

Reports of the Corporate Governance Committee Meeting held at 5.30pm on Tuesday, 6 March 2012.

APOLOGIES

ACKNOWLEDGEMENT OF LAND

DECLARATIONS OF INTEREST

Pecuniary Interests

Non Pecuniary – Significant Interests

Non Pecuniary – Less than Significant Interests

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Minutes of the Corporate Governance Committee held on 6 March 2012

Present

- Councillor G Greiss (Chairperson)
- Councillor S Dobson
- Councillor P Hawker
- Councillor P Lake
- Councillor A Rule
- Director Business Services - Mr M Sewell
- Director City Works - Mr J Hely
- Manager Assets and Supply Services - Mr G Mitchell
- Manager Communications and Marketing - Mrs B Naylor
- Manager Executive Services - Mr N Smolonogov
- Manager Financial Services – Mrs C Mears
- Manager Governance and Administration - Ms D Bourke
- Manager Information Management and Technology - Mr S McIlhatton
- Manager Property Services - Mr J Milicic
- Manager Technical Services - Mr K Lynch
- Manager Waste & Recycling - Mr P MacDonald
- Executive Assistant - Ms B Buckley

Apology (Rule/Lake)

That the apology from Councillors Matheson and Borg be received and accepted.

CARRIED

Acknowledgement of Land

An Acknowledgement of Land was presented by the Chairperson Councillor Greiss.

DECLARATIONS OF INTEREST

Declarations of Interest were made in respect of the following items:

Pecuniary Interests

Nil

Non Pecuniary – Significant Interests

Nil

Non Pecuniary – Less than Significant Interests

Councillor Rule - Item 4.2 - Sundry Debtors Report - January 2012 - Councillor Rule advised that he is a member of the Campbelltown Golf Club.

Councillor Hawker - Item 3.3 - Glenalvon House - Plan of Management and extension of existing Memorandum of Understanding - Councillor Hawker advised that he is a member of the Airs Historical Society.

1. COMMUNICATIONS AND MARKETING

1.1 Australia Day Post Event Report

Reporting Officer

Manager Communications and Marketing

Attachments

Nil

Purpose

To update Council on the Australia Day celebrations that were held on Thursday 26 January at Ingleburn and Campbelltown.

History

At its meeting on 8 March 2011, Council resolved to change the format of Campbelltown's 2012 Australia Day celebrations, relocating the civic ceremony and morning activities to the Greg Percival Community Centre and Hallinan Park, Ingleburn, while utilising Koshigaya Park for afternoon entertainment, stalls and the free carnival.

At this meeting, it was also resolved that the number of Australia Day Award categories be reduced from eight to four.

Report

The Australia Day civic ceremony in Ingleburn commenced at 9.00am, with morning tea available on arrival from 8.00am. The hall at the Greg Percival Community Centre was used for the civic ceremony and provided seating for 300 guests with additional standing capacity for another 50 guests.

Due to the inclement weather on the day, the hall proved to be a comfortable option for the guests. There was ample parking available within close proximity of the centre and there was greater accessibility for guests with mobility issues than previously experienced in the Koshigaya Park location.

Prior to the presentation of the Australia Day Awards, the cadets from the training ship, *Kanimbla*, presented the flags and the national anthem was performed by a local quartet.

The 2012 award categories included Citizen of the Year, Young Citizen of the Year, Sportsperson of the Year and Community Group Initiative of the Year. There were 42 nominations across the four categories. This is the same number of nominations received the previous year, however the merging of categories resulted in no category having less than six nominees.

Following the presentation of the awards, the Mayor conducted a citizenship ceremony for 57 people who now proudly call Australia home.

Support was received from the Ingleburn CWA, who provided a free morning tea, with The Lions Club of Ingleburn providing their traditional free BBQ breakfast after the official ceremony. Both proved very popular.

Council's events staff ran a number of free activities in Hallinan Park following the conclusion of the citizenship ceremony from 11.00am to 1.00pm. The activities included cupcake decorating, a thong throwing competition, egg and spoon races and a jumping castle. Entertainment in the park was provided by the Macarthur Country Music Club. Approximately 500 people participated in the activities.

There has been considerable positive feedback received about the event, most agreeing that the venue worked well for the ceremony.

Nomination forms for the Australia Day Awards will be made available from April 2012 via Council's website, in an effort to increase the number of nominations received. A letter will also be sent to all nominees on behalf of the Mayor, congratulating them on their nomination and asking that they RSVP by a particular date to help ensure their attendance at the event.

The afternoon event in Koshigaya Park proved to be very popular. The Rotary Club of Ingleburn ran a BBQ at Koshigaya Park from 4.30pm until 6.30pm. During this time, they provided a free sausage sizzle to more than 1000 event attendees. The Rotary Club of Macarthur Sunrise ran a popular free lamington making activity from 4.00pm.

A free carnival was available for event attendees from 4.00pm until 9.30pm, which was very popular with steady numbers all night. There were 16 stallholders at the event which included food, drinks, merchandise and information based stalls. Feedback from stallholders has been positive.

Entertainment throughout the afternoon was a hit with the crowd. Twenty young people took part in the Youth Talent Quest which kicked off the staged entertainment, followed by Skippy's Outback Adventure. Musical acts such as Audio Vixen, Akinga and Ignition kept the energy high all night and the event concluded with a huge fireworks display, at which time the crowd numbers were at their highest for the night.

Officer's Recommendation

That Council's 2013 Australia Day celebrations commence with the civic ceremony at 9.00am at the Greg Percival Community Centre, followed by the citizenship ceremony at 10.00am and Hallinan Park activities from 11.00am to 1.00pm, with entertainment in Koshigaya Park from 4.00pm until 9.30pm.

Committee's Recommendation: (Hawker/Dobson)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

That the Officer's Recommendation be adopted.

1.2 Riverfest Sub Committee Membership

Reporting Officer

Manager Communications and Marketing

Attachments

Nil

Purpose

1. To advise Council of the resignation of two people from the Riverfest Sub Committee.
2. To advise Council of the formal nomination of two people to join the Riverfest Sub Committee.

Report

Membership of the Riverfest Sub Committee consists of nine members, which includes a maximum of five community representatives, a representative of the National Parks Association, a representative of Macarthur Diversity Services and two Councillors as nominated by Council.

The current membership of the Riverfest Sub Committee stands at two community representatives, one representative and one alternate from National Parks Association, one representative and one alternate from Macarthur Diversity Services, and two Councillors.

Due to retirement and other commitments, Ms Judith Taylor and Ms Maria Iglesias of Macarthur Diversity Services have resigned from the Riverfest Sub Committee.

Council has received formal nominations from Ms Erin Hoffman and Ms Sana Al-Ahmar of Macarthur Diversity Services to join the Riverfest Sub Committee.

These resignations, together with the two nominations, maintain the requirements of the Sub Committee. Ms Erin Hoffman will replace Ms Judith Taylor, and Ms Sana Al-Ahmar will replace Ms Maria Iglesias as the alternate.

Officer's Recommendation

1. That Council accept the resignations of Ms Judith Taylor and Ms Maria Iglesias as members of the Riverfest Sub Committee.
 2. That Council endorse the nominations of Ms Erin Hoffman and Ms Sana Al-Ahmar to the Riverfest Sub Committee.
-

Committee's Recommendation: (Rule/Lake)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

That the Officer's Recommendation be adopted.

1.3 Minutes of the Festival of Fisher's Ghost Sub Committee Meeting held on 8 February 2012

Reporting Officer

Manager Communications and Marketing

Attachments

Minutes of the Festival of Fisher's Ghost Sub Committee meeting held on 8 February 2012

Purpose

To seek Council's endorsement of the minutes of the Festival of Fisher's Ghost Sub Committee meeting held on 8 February 2012.

Report

Detailed below are the recommendations of the Festival of Fisher's Ghost Sub Committee. Council officers have reviewed the recommendations and they are now presented for Council's consideration. There are no recommendations that require an individual resolution of Council.

Recommendations of the Festival of Fisher's Ghost Sub Committee

Reports listed for consideration

7.1 Post Event Report

That the information be noted.

7.2 Event Dates

That the information be noted.

7.3 Merchandise

That the information be noted.

7.4 Parade Theme Suggestions

That the information be noted.

8.1 Miss Princess Quest

That the information be noted.

8.2 Congratulations

That the information be noted.

8.3 Suggestions for the Street Parade

That the information be noted.

8.4 2011 Festival of Fisher's Ghost Debrief Meeting

That the information be noted.

8.5 Fisher's Gig

That the information be noted.

Officer's Recommendation

That the Minutes be noted.

Committee's Recommendation: (Rule/Lake)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

That the Officer's Recommendation be adopted.

ATTACHMENT 1

Minutes of the Festival of Fisher's Ghost Sub Committee

**Held Wednesday 8 February 2012
in Committee Room 3**

Meeting commenced: 5.55pm

1. Acknowledgement of Land

An Acknowledgement of Land was presented by the Chairperson, Councillor Kolkman.

2. Attendance and Apologies

Attendance: Councillor Rudi Kolkman (Chairperson)
Michael Sewell - Director Business Services
Bernice Naylor - Manager Communications and Marketing
Marie Rutledge
Graham Charlesworth

Also in Attendance: Amanda King - Events and Promotions Coordinator
Kristy Peters - Executive Support

Apologies: Paul Tosi
Brent Murray

Sub Committee's Recommendation: (Rutledge/Naylor)

That the above apologies be accepted.

CARRIED

3. Declarations of Interest

There were no Declarations of Interest made at this meeting.

4. Minutes of the Previous Meeting

Report

The minutes of the Sub Committee meeting held 12 October 2011 copies of which have been circulated to each Sub Committee member were adopted by Council at its meeting 13 December 2011.

Officer's Recommendation

That the information be noted.

