focuses on economic, social and environmental outcomes. The Landcare Group plan to build an environmental wetlands in Murrayville and rejuvenate existing walking trails, whilst repurposing storm water from planned drainage upgrades completed by Mildura Rural City Council. The project is important as it will provide our small rural town with a 'pathway' to provide	\$500.00

		long term and sustainable outcomes for the future of the community by providing a 'tourism' strategy, whilst repurposing storm water.	
Murrayville Landcare Group	Murrayville Rabbit Control Program 2020	The project wants to deliver coordinated approach to rabbit management to minimise the impact of rabbits on environmental assets and the productive capacity of the agricultural landscape in the Murrayville Landcare Group area, by using rabbit fumigation as a means to helping eradicate our increasing rabbit population problem.	\$4,000.00
Total Funding Recommended:			\$19,218.00

CARRIED

14.8 COMMUNITY PROJECT GRANT PROGRAM 2019-20 (AUGUST ROUND)

Cr Helen Healy declared that she held an indirect conflict of interest by close association. Cr Healy advised that the nature of the interest is due to her being a member of the Food Next Door Steering Committee for Community Farms. Cr Healy accordingly left the meeting and remained outside while the vote was taken, the time being 6:09pm

Summary

The purpose of this report is to consider recommendations for funding through the Community Project Grant Program 2019-20 (August Round).

2019/0238

Moved: Cr Min Poole
Seconded: Cr Greg Brown

That Council approves the following grant applications totalling \$84,328.20 for funding through the Community Project 2019-20 (August Round) grant program as presented in the table below:

Applicant	Project or Event	Description	Recommended Funding
Millewa Carwarp Landcare group	Meringur Community Comfort Grant	To provide heating and cooling to the Meringur and District Fire Station also known as the Meringur Community Centre building	\$6,000.00
Ouyen Lions Club Inc.	Upgrade of gardening equipment	To upgrade our existing lawnmower and also purchase a new wiper snipper and edger	\$1,700.00
Mallee Accommodation and Support Program	MASP Sensory Playground	A sensory play zone for children of families and carers engaged in MASP services	\$6,000.00
Irymple Progress Association incorporated	Irymple Idyll Newsletter	A quarterly publication providing local content, community input & event happenings, voluntarily put together & delivered	\$5,678.20

Sunraysia Residential Services Inc.	VicTrack Tram Café	Purchase a commercial coffee machine to fulfill community request as part of Tram restoration to accommodate serving of high tea, school group educational events & general public tours	\$6,000.00
Mallee Living Histories Project	Mallee Living Histories Project	A plan to enrich the lives of Sunrayia's Senior Citizens	\$5,000.00
Mildura English Language Centre (MELC)	MELC Learn to Swim	Provide in-school swimming lessons to new arrival refugee and immigrant children settled in Mildura aged 5-12 years	\$6,000.00
Sunraysia Sustainability Network (SSN)	Mildura Eco Village outdoor paving project	To create inviting and inclusive outdoor paved areas at Mildura Eco Village for community use	\$6,000.00
Walk Off The War Within	Walk Off The War Within Mildura event	Event aimed at raising awareness of PTSI & Depression within Emergency & Defence Services & the Community	\$6,000.00
Food Next Door Co-op	Growing small-scale farmers	Tactical mentoring program for new migrant farmer's capacity building in regenerative farming within Mildura	\$6,000.00
Connecting2 Australia	Connecting2 Australia Second chance shop	Establishment of a second hand shop to be supported by people living with disability	\$5,950.00
Merbein District Inc.	Build Merbein Ad	To promote the Merbein District and its attributes through TV Ad	\$6,000.00
Mulberry Tree Playgroup	Play Outside – it's cool	Shade sail over the sand pit at Mildura Eco Village for all village users	\$6,000.00

Sunraysia Community Health Services	Volunteer upskill program	Sunraysia Community Health Services proposes to facilitate the delivery of training to volunteers and youth from disadvantaged backgrounds	\$6,000.00
Murrayville Cemetery	Public Toilet installation	To purchase and install a disabled unisex toilet building at the Murrayville Cemetery	\$6,000.00
TOTAL			\$84,328.20

CARRIED

Cr Healy returned to the meeting, the time being 6:10pm.