Sub Committee's Recommendation: (Charlesworth/Rutledge)

That the information be noted.

CARRIED

5. Business Arising from Previous Minutes

Nil

6. Correspondence

Nil

7. Reports

7.1 Post event report

Purpose

To provide Council with a summary of events and activities held as part of the 2011 Festival of Fisher's Ghost.

Report

The 2011 Festival of Fisher's Ghost was held from Thursday 3 November to Sunday 13 November.

This festival program featured 19 events, with 11 of these being organised by Council.

Event summary

The street parade, held Saturday 6 November, included 81 entries and more than 1000 participants incorporating the themes, International Year of the Forest, the history of Campbelltown or the colour green. The parade was officially opened by the Mayor of Campbelltown, Cr Anoulack Chanthivong, Mayor of Coonamble Cr Tim Horan and President of the Festival of Fisher's Ghost Sub Committee, Cr Rudi Kolkman.

The street fair was held on Saturday 12 November, incorporating Mawson Park and Queen Street, beginning in front of the courthouse and concluding at Dumaresq Street. The main stage entertainment was located in Mawson Park along with stall holders and family interactive activities including carnival rides, the Crayola Creative Hub and an animal farm. The second stage located at Lithgow Street hosted local entertainment which continued for the duration of the event. This year's street fair saw more than 140 stalls on offer, including craft, gifts, show bags food and a host of comprehensive information stands.

OCS Amusements were again contracted to operate the Fisher's Ghost carnival. The carnival was held at Bradbury Park for a total of six days throughout the festival, Friday 4 November to Sunday 6 November and Friday 11 to Sunday 13 November. There were more than 20 rides, a sideshow alley, children's entertainment and carnival food available.

The festival was well supported by the local police, St John Ambulance and SES, and involved the cooperation of many sections within Council.

Other events and activities coordinated by Council as part of this year's festival included:

Festival of Fisher's Ghost Art Award
Fisher's Ghost Extreme Skate Comp
Fisher's Gig
Fisher's Kids
Fisher's Ghost Craft Exhibition
Fisher's Ghost Fun Run
Two fireworks spectaculars
Miss Princess Quest.

Sponsorship

The festival attracted in kind sponsorship from the Nine Network, The Macarthur Chronicle and C91.3 FM. Event supporters included Carlton United Brewers and 2MCR Community Radio.

A number of sponsors also supported the Craft Exhibition, the Fisher's Ghost Art Award, the Fun Run and the Miss Princess Quest.

Media coverage

Extensive support was received from media supporters - The Nine Network, C91.3 and the Macarthur Chronicle. Macarthur Community Radio (2MCR) also supported the festival with pre-event promotion and parade day broadcasting. The event also received coverage in a Markets and Fairs publication.

Both local newspapers also featured an eight-page wrap promoting the festival, through advertisements, event images and editorial.

Debuting in 2011 was a television campaign that appeared on Channel Nine, GEM and GO! from 23 October to 6 November.

A radio campaign was run on C91.3, in addition to the weekly Mayor's Messages on the station in the lead up to the event. A promotional flyer was also distributed with Council's rates notices in the lead up to the event.

Summary

The Festival of Fisher's Ghost remains a major event for Council and the local community. The Fisher's Ghost Sub Committee continues to closely monitor all the Fisher's Ghost events to ensure they remain relevant to the community.

Officer's Recommendation

That the information be noted.

Sub Committee's Recommendation: (Rutledge/Charlesworth)

That the information be noted.

CARRIED

7.2 Event Dates

Purpose

To inform the Sub Committee of the dates and key events for the 2012 Festival of Fisher's Ghost.

Report

The 2012 festival will be held from Thursday 1 November to Sunday 11 November. Below are the key dates and events:

Sunday 28 October - Miss Princess Quest Crowning Ceremony

Thursday 1 November - Craft Exhibition opening

Friday 2 November - Fisher's Ghost Art Award opening

Friday 2 November to Sunday 4 November - Carnival at Bradbury Park

Saturday 3 November - Street Parade

Saturday 3 November - Fisher's Gig, Bradbury Park

Sunday 4 November - Fisher's Kids

Friday 9 November to Sunday 11 November - Carnival at Bradbury Park

Saturday 10 November - Street Fair

Saturday 10 November - Fisher's Ghost Extreme

Sunday 11 November - Fisher's Ghost Fun Run

Officer's Recommendation

That the information be noted.

Sub Committee's Recommendation: (Naylor/Rutledge)

That the information be noted.

CARRIED

7.3 Merchandise

Purpose

To request feedback from the Sub Committee regarding event merchandise for the 2012 Festival of Fisher's Ghost.

Report

Over the last few years, Festival of Fisher's Ghost event t-shirts have been designed and ordered incorporating the event theme, then sold in the lead up to and during the festival.

As part of the 2011 festival, Fisher's Ghost branded water bottles were introduced to the merchandise range and were sold at the Council information tent during the Street Fair. This proved to be successful and will continue in 2012.

With existing stocks of t-shirts running low, it is proposed that Festival of Fisher's Ghost branded caps be designed and sold along with the remaining t-shirts.

Officer's Recommendation

That the information be noted.

Sub Committee Note: A discussion took place in relation to the purchase of Festival of Fisher's Ghost caps for sale. It was agreed that the sale of caps would be trialled for the 2012 event.

Sub Committee's Recommendation: (Charlesworth/Rutledge)

That the information be noted.

CARRIED

7.4 Parade theme suggestions

Purpose

To discuss with the Sub Committee ideas for a theme for the 2012 Street Parade.

Report

In previous years, the Street Parade has had one or more themes to encourage cohesiveness in the presentation of the entries, as well as to ensure the judging remains competitive.

Events staff are seeking input into the theme for the 2012 parade. Previous themes have included specific colours, the environment, and International Year of.

Officer's Recommendation

That the information be noted.

Sub Committee Note: A discussion took place in relation to potential themes for the 2012 event. As 2012 is the National Year of Reading, Sub Committee members agreed that this would be incorporated as the theme. Street Parade participants will then be able to dress up as their favourite book characters. It was also suggested that Communications and Marketing staff liaise with the Manager Library Services to discuss the potential of asking a well known children's author to open the Street Parade in conjunction with the Mayor.

Communications and Marketing will research colour themes for the National Year of Reading to determine if they are suitable as a colour theme for the 2012 event. The colour theme will be further discussed at the next Festival of Fisher's Ghost Sub Committee meeting.

Sub Committee's Recommendation: (Rutledge/Naylor)

That the information be noted.

CARRIED

8. General Business

8.1 Miss Princess Quest

It was noted that most sponsors for the 2012 Miss Princess Quest have been secured, however some sponsors have yet to confirm their commitment for the event.

It was suggested that letters of confirmation be forwarded to sponsors. Communications and Marketing staff advised that they will forward the confirmation letters to sponsors.

Dates for the event are detailed below:

- commencement date 6 July 2012
- closing date 28 September 2012
- judging 13 October 2012
- crowning 28 October

Judges for the 2012 are:

- Marie Rutledge
- Violet Carapetta
- Bernice Naylor - Communications and Marketing

Tanyia Harris will be invited to run the department coaching.

Sub Committee's Recommendation: (Kolkman/Naylor)

That the information be noted.

CARRIED

8.2 Congratulations

Council's Communications and Marketing staff were congratulated for ensuring the 2011 Festival of Fisher's Ghost was a wonderful event.

Sub Committee's Recommendation: (Rutledge/Charlesworth)

That the information be noted.

CARRIED

8.3 Suggestion for the Street Parade

Councillor Kolkman suggested that the commencement of the Street Parade be moved back towards the old Mobil service station to potentially minimise gaps in the parade.

Sub Committee's Recommendation: (Kolkman/Naylor)

That the information be noted.

CARRIED

8.4 2011 Festival of Fisher's Ghost Debrief Meeting

Councillor Kolkman asked Communications and Marketing if a debrief meeting would be held for the 2011 Festival of Fisher's Ghost.

Council's Events and Promotions Coordinator advised that she will schedule a meeting and advise all required participants.

Sub Committee's Recommendation: (Kolkman/Rutledge)

That the information be noted.

CARRIED

8.5 Fisher's Gig

Councillor Kolkman advised that he has received positive feedback in relation to Fisher's Gig. It was noted that this event continues to grow each year.

Sub Committee's Recommendation: (Kolkman/Charlesworth)

That the information be noted.

CARRIED

The next meeting of the Sub Committee will be held 9 May 2012 in Committee Room 3.

Councillor Rudi Kolkman

Chairperson

Meeting concluded: 6.16pm

1.4 Macarthur Regional Tourism Strategy and Action Plan 2012-2015

Reporting Officer

Manager Communications and Marketing

Attachments

Macarthur Regional Tourism Strategy and Action Plan 2012-2015

Purpose

To present to Council the draft Macarthur Regional Tourism Strategy and Action Plan 2012-2015.

History

Council adopted the previous Macarthur Regional Tourism Strategy (2008–2011) at its meeting dated 7 October 2008. Milestone reports were presented to Council annually, with the Strategy finalisation report submitted on 11 October 2011.

Report

For a number of years, Council has demonstrated a commitment to developing and supporting tourism within Campbelltown City. Major initiatives include the opening of the Campbelltown Visitor Information Centre 'Quondong' in 1997, the Campbelltown Tourism Action Strategy 1999-2002, and the Campbelltown Tourism Strategy and Action Plan 2005-2008.

Commencing in 2008, a regional approach to tourism promotion was adopted by Campbelltown and Camden councils. The development of the Macarthur Regional Tourism Strategy 2008-2011 was seen as a way to compliment the regional projects already implemented, establish the Macarthur branding, and provide a clear vision and strategic direction for the future.