14.9 RECREATION GRANTS PROGRAM 2019-20 (AUGUST ROUND)

Summary

The purpose of this report is to consider recommendations for funding through the Recreation Grants Program 2019-20 (August Round).

2019/0239

Moved: Cr Min Poole
Seconded: Cr Mark Eckel

That Council approves the following grant applications totalling \$84,881.73 for funding through the Recreation Grants Program 2019-20 (August Round) as presented in the table below:

Recommended for Recreation Development Grant:

Applicant	Description	Recommended Funding
Mildura Clay Target Club	Upgrade to a wireless speaker to benefit senior and disabled members.	\$1,000.00
Mildura West Cricket Club Inc.	Purchase cricket balls for girl's competition.	\$1,000.00
Sunraysia Baseball League Inc.	Purchase bats for junior representative sides to use when representing our region in State and National tournaments.	\$1,000.00
Wanderers Baseball Club Inc.	Uniforms and equipment for new Women's competition	\$1,000.00
Millewa Community Complex	Appliance update to achieve energy efficiency.	\$1,000.00
Underbool Bowls Club Inc.	Purchase light weight Bowls suitable for beginners.	\$1,000.00

Waratahs Hockey Club	The purchase of Goal keeping equipment for Junior Girls	\$936.00
Sunraysia Residential Services Inc.	Purchase Cubby houses to encourage and support the learning and development of social skills and creative play.	\$1,000.00
Red Cliffs Star Spirits Netball Club	Purchase of portable furniture for the clubs use	\$1,000.00
TOTAL		\$8,936.00

Recommended for Recreation Facilities Upgrade Grant:

Applicant	Description	Recommended Funding
Riverside Golf Club Mildura	Upgrade of two greens to increase efficiency of water usage, power and impact on the environment.	\$6,000.00
Mildura West Cricket Club Inc.	Construct a new Shade Structure on Aeros Oval #1 for cricket spectators.	\$6,000.00
Sunraysia Aeromodellers Inc.	Remove and replace sink, stove and benches in kitchen area in the club house.	\$6,000.00
Sunraysia Baseball League	Batting Tunnel and Bullpen extension	\$6,000.00
Red Cliffs Lawn Tennis Club	Paving between the clubhouse and new fence along the Croquet Club boundary to create a safe walking surface.	\$5,661.33
Red Cliffs Golf Club	Kitchen Renovation to ensure compliance with clubs Food Safety Program	\$5,838.00
Sunraysia Hockey Association Inc.	Development of Feasibility Study and Business Plan for the Proposal to Upgrade the Pitch Surface	\$6,000.00
Mildura Clay Target Club	Upgrade to an automated Matarelli trap	\$6,000.00
Ouyen Inc.	The project will see the installation of a security system into the Ouyen Community Gym building	\$4,446.40
Irymple Cricket Club Inc.	Design of Electrical Infrastructure upgrade at Henshilwood Reserve to accommodate the delivery of the Masterplan.	\$6,000.00
North West Victorian Adult Riding Club	Prepare the Arena for Surface upgrade.	\$6,000.00
Mildura Harness Racing Club Inc.	Leveling of the flooring in the upstairs dining room at the Ray Hepworth Centre to bring the flooring up to one level and allow the removal of stairs to the lower level.	\$6,000.00

Mildura Harness Racing Club Inc.	Extension of Stables to include Pony Trots Stalls	\$6,000.00
TOTAL		\$75,945.73

CARRIED

Cr Milne returned to the meeting, the time being 6:12pm.

14.10 LOCAL GOVERNMENT SERVICE SUPPORT PROGRAM FUNDING

Summary

This report provides Council with detailed background to the Victorian Government's recently announced Local Government Service Support Program funding specifically offered for drought stricken Millewa/Carwarp dryland farmers. As Mildura Rural City Council has been appointed as the organisation approved to distribute the funding, the report also seeks Council resolution on the methodology for the distribution of \$420,000 (ex GST) received from State Government.