The Macarthur Regional Tourism Strategy and Action Plan 2012-2015 will continue to build on those actions and projects which were successful in the previous strategy. The strategy provides a vision, target markets, as well as key strategic themes encompassing:

- tourism product development and partnerships
- marketing and promotion
- industry support
- visitor servicing.

Each strategic theme includes desired outcomes and actions to implement by the conclusion of the strategy period.

Further to the briefing given to Council on Tuesday 21 February 2012, there are a number of issues that were identified by Council. These issues related to the support and promotion of cultural and community events, the targeting of lifestyle and TV shows, continuing to focus on marketing and exploring ways for Macarthur Tourism businesses and events to secure funding. There were also issues regarding the promotion of venues within the Campbelltown Local Government Area including the Campbelltown Sports Stadium, Menangle Park Trotting Club and the Campbelltown Arts Centre. All of these issues are embedded within the Strategy and this was highlighted in a memo distributed to Councillors on 3 February 2012.

The development of the Macarthur Regional Tourism Strategy and Action Plan 2012-2015 plays an essential role in further increasing the destinational profile of the region, and ultimate success for tourism within Macarthur. The implementation of the actions and review of the strategy on an annual basis will assist in the realisation of the key outcomes.

Officer's Recommendation

That Council adopt the draft Macarthur Regional Tourism Strategy and Action Plan 2012-2015.

Committee's Recommendation: (Lake/Rule)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

That the Officer's Recommendation be adopted.

ATTACHMENT 1

Macarthur Tourism Strategy and Action Plan 2012 – 2015

Foreword

Tourism is an important contributor to Australia's economy. It helps to generate substantial investment and jobs. It also adds to our cultural and recreational experiences.

The Macarthur region, comprising the townships of Camden and Campbelltown, located in Sydney's south-west, benefits from tourism activity. Tourism directly supports many small businesses and has a strong multiplier effect on other sectors of our economy such as business services, sport and recreation and retail. In addition, it provides a 'window' for people outside of Macarthur to view our area as a place to visit and explore further. In time visitors may choose to live, work and invest in the Macarthur. Tourism also builds community pride and a sense of ownership among local people.

Both Camden Council and Campbelltown City Council have supported tourism for many years. Council's role in supporting tourism includes visitor servicing (eg resourcing the Camden and Campbelltown Visitor Information Centres), implementing promotional media and marketing activities, supporting local events that will potentially attract visitors to the region, establishing new partnerships, helping new tourism product to be established, as well as building and promoting Macarthur's tourism assets. Additionally, both Councils work to develop strong relationships with the travel writing media to generate positive media coverage.

Council's Tourism Officers work closely with local tourism businesses by providing access to networking and professional development initiatives. These help businesses to stay informed, be innovative and educate their staff to provide visitors with high quality experiences.

In summary, the Macarthur Tourism Strategy 2012 – 2015 provides guidance for the future direction of tourism within Macarthur with both short term and longer term goals. Drawing on the broader region, it emphasises developing new tourism experiences, involving local people in tourism product development and facilitating stronger relationships between Council and the local tourism industry. It also aims to raise the profile of Macarthur as a quality repeat visitor destination and further develop the key tourism market segments.

Introduction

The Macarthur Tourism Strategy and Action Plan 2012 – 2015 is a result of Camden Council and Campbelltown City Council's need to update, refine and enhance the previous strategy to ensure the region's tourism industry continually thrives in a rapidly evolving environment. Its development has been guided by:

- a review of the previous Macarthur Tourism Strategy and Action Plan 2008 – 2011
- current key trends in the tourism industry
- research of related documentation
- input and feedback from local tourism operators
- feedback from visitors and tour coordinators.

Building on the previous strategy, the 2012 – 2015 strategy is designed to provide focus and direction to ensure tourism continues to develop during the next three years. A number of strategic themes are presented in the strategy, which provide achievable, realistic and practical actions.

Vision

All of the actions outlined in the Macarthur Tourism Strategy and Action Plan 2012 - 2015 will work towards the achievement of the following vision for the region:

That the Macarthur region is a well recognised and well regarded tourism region offering a diverse range of experiences. It is our aim to build on Macarthur's existing tourism assets and improve the visitor experience.

Target Markets

The Macarthur Tourism Strategy and Action Plan aims to target a number of key tourism markets including:

- the Visiting Friends and Relatives (VFR) market
- the Greater Sydney market
- the Seniors / over 55s market
- families / holiday makers
- special interest groups including school groups, seniors groups and the corporate incentive market.

Strategy Themes

This strategy has a number of themes, each with their individual set of outcomes. The themes encompass:

- tourism product development and partnerships
 - marketing and promotion
 - industry support
 - visitor servicing.
-

What is Tourism?

Tourism incorporates activities that bring people into an area they don't normally reside in for a period of time. This brings in 'new money' to a local economy. The World Tourism Organisation defines tourists as people who "travel to and stay in places outside their usual environment for more than 24 hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited." ("UNWTO Technical Manual: Collection of Tourism Statistics". World Tourism Organisation. 1995.)

Tourism can be found in activities including:

- food and wine - dining
- accommodation
- shopping
- attractions
- sports and recreational activities
- art and cultural activities
- community or special events and festivals
- visiting for business purposes
- visiting friends and relatives (VFR)
- appreciating local flora and fauna and enjoying the outdoors
- education (eg school groups, visits to Macarthur's education institutions etc).

Tourism also includes people who visit a destination for less than 24 hours for the aforementioned purposes, such as daytrips.

The Macarthur region has some significant tourism drawcards, often referred to as the 'must see, must do' attractions including:

- close proximity to Sydney CBD and airport / coast / Blue Mountains / Southern Highlands
 - major attractions including The Australian Botanic Garden, Mount Annan, Campbelltown Arts Centre and Camden Airport's aviation experiences
 - adventure based activities such as horse riding, aviation and paintball
 - a major annual events calendar including food and wine festivals, Camden Park House Open Weekend, Campbelltown Challenge Walk, Enduro Trail Races, Festival of Fisher's Ghost, Farm Sunday at Belgenny Farm and New Year's Eve
 - quality and good value for money accommodation facilities.
-

**Strengths, Weaknesses, Opportunities and Threats (SWOT)
 of the Macarthur region**

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Proximity to key markets, especially Greater Sydney. ▪ Variety of experiences within a rural setting. ▪ Good access to major road and rail networks (Hume Highway/M5, M7, countrylink and cityrail trains). ▪ Central location as a base for other important tourism regions (eg Blue Mountains, Southern Highlands, Sydney and Wollongong). ▪ Large number of significant heritage sites. ▪ A range of sporting and shopping facilities. ▪ The Australian Botanic Garden – free entry. ▪ Campbelltown Arts Centre – major regional gallery with a significant exhibition and performance program. ▪ Rydges and Quest, Campbelltown – new 4½ star properties. Appealing to corporate market. ▪ The Cube – continue to attract entertainment and major conferences. ▪ Camden township – retains its historic village style and café culture. ▪ Campbelltown township – cultural diversity, ethnic food stores and restaurants. ▪ Open space – Campbelltown bordered by Georges River Nature Reserve and Camden surrounded by a rural setting. <p>These strengths have been considered when developing marketing initiatives in the action plan.</p>	<ul style="list-style-type: none"> ▪ Perceptions and negative image of the region. ▪ Lack of public transport beyond train stations. ▪ Lack of tourism welcome signage on key highways. ▪ Relatively small number of significant attractions. ▪ Lack of access to some key attractions for independent travellers (eg Belgenny Farm, Gledswood Homestead which are not open to the public). ▪ Lack of operators not following branding guidelines on promotional material and websites. ▪ Proximity – too close to Sydney for overnight stays. ▪ Some businesses looking tired and run down and lack funding to make improvements. ▪ Size, location and staffing of Camden Visitor Information Centre. <p>Many of these weaknesses can be addressed through public relations activities and destination marketing and resolved with strategies/actions outlined in this plan.</p>

OPPORTUNITIES	THREATS
<ul style="list-style-type: none">▪ Increase signage on the M5/Hume Highway to capture passing traffic.▪ Continue to increase industry working together:<ul style="list-style-type: none">- active network/association- further collaboration and packaging- workshops, education, training.▪ To finalise the formation of a local tourism association/network.▪ Regional Visitor Centre located at The Australian Botanic Garden, Mount Annan.▪ Online booking facility on www.macarthur.com.au to facilitate accommodation and group tour bookings (once a regional VIC is established).▪ Development of downloadable smart phone applications to help promote tourism in Macarthur.▪ Greater utilisation of Dharawal National Park and Georges River Nature Reserve for tourism activity.▪ Further promotion of the multicultural venues, eateries and tours in Campbelltown town centre.▪ To attract further tourism oriented public events.▪ Potential to capture more of the Visiting Friends and Relatives Market which should grow based on an increasing local residential population.▪ Increase public access to significant heritage sites.	<ul style="list-style-type: none">▪ Downturn in the economy – reducing disposable income used for travelling and day trips.▪ Urbanisation compromising rural / scenic feel to the region.▪ Competition from nearby regions / destinations.▪ Lack of support from Destination NSW to be recognised as a region on www.sydney.com

Themes

Theme 1: Tourism Product Development and Partnerships

Improved tourism product development and increased partnerships are vital for Macarthur's tourism future.

In order to appeal to a broad market, the products and experiences available within the Macarthur region need to adapt to the needs of these broader markets. While the traditional seniors market is happy to visit and observe, the younger age group markets are more likely to want to actively engage. They want unique, memorable experiences that they can participate in. They also want information and interpretation and the opportunity to actively participate where possible.

It is important to be able to increase and improve local tourism experiences by exploring non-traditional products and encouraging the bundling of tourism experiences to create a wider variety of things to see and do.

Desired outcomes:

- new or enhanced product to offer visitors
- increased partnering/packaging and bundling activities and services to create a value-add for visitor (such as accommodation and dining)
- increased and active positive participation of local businesses in tourism
- increased engagement with key stakeholders
- improved infrastructure, signage and accessibility.

Theme 2: Marketing and Promotion

Marketing and promotion are key elements of tourism development. Marketing tells a story about what the visitor will experience once they arrive in the Macarthur region.

Information technology (eg internet) is a critical tool to help prospective and repeat visitors to make choices about their tourism experiences, and is increasingly replacing the traditional brochure.

Innovative and creative marketing solutions are important. An active public relations campaign is recommended as the most cost effective means of raising awareness and desire to travel to the region.

A review of current and planned marketing activities being undertaken indicate that budgets are being well utilised and the appropriate markets are being targeted through destination advertising and by attending targeted trade shows.

It is also important to engage local residents in the promotion of the region. Marketing activities promoting things to do "in your own backyard" creates a sense of community pride, therefore expanding opportunities for positive exposure.

Desired outcomes:

- increased awareness and demand for Macarthur experiences
 - increased and repeat visitation
 - increased profile of Macarthur as a tourist destination
 - increased sense of community pride in the region
 - positive publicity and exposure.
-

Theme 3: Industry Support

There are many players involved with advancing tourism within NSW. It is important at a local level to have in place leaders that can advocate for small, local operators and be the driving force behind the operator network.

Council's support of tourism will continue to strengthen Macarthur as a visitor destination and foster an active, progressive and collaborative tourism industry for the region.

When local operators work together, they can achieve common objectives by pooling resources and contributing to the advancement of Macarthur's tourism assets.

Desired outcomes:

- the Macarthur region is represented at networks and partnerships including Destination NSW (formerly Tourism NSW) and Greater Sydney Tourism
- tourism operators working collaboratively for the benefit of the region and each other
- calendar of industry development opportunities, supported and attended by operators
- indirect tourism businesses become a part of the wider industry and educated about the benefits of tourism.

Theme 4: Visitor Servicing

Support for Macarthur region's accredited Visitor Information Centres (VICs) is important, as they provide valuable services to both the community and the local tourism industry. Almost half of the visitors to the VICs are locals asking for local things to see and do, as well as local services.

The role of a VIC is to influence visitors to stay in the region longer than originally planned, increasing local expenditure, enriching a visitors' experience through talking to passionate VIC staff and volunteers, and referring visitors on to local businesses.

There is the potential to improve the VICs in the Macarthur region via the establishment of a Regional Visitor Information Centre at The Australian Botanic Garden, Mount Annan.

Desired outcomes:

- a regional VIC established at The Australian Botanic Garden, Mount Annan
 - capitalising on the increasing number of visitors to the Garden, resulting in increased visitation to the proposed regional VIC
 - continue to meet and exceed visitor expectations via quality customer service and provision of comprehensive information and services.
-

Actions

Theme 1: Tourism Product Development and Partnerships

ACTIONS
▪ Support and encourage existing, new and potential tourism businesses in the region.
▪ Work with industry to expand on tourism experiences available in Macarthur.
▪ Encourage operators to network and link their products/experiences (eg packaging and bundling).
▪ Continue to encourage operators to use the Macarthur tourism brand on all marketing collateral and promotions.
▪ Explore potential nature based tourism opportunities once Dharawal formally becomes a national park.
▪ Continue to investigate tourism potential within the Georges River Nature Reserve.
▪ Explore possible potential tourism opportunities should the cycle link through The Australian Botanic Gardens, Mount Annan be established.
▪ Explore the possibility of local historical societies implementing a program of regular heritage walking tours in the town centres.
▪ Continue to support and promote cultural and community events to increase visitation to Macarthur.
▪ Investigate avenues to incorporate new events in the Macarthur region to increase visitation.
▪ Grow the TASTE Macarthur Week program to become a bi-annual program held in conjunction with Macarthur's food and wine festivals.
▪ Support operators in the development of cooperative marketing activities through the network.
▪ Support operators in the development of a Macarthur touring map.
▪ Investigate opportunities to encourage investment in tourism business and infrastructure.
▪ Continue to monitor what other developing regions are doing and what product successes they having. Emulate these.
▪ Investigate the suitability of interactive smart phone applications to enhance visitor experiences.

2. GOVERNANCE AND ADMINISTRATION

No reports this round

3. PROPERTY SERVICES

3.1 Land and Easement Transfer/Acquisition between Council and TransGrid

Reporting Officer

Manager Property Services

Attachments

Plan proposed land transfer/acquisition

Purpose

To seek Council approval for a proposed land transfer/acquisition of land and creation of easement by TransGrid over part of Council's land known as Kayess Park Minto.

Subject to approval being provided for the proposed land transfer and creation of easement, Council approval is also sought to allow TransGrid early access over Kayess Park, Minto for construction purposes associated with the adjoining Ingleburn 330kV Substation.

Council approval is also sought to enter into a Deed of Agreement with TransGrid if required to affect the necessary land transfers/acquisitions and creation of easements.

Report

TransGrid owns the Ingleburn 330kV Substation located on Lot 12 DP625290 which was originally developed in the mid 1980s. The substation is a connection point that provides supply to the Endeavour Energy network as well as being a key part of TransGrid's 330kV network.

Advice has been provided by TransGrid that it has undertaken an assessment of the existing oil containment system within the substation and found it to be non-compliant in regard to its current Substation Management Strategy. In order to achieve compliance TransGrid is proposing the installation of a secondary oil containment tank, associated drainage connections and site rehabilitation upon completion of the works.

3.1 Land And Easement Transfer/Acquisition Between Council And Transgrid

It has been indicated by TransGrid that the proposed expansion of the oil containment capacity of the substation cannot be accommodated within its existing site once the necessary environmental buffer zone/setbacks are considered.

TransGrid's technical advice indicates that the most feasible placement of the secondary containment tank is the south eastern sector of the substation site which is Council owned land known as Kayess Park Minto.

In approaching Council it has also been identified by TransGrid that there is an existing building encroachment of Council's Kayess Park amenities block and septic tanks that have been partly constructed over TransGrid's land.

It has been proposed that a land transfer would be undertaken between Council and TransGrid at nil value in order to formalise the existing encroachment by Council's building onto TransGrid's land and provide TransGrid with the land necessary to meet its construction obligations. The proposed land transfer/acquisition is as shown on the attached plan.

Council's land being part of Lot 4 DP 807762 is zoned partly 6(a) Local Open Space and 5(a) Special Uses A Zone - Drainage and is classified as community land. Subject to survey it has been identified that an area of approximately 1700 square metres of TransGrid land would be transferred to Council and an area of approximately 1900 square metres of Council land would need to be acquired by TransGrid.

Given that Council's land is classified as community land TransGrid would be required to compulsorily acquire the land. In this respect TransGrid is seeking Council's agreement that it will not seek compensation or object to the compulsory acquisition of land on the basis that TransGrid transfer part of its land as identified to Council.

Although there is potentially a difference of approximately 200 square metres (subject to survey) in favour of TransGrid in the proposed land swap it is recommended that the land swap be undertaken at nil value between the parties given that the cost to Council of rectifying the encroachments of a building and tanks would be significantly more than the equivalent land only value.

In addition to the proposed land transfers TransGrid will also require a drainage easement (having an area of approximately 150 square metres) to the existing Bow Bowing Creek/Channel which it would also seek to acquire by compulsory acquisition at nil value.

Given that TransGrid have identified that they require site access to Council's land at Kayess Park by June 2012 TransGrid is also seeking approval to enter the land for construction works if the necessary land transfer and acquisition have not occurred within this period.

Accordingly, it is recommended that approval be provided for TransGrid to transfer part of its land (part Lot 12 DP 625290) having an area of approximately 1700 square metres to Council at nil value to regularise existing encroachments and provide for the opportunity to extend the amenities block in Kayess Park in the future if required.

3.1 Land And Easement Transfer/Acquisition Between Council And Transgrid

On this basis it is also recommended that Council provide advice to TransGrid that it has no objection to TransGrid compulsorily acquiring part of Lot 4 DP 807762 having an area of approximately 1900 square metres of Council land for nil compensation. This reflects an area of approximately 2.3% out of a total area of 7.67 hectares and would be offset by TransGrid transferring approximately 1700 square metres of land to Council to correct the existing building encroachments.

It is also recommended that Council approve the grant of a drainage easement to TransGrid on Council land at Kayess Park Minto as identified for nil compensation. It should be noted that the proposed easement is situated in an area that is subject to flooding.

Under the proposal TransGrid will be required to pay all costs associated with the preparation of the necessary surveys, plan registration and acquisition of land and easement from Council.

It is further recommended that Council provide approval to allow TransGrid construction access by June 2012 to Council's land at Kayess Park, Minto if the necessary land transfer, compulsory acquisitions and creation of easements have not been completed in the interim.

In order to facilitate the land transfers/acquisition and creation of easement it is further recommended that Council provide approval to enter into a Deed of Agreement with TransGrid to reflect the terms of the proposal for the lands/acquisition and creation of easements between Council and TransGrid to be a nil value.

Officer's Recommendation

1. That Council approve a land transfer of a section of TransGrid land being part of Lot 12 DP 625290 to Council as outlined in this report at nil cost to incorporate the existing encroachments.
 2. That Council resolves that it has no objection to TransGrid compulsorily acquiring a section of Council's land forming part of Lot 4 DP 807762 as outlined in this report.
 3. That Council resolves that it has no objection to TransGrid compulsorily acquiring a drainage easement over part of Council's land being part of Lot 4 DP 807762 as outlined in this report.
 4. That Council approves a Deed of Agreement to formalise the terms of the land transfer/acquisition and creation of easement with TransGrid if required as outlined in this report.
 5. That Council provide approval for TransGrid to enter onto Council's land to commence construction works in June 2012 if the land transfer and acquisitions have not been finalised.
 6. That Council provide advice to TransGrid that it has no objection to TransGrid compulsorily acquiring a drainage easement over part of Council's land being part of Lot 4 DP 807762 as outlined in this report.
 7. That any documentation associated with either the proposed land transfer or acquisition and creation of easement as outlined in this report be executed under the Common Seal of Council if required.
-

Committee's Recommendation: (Rule/Lake)

That the Officer's Recommendation be adopted.