This report also allows for the possible further allocation of \$250,000 (ex GST) of Local Government Service Support Program funding which is currently offered as infrastructure funding by State Government as part of their drought relief package. This consideration stems from current requests before the Victorian Government from Council and other representative groups on behalf of Millewa/Carwarp dryland farmers to divert this amount from Local Government Service Support Program infrastructure funding as currently offered and directly allocate as a credit against the current rates.

2019/0240

Moved: Cr Glenn Milne

Seconded: Cr Greg Brown

That Council:

- (i) apply the Local Government Service Support Payment received of \$420,000 against the 2019/20 farm differential rate of the 253 identified broad acre dryland farm rate assessments proportionate to the Capital Improved Value of each assessment;
- (ii) apply an additional \$250,000 Local Government Service Support Program against the 2019/20 farm differential rate of the 253 identified broad acre dryland farm rate assessments proportionate to the Capital Improved Value of each assessment, should State Government approval for such reallocation first be gained; and
- (iii) absorb all administrative costs incurred in implementing any rates element of the Local Government Service Support Payment scheme.

CARRIED

14.11 MUNICIPAL EMERGENCY MANAGEMENT PLANNING COMMITTEE MEMBERSHIP

Summary

The purpose of this report is for Council to formally appoint additional membership to the Municipal Emergency Management Planning Committee (MEMPC).

2019/0241

Moved: Cr Greg Brown
Seconded: Cr Jason Modica

That Council appoint the following agencies and organisations to the Municipal Management Planning Committee:

Agency	Position
ABC Mildura-Swan Hill	Chief of Staff
Environment Protection Authority Victoria	Appointed Delegate

CARRIED

14.12 QUARTERLY FINANCIAL MANAGEMENT REPORT - SEPTEMBER 2019

Summary

This report presents Council's draft financial position for the period ending 30 September 2019 through a number of standard reports that have been prepared using generally accepted accounting principles.

In summary, these reports show:

- a surplus of \$55.910 million;
- capital expenditure of \$4.276 million;
- a cash and cash equivalents balance of \$64.597 million; and
- investments greater than three months of \$13.000 million.

2019/0242

Moved: Cr Jason Modica
Seconded: Cr Helen Healy

That Council note the contents of the Quarterly Financial Management Report for the period ending 30 September 2019.

CARRIED

14.132020 COUNCIL MEETING AND COUNCIL FORUM SCHEDULE**Summary**

In accordance with Section 89(4) of the *Local Government Act 1989*, Council must provide reasonable notice to the public of Council meeting dates. Council has therefore determined the meeting times, dates and venues for the forthcoming calendar year and will advertise these throughout the municipality in the weeks before each meeting.

2019/0243

Moved: Cr Greg Brown
Seconded: Cr Gavin Sedgmen

That Council:

(i) adopt the following schedule of dates for Council Forum meetings during 2020:

	Date	Meeting Type	Meeting Time
Jan	Wednesday, 15 January 2020	Council Forum	1pm
Feb	Wednesday, 12 February 2020	Council Forum	1pm
March	Wednesday, 11 March 2020	Council Forum	1pm
April	Wednesday, 8 April 2020	Council Forum	1pm
May	Wednesday, 13 May 2020	Council Forum	1pm
June	Wednesday, 10 June 2020	Council Forum	1pm
July	Wednesday, 8 July 2020	Council Forum	1pm
Aug	Wednesday, 12 August 2020	Council Forum	1pm
Sept	Wednesday, 9 September 2020	Council Forum	1pm
Oct	Wednesday, 14 October 2020	Council Forum	1pm
Nov	Wednesday, 11 November 2020	Council Forum	1pm
Dec	Wednesday, 2 December 2020	Council Forum	1pm

(ii) adopt the following schedule of dates for Council meetings during 2020:

	Date	Meeting Type	Meeting Time
Jan	Wednesday, 22 January 2020	Ordinary Council Meeting	5.30pm
Feb	Wednesday, 26 February 2020	Ordinary Council Meeting	5.30pm
March	Wednesday, 25 March 2020	Ordinary Council Meeting	5.30pm
April	Wednesday, 22 April 2020	Ordinary Council Meeting	5.30pm
May	Wednesday, 27 May 2020	Ordinary Council Meeting	5.30pm
June	Wednesday, 24 June 2020 (Ouyen)	Ordinary Council Meeting	5.30pm
July	Wednesday, 22 July 2020	Ordinary Council Meeting	5.30pm
Aug	Wednesday, 26 August 2020	Ordinary Council Meeting	5.30pm
Sept	Wednesday, 23 September 2020	Ordinary Council Meeting	5.30pm
Nov	Wednesday, 11 November 2020	Annual Council Meeting	5.30pm
Nov	Wednesday, 25 November 2020	Ordinary Council Meeting	5.30pm
Dec	Wednesday, 16 December 2020	Ordinary Council Meeting	5.30pm

CARRIED

14.14 GEOGRAPHICAL NAMING - BRIAN WEIGHTMAN OVAL

Summary

This report presents to Council a proposal to name the Number 1 Oval at Mildura Recreation Reserve as the Brian Weightman Oval.

2019/0244

Moved: Cr Gavin Sedgmen
Seconded: Cr Mark Eckel

That Council endorse the naming of Number 1 City Oval at Mildura Recreation Reserve as the Brian Weightman Oval.

CARRIED

14.15 COUNCILLOR REPRESENTATION ON PORTFOLIOS

Summary

The purpose of this report is to allocate portfolios to Councillors in accordance with the Councillors Portfolio Policy and following the 2019 Annual Council Meeting.

2019/0245

Moved: Cr Greg Brown

Seconded: Cr Glenn Milne

That Council appoint the following Councillors to the Portfolios as listed:

Portfolio	Primary	Secondary
Community Safety	Cr Gavin Sedgmen	Cr Simon Clemence
Community Development and Gender Equality	Cr Helen Healy	Cr Mark Eckel
Community Wellbeing and Services	Cr Gavin Sedgmen	Cr Min Poole
Arts and Culture	Cr Jason Modica	Cr Mark Eckel
Recreation and Sport	Cr Glenn Milne	Cr Gavin Sedgmen
Environment and Farming Sustainability	Cr Anthony Cirillo	Cr Jason Modica
Infrastructure and Transport	Cr Greg Brown	Cr Glenn Milne
Economic Development and Tourism	Cr Mark Eckel	Cr Helen Healy
Governance and Corporate Planning	Mayor	Deputy Mayor

CARRIED

14.16 COUNCILLOR REPRESENTATION ON BOARDS AND COMMITTEES

Summary

The purpose of this report is to reappoint Council's representation to the list of Boards and Committees in accordance with the Council Representation on Advisory Committees and External Organisations Policy.

2019/0246

Moved: Cr Gavin Sedgmen
Seconded: Cr Jason Modica

That Council adopt the following appointments to the Boards and Committees:

COUNCIL RESOLVED COMMITTEES	
Board / Committee	Councillor
Audit Committee (2)	Mayor Deputy Mayor
Youth Advisory Committee (2)	Cr Gavin Sedgmen Cr Min Poole
Disability Access Advisory Committee (2)	Cr Helen Healy Cr Min Poole
Municipal Emergency Management Planning Committee	Cr Gavin Sedgmen
Mildura Cemetery Trust (3)	Cr Min Poole Cr Jason Modica Cr Glenn Milne
Mildura Recreation Reserve Reference Group (2)	Cr Glenn Milne Cr Gavin Sedgmen
Old Aerodrome Sporting Complex (2)	Cr Glenn Milne Cr Gavin Sedgmen
Mildura Arts and Culture Advisory Board (2)	Cr Jason Modica Cr Helen Healy
Sunraysia Sustainability Network (2)	Cr Anthony Cirillo Cr Jason Modica
CEO Employment Matters Committee (4)	Mayor Deputy Mayor Cr Anthony Cirillo Cr Helen Healy Cr Mark Eckel
Finance Advisory Committee (4)	Mayor Deputy Mayor Cr Glenn Milne Cr Anthony Cirillo