CARRIED

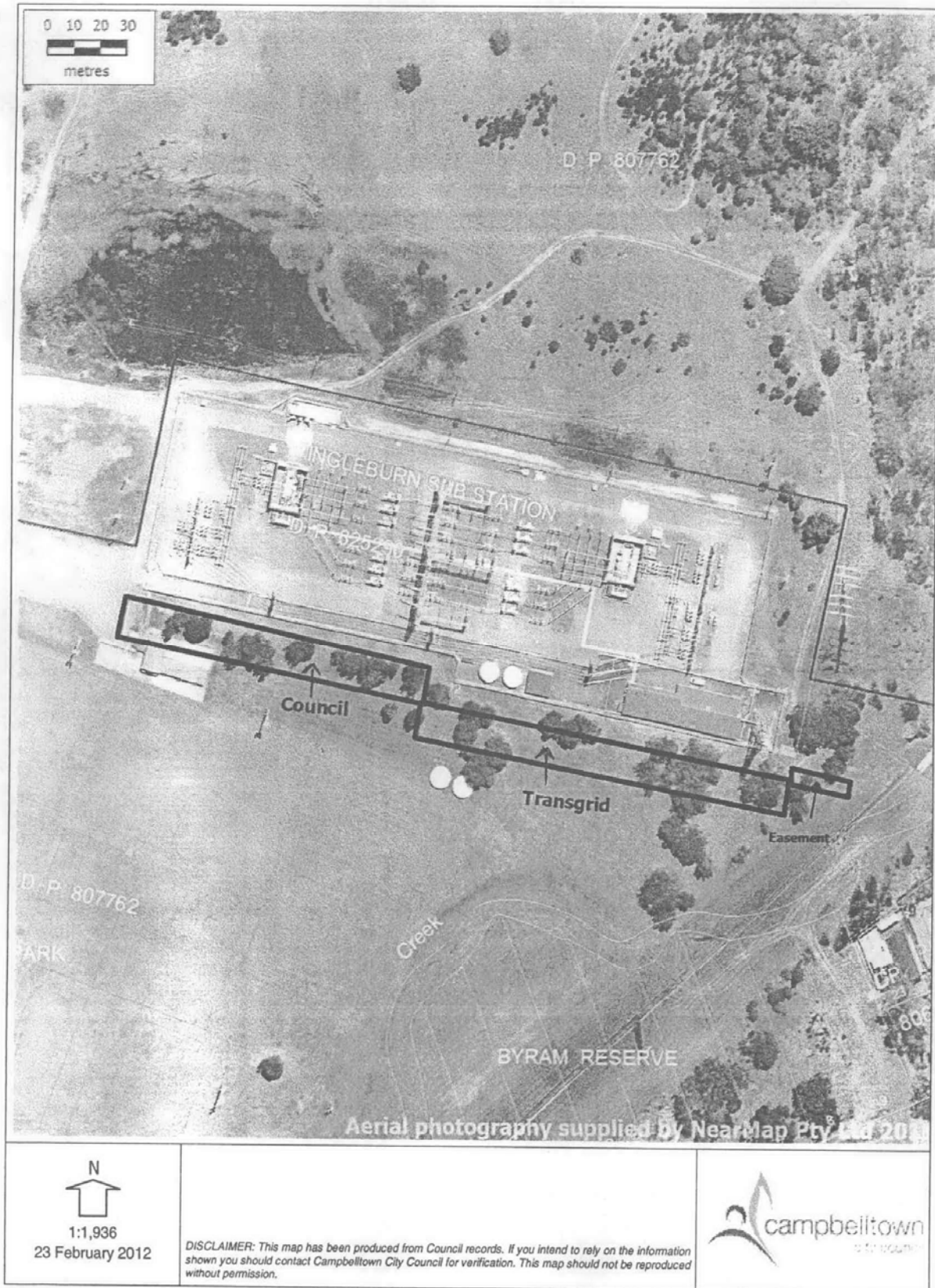
Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

That the Officer's Recommendation be adopted.

ATTACHMENT 1



3.2 Proposed Road Closure of a Section of Culverston Road, Minto

Reporting Officer

Manager Property Services

Attachments

Plan of proposed road closure

Purpose

To seek Council approval for the closure of a section of Culverston Road, Minto.

Report

The adjoining owner Minto Properties Pty Ltd has requested that Council close a section of Culverston Road, Minto. The subject section of Culverston Road proposed to be closed has an area of approximately 1.0033 hectares and adjoins Lot 400 DP875711, Lot 3 DP817793 and Lot 10 DP1056364.

Subject to the closure being approved by the Land and Property Management Authority and a new title being created in Council's name a separate report will be submitted to Council in respect to the future use of the subject parcel of land.

During the consultation process it may be identified that an easement for services is required to be created within the section of road proposed to be closed. Should any easements be identified for example water, sewer and electricity, it will be necessary for these to be created on the relevant plan and registered on title at the Land Titles Office as part of the road closure process.

It should be noted that if approval is provided for the closure of the subject section of Culverston Road that a new cul-de-sac head will be required to be constructed.

The land will also need to be classified as 'operational' land following the road closure process to enable Council to have flexibility in considering future options for this land.

Accordingly it is recommended that Council approve the closure of the subject section of Culverston Road, Minto and the creation of any necessary easements for services if required in order that an application can be made to the Land and Property Management Authority for closure and creation of new title in Council's name.

Officer's Recommendation

1. That Council approve the closure of a section of Culverston Road, Minto, shown hatched on the attached locality plan.
2. That an easement be created for services if required to allow an application for road closure to be made to the Land and Property Management Authority.
3. That upon formal closure of the section of Culverston Road, Minto the land be classified as operational.
4. That a further report be submitted to Council upon completion of the road closure process and creation of title in Council's name in respect to the future use of the land.
5. That all documentation associated with the road closure be executed under the Common Seal of Council.

Committee's Recommendation: (Hawker/Rule)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

That the Officer's Recommendation be adopted.

ATTACHMENT 1



3.3 Glenalvon House - Plan Of Management And Extension Of Existing Memorandum Of Understanding

3.3 Glenalvon House - Plan of Management and extension of existing Memorandum of Understanding

Reporting Officer

Manager Property Services

Attachments

Nil

Purpose

To seek Council approval to both proceed with preparation of a draft Plan of Management associated with the future use of the Glenalvon House property and provide an extension of the existing Memorandum of Understanding relating to its use between the Campbelltown and Airs Historical Society Inc and Council.

History

By way of Notice in the NSW Government Gazette of 19 May 2000, the Department of Infrastructure, Planning and Natural Resources (DIPNR) granted to Council the care, control and management of Glenalvon.

Following the restoration of Glenalvon in which DIPNR provided Council funding in the amount of \$730,000 for the restoration works, DIPNR transferred the freehold title of Glenalvon to Council in February 2006.

Subsequent to its formal transfer a number of uses were considered for Glenalvon and at its meeting of 24 June 2006 Council resolved to enter into a five (5) year Memorandum of Understanding (MOU) with the Campbelltown and Airs Historical Society Inc concerning the ongoing operation and management of Glenalvon in partnership with Council.

Council at its meeting of 7 December 2010 resolved to extend the MOU with the Campbelltown and Airs Historical Society Inc to 12 April 2012.

Report

Glenalvon is a historically, aesthetically and socially significant item representing one of the oldest urban townhouses in Campbelltown. The house and stables of Glenalvon are a significant landmark element and the curtilage of the property makes a major contribution to the historic townscape of Campbelltown.

3.3 Glenalvon House - Plan Of Management And Extension Of Existing Memorandum Of Understanding

Glenalvon is described as Lot 1 DP 34658 and is classified as Community Land. The *Local Government Act 1993* (the Act) provides that land owned by Council is to be classified as either Operational or Community Land. The Act also provides that a Plan of Management (POM) is required to govern the use and management of Community Land.

In the absence of a POM Council and the Campbelltown and Airds Historical Society Inc entered into a MOU to ensure that Glenalvon was appropriately managed given its historical significance to the community. The MOU provided a mechanism to ensure that Glenalvon was being managed in accordance with its conditions and the recommendations of the Plan of Conservation and Management prepared by Otto Cserhalmi & Partners Pty Ltd.

In this respect it is proposed that the formal process to prepare a draft POM for the future use and management of Glenalvon now be undertaken. It is envisaged that the draft POM would focus towards the core objectives for the management of community land categorised as an area of cultural and historical significance.

Having regard to the lead time in the preparation of a draft POM, the April 2012 expiration of the MOU and the ability of Council to ensure Glenalvon continues to operate within the framework that it has over the past six years it is recommended that the MOU between Council and the Campbelltown and Airds Historical Society Inc be extended.

It is recommended that approval be provided to extend the existing MOU which is due to expire on 12 April 2012 for a period of approximately three months up until 30 July 2012 to coincide with the preparation and consultation required for preparation of a draft POM.

In this respect the extension period is proposed to coincide with the public notice and consultation period required for preparation of the draft POM. Council must publicly exhibit the draft POM for a period not less than 28 days and provide a period of 42 days for the public to make submissions.

Further to this period, Council must also hold a public hearing in respect of the proposed POM as it is intended to classify Glenalvon as an area of cultural significance.

In light of the public consultation process and requirement to submit a further report upon completion of the process to Council it is also recommended that Council approve a month to month carryover provision of the MOU with the Campbelltown and Airds Historical Society if required after the 30 July 2012.

This will allow the provisions of the existing MOU to operate until the adoption of a POM in order that Glenalvon can continue to operate until Council has the opportunity to consider a further report if there are any unexpected delays as a result of the public consultation process.

Officer's Recommendation

1. That Council approve the preparation of a draft Plan of Management for the future use and management of Glenalvon.
2. That a further report be presented to Council for the review of the draft Glenalvon Plan of Management upon completion of the public consultation and submission process.
3. That Council approve an extension of the existing Memorandum of Understanding with the Campbelltown and Airds Historical Society Inc to 30 July 2012 with provision for a month to month carryover thereafter if necessary until a further report is presented to Council.

Committee's Recommendation: (Rule/Dobson)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

That the Officer's Recommendation be adopted.

4. FINANCIAL SERVICES

4.1 Investment Report - January 2012

Reporting Officer

Manager Financial Services

Attachments

Investment Portfolio Performance as at 31 January 2012

Purpose

To provide a report outlining Council's investment portfolio performance for January 2012.

Report

Council invests any surplus funds that become available through the financial instrument designated by the Ministerial Order from the Division of Local Government. The *Local Government Act 1993* and the *Local Government (General) Regulation 2005* require a monthly investment report be presented to Council.

Council's Investment Portfolio as at 31 January 2012 stood at approximately \$84m. Funds are currently being managed directly by Council staff and are in accordance with the *Local Government Act 1993*, *Local Government (General) Regulation 2005* and Council's Investment Policy.

Portfolio Performance

Directly managed investments show an outperformance of the 90 day bank bill index benchmark by up to 100 basis points for the reporting period.

Return	Annualised	Month
Council Managed Funds	5.80%	0.49%
Benchmark: 90 Day Bank Bill Index	4.82%	0.41%

Investment returns can fluctuate during any one reporting period based on market perceptions, or as in the case of funds under management, changes in asset classes. As such any measurement of performance is better reflected over a rolling 12 month period to average out any fluctuations in monthly performance. Council's total investment portfolio has outperformed the benchmark on average over the last twelve months.

Rolling Year to Date Return	January
Council Managed Funds	5.90%
Benchmark: 90 Day Bank Bill Index	4.85%

Council's portfolio as at 31 January 2012 is diversified with 72% in term deposits of varying lengths of maturity which are managed in accordance with market expectations and Council's investment strategy, 19% in floating rate notes which give Council a set margin above either 30 or 90 day bank bills, 6% in fixed rate bonds, 2% in funds in a short term at call account and 1% in a National Australia Bank offset facility which expires in 2014.

Duration Profile	January
Short Term at Call	\$2,098,882
1 – 3 Months	\$8,048,098
3 – 6 Months	\$47,366,035
6 – 12 Months	\$3,089,967
12 Months +	\$23,554,066

All investments are placed with Approved Deposit Taking Institutions. No funds are placed with any unrated institutions.

Credit Exposure	January
AAA to AA-	90%
A+ to A	10%
A- to BBB-	0%
Other Approved Deposit Taking Institutions	0%

During the reporting period an opportunity to diversify the portfolio was taken with the deployment of \$5m in fixed rate bank bonds. The bonds purchased are an Australia and New Zealand Bank Bond in the amount of \$3.5m with a fixed interest rate of 6.75% maturing in 2016 and a Commonwealth Bank of Australia Bond in the amount of \$1.5m with a fixed interest rate of 6.50% maturing in 2015.

Further opportunities for additional funds to be allocated in either longer dated fixed rate bonds or floating rate notes will continue to be investigated.

Economic Outlook

The Reserve Bank Board (RBA) surprised the market by leaving the cash rate on hold at its meeting on 7 February. Whilst the Board has not closed the door on further easing of monetary policy, it has however, stated that this would depend on any material weakening in demand conditions. Economists generally are still predicting further easing in 2012, albeit the timing of any rate cuts is uncertain and largely dependent on whether Australian economic growth remains close to trend as well as what affect the ongoing financial pressures of Europe will have on market sentiment.

Summary

Council's investment portfolio continues to outperform the benchmark of the 90 day bank bill index. The Local Government Investment Guideline leaves little scope for the enhancement of Council's investment portfolio with the various investment products being offered. However, to enhance the portfolio, advantage is taken on the length of maturity of the investment given the rating of the institution as well as reviewing any new investment products offered in consultation with Council's financial advisor, Spectra Financial Services.

Regular liaison with Council's external financial advisor assists in monitoring all of the risk factors to maximise Council's return on the investment portfolio while minimising the risk associated with this strategy.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Rule/Hawker)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

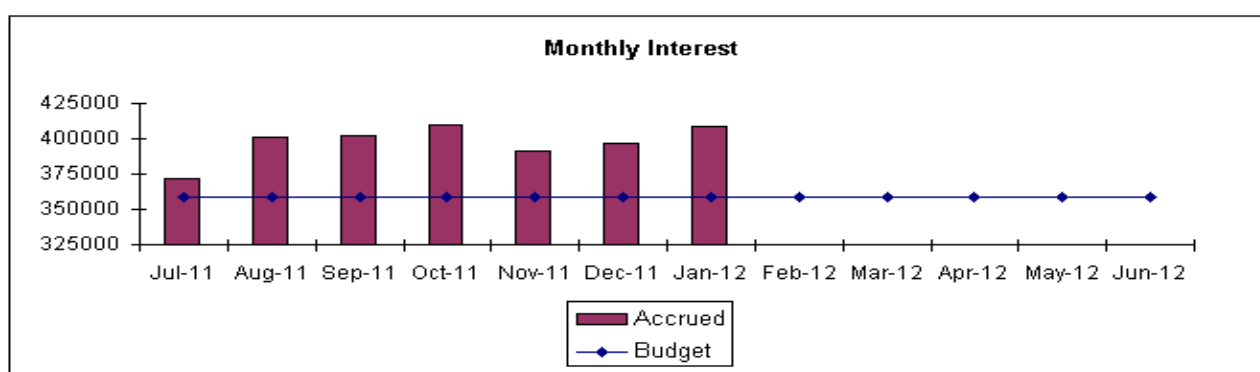
That the Officer's Recommendation be adopted.

ATTACHMENT 1

Summary January 2012

Benchmark UBS Warburg 90 Day Bank Bill Index
 Portfolio Balance \$84,157,048.31

Monthly Performance	Return (mth)	Return (pa)
UBSW 90 Bank Bill Index	0.41%	4.82%
Total Portfolio	0.49%	5.77%
<i>Performance to Benchmark</i>	+ 0.08%	+ 0.95%
Portfolio - Direct Investments	0.49%	5.80%
<i>Performance to Benchmark</i>	+ 0.08%	+ 0.98%
Short Term Call Account	0.39%	4.65%

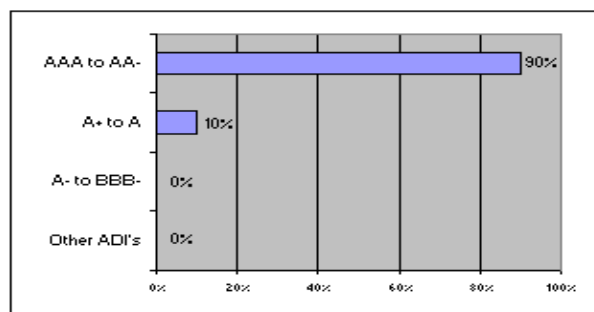


Year to Date Performance

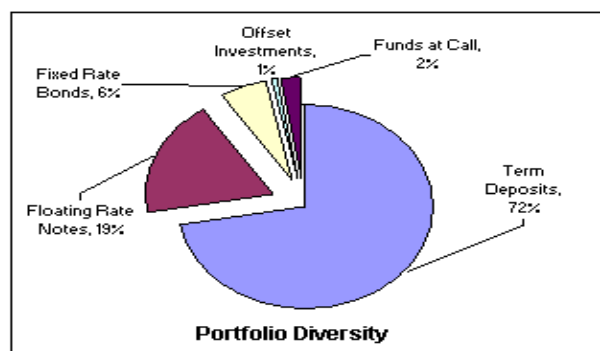
Rolling 12 Month Period
 5.90% Council Managed Funds
 0.00% Other Managed Funds
 4.85% Benchmark

Interest Budget to Actual
 Budget to Period \$2,508,333
 Accrued to Period \$2,782,971

Credit Exposure



Securities



Institutions

	Amount Invested	% Portfolio
Funds at Call	\$ 2,098,881.81	2%
Suncorp Metway	\$ 6,366,578.17	8%
National Australia Bank	\$ 14,769,797.35	18%
ANZ Bank	\$ 7,591,445.49	9%
NSW Treasury	\$ 4,250,000.00	5%
Westpac Bank	\$ 17,658,826.84	21%
St George Bank	\$ 5,268,339.08	6%
Commonwealth Bank	\$ 12,500,000.00	15%
Bank Western Australia	\$ 13,653,179.57	16%
Building Societies	\$ -	0%
Unrated Institutions	\$ -	0%
Total	\$84,157,048.31	100%

4.2 Sundry Debtors Report - January 2012

Reporting Officer

Manager Financial Services

Attachments

1. Debtors Summary to 31 January 2012
2. Ageing of Sundry Debts to 31 January 2012

Purpose

To provide a report detailing the amount outstanding by type and age for sundry and miscellaneous debts for the period ending 31 January 2012.

Report

Debts outstanding to Council as at 31 January 2012 were \$1,197,622 reflecting a decrease of \$840,500 since December 2011. The ratio of outstanding debts to current invoices has decreased from 69% in December to the current level of 41%. This debtor management ratio is a measure of the effectiveness of recovery efforts, however is impacted by Council policies as well as economic and social conditions.