Aboriginal Action Committee (2)	Mayor Cr Helen Healy
NON-COUNCIL RESOLVED COMMITTEES	
Municipal Association of Victoria (MAV)	Mayor Deputy Mayor (Reserve)
Regional Cities	Mayor Chief Executive Officer
Murray River Group of Councils	Mayor Chief Executive Officer
North West Municipalities Group	Mayor Chief Executive Officer
Calder Highway Improvement Committee	Cr Greg Brown
Alliance of Councils for Rail Freight Development	Cr Glenn Milne Cr Greg Brown
Murray Darling Association	Cr Anthony Cirillo Cr Jason Modica
Northern Mallee Community Partnership	Cr Simon Clemence
Mildura Future Ready Steering Committee	All Councillors
Loddon Mallee Waste & Resource Recovery Group	Cr Anthony Cirillo
Mildura City Heart (observer)	Cr Mark Eckel
Sunraysia Highway Improvement Committee	Cr Greg Brown
Australian Inland Botanic Gardens	Cr Jason Modica
Sister City Association	Mayor
Psyche Bend Reserve Committee of Management	Cr Mark Eckel
Chaffey Trail Reference Group	Cr Mark Eckel
Local Aboriginal Justice Advisory Committee	Cr Helen Healy
Central Murray Regional Transport Forum	Cr Greg Brown
GWM Mallee Customer Committee	Cr Greg Brown
Murrayville WSPA Groundwater Implementation Committee	Cr Greg Brown
Australia Day Committee	Mayor Deputy Mayor Cr Glenn Milne
Central Victorian Greenhouse Alliance Board	Cr Jason Modica
North West Rail Alliance	Mayor Deputy Mayor

Motor Sports Precinct Committee	Cr Gavin Sedgmen (Chair) Cr Glenn Milne
Food Next Door Co-op, Community Demonstration Farm Project Steering Group	Cr Helen Healy
Sunraysia Equity Action Group	Cr Helen Healy

CARRIED

15 URGENT BUSINESS

Nil

16 PUBLIC QUESTIONS

Nil

CONFIDENTIAL BUSINESS

6.25pm

2019/0247

Moved: Cr Glenn Milne

Seconded: Cr Jason Modica

The meeting move into Confidential to deal with:

- Contractual matters.

CARRIED

Cr Modica left the meeting, the time being 6.25pm

17 CONFIDENTIAL REPORTS

17.1 SECTION 89(2)(D) - (CONTRACTUAL MATTERS)

- **RELOCATION OF A FOOTBALL NETBALL CLUB FROM MILDURA RECREATION RESERVE TO MILDURA SOUTH REGIONAL SPORTING PRECINCT**

17.2 SECTION 89(2)(D) - (CONTRACTUAL MATTERS)

- **LAND ACQUISITION - 86-88 ORANGE AVENUE, MILDURA**

17.3 SECTION 89(2)(D) - (CONTRACTUAL MATTERS)

- **TENDER AWARD - THREE ROAD MAINTENANCE TRUCKS - CONTRACT 1819/53**

17.4 SECTION 89(2)(D) - (CONTRACTUAL MATTERS)

- **TENDER AWARD - SUPPLY DELIVER AND ROLL OUT OF ORGANIC MOBILE GARBAGE BINS - CONTRACT 1920/10**

17.5 SECTION 89(2)(D) - (CONTRACTUAL MATTERS)

- **TENDER AWARD - SUPPLY AND DELIVER KITCHEN CADDIES AND COMPOST LINERS - CONTRACT 1920/11**

17.6 SECTION 89(2)(D) - (CONTRACTUAL MATTERS)

- **TENDER AWARD - PIPE RELINING (ZONE 5) - CONTRACT 1920/5**

18 CLOSURE

There being no further business the meeting closed at 6:52pm.

Date of Confirmation: 18 December 2019

Signed:



Chairperson