During the month, 573 invoices were raised totalling \$604,453 and of these, the most significant have been in the following areas:

Corporate Administration - \$170,998

The main invoices relate to:

Australian Rail Track Corporation - Occupation Fees for December 2011 to February 2012	\$54,905
Department of Education and Training - Contribution to operating costs at Minto Library for October to December 2011	\$47,446
Young Women's Christian Association - Construction of multipurpose training room at Ambarvale, second payment	\$29,700
Optus Mobile Pty Limited – Rents and leases for Ambarvale	\$12,734
Sydney Festival - Edge of Elsewhere project contribution, 14 January-18 March 2012	\$11,000
Camden Council - Third share of costs for Macarthur Zone Rural Fire Service	\$7,814
Liverpool City Council - Third share of costs for Macarthur Zone Rural Fire Service	\$7,814

Waste Collection Services - \$122,533

The main invoices relate to:

Thiess Services Pty Ltd - Effluent removal for November to December 2011	\$67,621
G & G Waste Services - Effluent removal for November to December 2011	\$59,184

Land and Building Rentals - \$98,749

The main invoices relate to:

Aldi Stores - Macquarie Fields	\$21,567
Glenquarie Hotel Pty Ltd - Glenquarie Shopping Centre, Macquarie Fields	\$18,392
Optus Mobile Pty Limited - Access fees at Blain Reserve, Raby	\$15,865
Caltex Oil Australia Pty Ltd - Macquarie Fields	\$14,723
Mycorp Group Pty Ltd - BP Petrol Station, Macquarie Fields	\$12,610

Government and Other Grants - \$71,500

The main invoices relate to:

Australian Council for the Arts - Campbelltown Arts Centre Dance Program 2012	\$66,000
Music NSW - Fisher's Gig 2012	\$5,500

Receipts to the value of \$1,444,953 have been received during the period, the most notable in the following areas:

Government and Other Grants	\$973,707
Waste Collection Services	\$151,882
Land and Building Rentals	\$74,842
Corporate Administration	\$61,107
Shop and Office Rentals	\$46,953

Debts exceeding 90 days of age totalled \$400,186 as at 31 January 2012. The major invoices relating to this balance include:

Debtor 68316.9 - Retaining wall between Lot 1451 DP 703487 2 & 4 Brownlow Pl, Ambarvale. Debtor has made arrangements approved by Council to make monthly payments of \$450	\$26,357
Sydney Water - Various road restorations in the Local Government Area	\$25,475
Campbelltown District Netball Association - Contribution for platform at Coronation Park. Arrangement to pay \$5,000 per month commencing July 2011 will result in the debt being liquidated by April	\$6,006
Airds Bradbury Community Centre Inc - Second progress payment for "Airds Youth Centre Improvements". Payment received 9 February 2012	\$69,657
NSW Environmental Trust - Urban Sustainability Program, Urban Waterways Initiative Campbelltown Golf Course, Year 3. Payment is expected March 2012	\$22,000

Department of Housing – Mowing of open space at Airds and Rosemeadow for July to September 2011 quarter. Payment received 8 February 2012	\$5,646
Arts NSW - 2011 Parliament of NSW Aboriginal Art Prize - Partnership Contribution. Payment received 3 February 2012	\$55,000
Coal & Allied - 2011 Parliament of NSW Aboriginal Art Prize - Partnership Contribution. Payment is expected early March 2012	\$63,250

During the month, six accounts progressed to recovery action. The debtors were issued a letter of demand advising that if the account was not settled or an appropriate arrangement was not made, the account will escalate to formal legal action through Council's agents.

Council's agents were instructed to proceed with one Statement of Claim for damage to Council property and one Judgement for unpaid shop licence fees.

Council officers continue to provide assistance to debtors experiencing difficulties in paying their accounts. Debtors are encouraged to clear their outstanding debts through regular payments where possible to avoid any further recovery action.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Lake/Rule)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

That the Officer's Recommendation be adopted.

ATTACHMENT 1

DEBTORS SUMMARY 1 January 2012 to 31 January 2012

DEBTOR TYPE/DESCRIPTION	ARREARS AT 31/12/2011	RAISED THIS PERIOD	RECEIVED THIS PERIOD	BALANCE AT 31/01/2012	% DEBT RATIO
Corporate Administration	359,106	170,998	61,107	468,997	39.16%
Abandoned Items	4,054	0	0	4,054	0.34%
Child Care Debts	18,124	0	0	18,124	1.51%
Community Bus	471	200	432	239	0.02%
Sportsground and Field Hire	69,135	0	27,483	41,652	3.48%
Government and other Grants	1,001,707	71,500	973,707	99,500	8.31%
Public Hall Hire	37,205	15,322	32,576	19,951	1.67%
Health Services	350	0	0	350	0.03%
Land and Building Rentals	43,765	98,749	74,842	67,672	5.65%
Healthy Lifestyles	4,137	13,872	13,795	4,214	0.35%
Library Fines and Costs	157,404	0	0	157,404	13.14%
Shop Licence Fees	23,192	615	4,170	19,637	1.64%
Pool Hire	10,873	3,319	4,710	9,482	0.79%
Private Works	63,496	48,284	7,868	103,912	8.68%
Road and Footpath Restoration	62,821	0	34,312	28,509	2.38%
Shop and Office Rentals	8,902	52,094	46,953	14,044	1.17%
Various Sundry Items	119,761	6,966	11,874	114,854	9.59%
Waste Collection Services	93,054	122,533	151,882	63,705	5.32%
	2,038,122	604,453	1,444,953	1,197,622	100%

ATTACHMENT 2

AGEING OF SUNDRY DEBTOR ACCOUNTS - 31 January 2012

Description	Current Charges	Total 30 Days	Total 60 Days	Total 90+ Days	Balance Due	Previous Month 90+ days
Corporate Administration	147,856	56,126	58,542	206,473	468,997	142,624
Abandoned Items	0	1,493	0	2,561	4,054	2,561
Child Care Debts	18,124	0	0	0	18,124	0
Community Bus	239	0	0	0	239	250
Sportsground and Field Hire	0	28,823	215	13,371	42,409	8,351
Government and other Grants	71,500	4,400	0	23,600	99,500	23,900
Public Hall Hire	11,086	1,658	4,800	2,407	19,951	17,715
Health Services	0	0	0	350	350	350
Land and Building Rentals	49,240	17,602	26	804	67,672	9,275
Healthy Lifestyles	696	1,746	141	1,631	4,214	1,642
Library Fines and Costs	157,404	0	0	0	157,404	0
Shop Licence Fees	407	1,585	620	17,025	19,637	25,940
Pool Hire	2,728	6,011	355	389	9,482	329
Private Works	49,473	3,805	294	50,341	103,912	44,299
Road and Footpath Restoration	0	2,768	0	25,741	28,509	7,984
Shop and Office Rentals	12,907	1,137	0	0	14,044	0
Various Sundry Items	7,741	23,577	28,042	55,494	114,854	42,549
Waste Collection Services	63,648	58	0	0	63,705	4,445
	553,613	150,787	93,035	400,186	1,197,622	332,213

4.3 Monthly Rates Summary

Reporting Officer

Manager Financial Services

Attachments

1. Monthly Rates Summary
2. Actual to Budget Result
3. Rates Statistics

Purpose

This report details the Rates and Charges levy and monthly cash collections result as at 31 January 2012.

Report

Rates and Charges levied to the end of January 2012 were \$76,024,419, representing 99.2% of the budget amount.

Rates and Charges collected to the end of January totalled \$45,413,747. This amount represents 57.5% of all rates and charges due to be paid. In comparison, the amount collected in the same period last year was 55.7%. Considerable effort has been directed towards reducing the outstanding balances each month by assisting ratepayers with alternative arrangements in order to avoid formal legal recovery action.

The February rate instalment notices were issued on 13 January 2012 to 41,257 ratepayers. This represents a decrease of 63 on last year's figure of 41,320. Ratepayers continue to register to receive their annual and instalment notices via email with 1,085 ratepayers registered for eRates.

Debt recovery action during the month involved the issue of 255 Statements of Claim to ratepayers who had either failed to maintain arrangements or had not responded to previous correspondence. In addition, 33 Writs were executed on ratepayers who failed to respond to previously issued Statements of Claim.

Ratepayers who purchased property since the issuing of the February instalment notices are issued a 'Notice to new owner' letter. This letter advises ratepayers of the annual amount levied and any balance unpaid since settlement occurred. During the month, 40 of these notices were sent to ratepayers.

Officer's Recommendation

That the information be noted.

Committee's Recommendation: (Rule/Hawker)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

That the Officer's Recommendation be adopted.

ATTACHMENT 1

RATES SUMMARY

STATEMENT OF ALL OUTSTANDING RATES AND EXTRA CHARGES

RATE - CHARGE	NET ARREARS 1/7/2011	NET LEVY FOR YEAR	PENSION REBATES	EXTRA CHARGES	TOTAL RECEIVABLE	CASH COLLECTED	NET AMOUNT DUE	POSTPONED RATES & INTEREST	GROSS AMOUNT DUE
RESIDENTIAL	2,651,511.85	42,999,265.29	1,281,824.82	608,347.17	44,977,299.49	25,441,672.40	19,535,627.09	389,921.34	19,925,548.43
BUSINESS	468,880.66	14,459,780.47		68,372.81	14,997,033.94	8,800,907.11	6,196,126.83		6,196,126.83
BUSINESS - IND	172,708.36	0.00		3,267.67	175,976.03	155,336.02	20,640.01		20,640.01
FARMLAND	53,259.58	348,359.10	883.57	2,966.98	403,702.09	234,338.93	169,363.16	151,744.53	321,107.69
MINING	0.00	13,051.33		24.67	13,076.00	13,051.33	24.67		24.67
LOAN	251,772.85	4,022,029.36		11,201.87	4,285,004.08	2,429,951.68	1,855,052.40	53,293.96	1,908,346.36
F5 ACCESS RAMPS	24,330.32	0.00		488.62	24,818.94	22,254.09	2,564.85		2,564.85
MAIN STREET	72.86	0.00		0.00	72.86	0.00	72.86		72.86
TOTAL	\$3,622,536.48	\$61,842,485.55	\$1,282,708.39	\$694,669.79	\$64,876,983.43	\$37,097,511.56	\$27,779,471.87	\$594,959.83	\$28,374,431.70
GARBAGE	706,630.61	13,355,903.15	388,747.23	30,846.64	13,704,633.17	7,775,163.24	5,929,469.93		5,929,469.93
SANITARY	0.00	73.21		0.00	73.21	0.00	73.21		73.21
STORMWATER	55,274.31	882,838.64		1,936.90	940,049.85	541,072.63	398,977.22		398,977.22
GRAND TOTAL	\$4,384,441.40	\$76,081,300.55	\$1,671,455.62	\$727,453.33	\$79,521,739.66	\$45,413,747.43	\$34,107,992.23	\$594,959.83	\$34,702,952.06

Total from Rates Financial Transaction Summary	34,406,376.97
Overpayments	-296,575.09
Difference	0.00

ANALYSIS OF RECOVERY ACTION

Rate accounts greater than 6 months less than 12 months in arrears	1,056,305.82
Rate accounts greater than 12 months less than 18 months in arrears	85,150.56
Rate accounts greater than 18 months in arrears	49,904.36
TOTAL rates and charges under instruction with Council's agents	\$1,191,360.74

ATTACHMENT 2

COMPARISON OF BUDGET TO ACTUAL

DESCRIPTION	ORIGINAL BUDGET	REVISED BUDGET	ACTUAL	BALANCE STILL REQD.	% RAISED
RESIDENTIAL	42,819,100	42,819,100	42,999,265	(180,165)	100.42%
BUSINESS	14,484,800	14,484,800	14,459,780	25,020	99.83%
FARMLAND	364,600	364,600	348,359	16,241	95.55%
MINING	13,104	13,104	13,051	53	99.60%
LOAN	4,010,200	4,010,200	4,022,029	(11,829)	100.29%
TOTALS	61,691,804	61,691,804	61,842,486	(150,682)	100.24%
INTEREST CHARGES	240,000	240,000	159,263	80,737	66.36%
LEGAL COSTS RECOVERED	1,100,000	1,100,000	536,011	563,989	48.73%
PENSIONERS - Sec 575	(1,649,996)	(1,649,996)	(1,671,456)	21,460	101.30%
PENSIONERS SUBSIDY	907,498	907,498	919,301	(11,803)	101.30%
SUB TOTAL	62,289,306	62,289,306	61,785,604	503,702	99.19%
DOMESTIC WASTE CHARGES	13,208,604	13,208,604	13,031,761	176,843	98.66%
COMMERCIAL WASTE CHARGES	273,266	273,266	324,142	(50,876)	118.62%
SANITARY INCOME	1,000	1,000	73	927	7.32%
STORMWATER MNGMNT	880,000	880,000	882,839	(2,839)	100.32%
GRAND TOTALS	76,652,176	76,652,176	76,024,419	627,757	99.18%

COLLECTIONS AS A % OF:	TOTAL RECEIVABLE	TOTAL LEVIED	TOTAL RECEIVABLE	TOTAL LEVIED
RESIDENTIAL	56.57%	59.17%		
BUSINESS	58.68%	60.86%	RATES	59.99%
FARMLAND	58.05%	67.27%	SANITARY	0.00%
LOAN	56.71%	60.42%	STORMWATER	61.29%
ALL RATES	57.18%	59.99%	TOTAL RATES & CHARGES	60.08%

ATTACHMENT 3

RATES STATISTICS

No. of documents issued	July	August	September	October	November	December	January	February	March	April	May	June	Jan-11
Rate Notices	48,056	175		173			129						
Electronic - DoH	5,617												41,320
Instalment Notices				41,808			41,257						5,960
Electronic - DoH				5,752			5,804						
Missed Instalment Notices			9,857			8,572							
- Pensioners > \$15.00			603			611							
Notice to new owner	299	103	18	36	21	23	40						31
7-day Letters - Council issued			1,701			1,794							
- Pensioners > \$500.00			123			114							
7-day Letters - Agent issued			693				724						675
Statement of Claim	278	26	9	272	19	14	255						253
Judgements	20	61	37	35	72	9	31						19
Writs	22	14	43	53	11	32	33						26
eRates	1,029	1,039	1,056	1,066	1,072	1,079	1,085						896
Arrangements	381	369	519	336	304	431	376						351

4.4 NSW Local Infrastructure Renewal Scheme

Reporting Officer

Manager Financial Services

Attachments

Nil

Purpose

To seek Council's approval to progress with an application for subsidised loan funding under the NSW Local Infrastructure Renewal Scheme.

Report

As reported to Council recently, the New South Wales Government has implemented a Local Infrastructure Backlog Policy to address infrastructure backlogs within Local Government.

The Division of Local Government has released guidelines on the Local Infrastructure Renewals Scheme (LIRS) including detailed information on eligibility requirements and assessment criteria.

In accordance with these guidelines and the February 2012 Council Report, Council has submitted a pre-notification letter of intention to lodge an application to the Division of Local Government. Formal applications are to be submitted by 30 March 2012.

The Guidelines outline eligibility requirements, together with a list of essential and desirable criteria used in assessing applications. Some of the key criteria to be included on the application include:

- Projects must be for legitimate infrastructure backlogs that directly meet service needs in the local government area
- Council must demonstrate how the LIRS subsidy will accelerate the provision of infrastructure in the local government area and support resourcing strategies under the integrated planning and report framework
- Council must show project preparedness and delivery timeframes, by demonstrating it has the necessary resources, project management expertise and administrative capacity to delivery the project and maintain the asset upon completion of any works.

The subsidy of 4% provided in the LIRS is an opportunity for Council to address the infrastructure backlog which is currently in the vicinity of \$21m by utilising the funding for infrastructure renewal projects of a capital nature that would effectively extend the useful life of the assets.

Council's Debt Service Ratio has consistently been around 5% and is considered sound and within the boundaries of the Local Government Financial Health Check performance target of less than 10% for a developed Council. This Debt Service Ratio would remain within this benchmark should Council be successful in an application for funding under the LIRS.

As an indication, a loan of \$5m at an indicative subsidised rate of 3% would equate to a saving of \$121,000 per annum in interest. Over the life of a 10 year loan this results in a total saving of \$1.2m when compared to a traditional indicative borrowing rate of 7%.

Council officers have prepared a program of works from the Road Infrastructure backlog and identified 25 segments of roads assessed in poor condition requiring rehabilitation. These segments have been identified through Council's Asset Management System.

It is proposed to source loan funds under the Local Infrastructure Renewal Scheme to a value of \$5m for road infrastructure to address a significant portion of the current backlog. This would elevate approximately one third of Council's "poor" conditioned roads to an "average to good" condition.

Identified in the nominated works are segments in a number of high profile local roads including:

- The Parkway
- Copperfield Drive
- Cumberland Road
- Lindsay Street
- Ben Lomond Road

Officer's Recommendation

That Council submit a formal application for \$5m of subsidised borrowings under the Local Infrastructure Renewal Scheme.

Committee's Recommendation: (Lake/Hawker)

That the Officer's Recommendation be adopted.

CARRIED

Council Meeting 13 March 2012 (Greiss/Rule)

That the Officer's Recommendation be adopted.

Council Resolution Minute Number 32

That the Officer's Recommendation be adopted.

5. BUSINESS ASSURANCE

No reports this round

6. HUMAN RESOURCES

No reports this round

7. INFORMATION MANAGEMENT AND TECHNOLOGY

No reports this round

8. GENERAL BUSINESS

Nil.

Confidentiality Motion: (Lake/Dobson)

That the Committee in accordance with Section 10 of the *Local Government Act 1993*, move to exclude the public from the meeting during discussions on the items in the Confidential Agenda, due to the confidential nature of the business and the Committee's opinion that the public proceedings of the Committee would be prejudicial to the public interest.

CARRIED

21. CONFIDENTIAL ITEMS

21.1 Confidential Information relating to an item on the Corporate Governance Agenda 6 March 2012

Reason for Confidentiality

This report is **CONFIDENTIAL** in accordance with Section 10A(2)(c) of the *Local Government Act 1993*, which permits the meeting to be closed to the public for business relating to the following: -

- (c) information that would, if disclosed, confer a commercial advantage on a person with whom the council is conducting (or proposes to conduct) business
-

21.2 Lease over Shop 3 Milgate Arcade, Queen Street Campbelltown

Reason for Confidentiality

This report is **CONFIDENTIAL** in accordance with Section 10A(2)(c) of the *Local Government Act 1993*, which permits the meeting to be closed to the public for business relating to the following: -

- (c) information that would, if disclosed, confer a commercial advantage on a person with whom the council is conducting (or proposes to conduct) business.

21.3 Proposed Grant of Right of Carriageway over part Lot 2 DP 827688 Campbelltown

Reason for Confidentiality

This report is **CONFIDENTIAL** in accordance with Section 10A(2)(c) of the *Local Government Act 1993*, which permits the meeting to be closed to the public for business relating to the following: -

- (c) information that would, if disclosed, confer a commercial advantage on a person with whom the council is conducting (or proposes to conduct) business.

There being no further business the meeting closed at 6.05pm.

G Greiss
CHAIRPERSON
