



AGENDA FOR THE SPECIAL COUNCIL MEETING

19 JULY 2023



Special Council Meeting Notice Paper

19 July 2023

A Special Meeting of Council is called for Wednesday, 19 July 2023, in the Council Chambers, Victoria Street, Mingenew, commencing at 5.00 pm. Members of the public are most welcome to attend.

Matt Fanning
Chief Executive Officer
12 July 2023

DISCLAIMER

The purpose of Council Meetings is to discuss, and where possible, make resolutions about items appearing on the agenda. Whilst Council has the power to resolve such items and may in fact, appear to have done so at the meeting, no person should rely on or act on the basis of such decision or on any advice or information provided by a Member or Officer, or on the content of any discussion occurring, during the course of the meeting.

Persons should be aware that the provisions of the Local Government Act 1995 (Section 5.25 (e)) establish procedures for revocation or rescission of a Council decision. No person should rely on the decisions made by Council until formal advice of the Council decision is received by that person. The Shire of Mingenew expressly disclaims liability for any loss or damage suffered by any person as a result of relying on or acting on the basis of any resolution of Council, or any advice or information provided by a Member or Officer, or the content of any discussion occurring, during the course of the Council meeting.

PROCEDURE FOR PUBLIC QUESTION TIME, DEPUTATIONS, PRESENTATIONS AND PETITIONS AT COUNCIL MEETINGS

Council thanks you for your participation in Council Meetings and trusts that your input will be beneficial to all parties. Council has a high regard for community input where possible, in its decision making processes.

<p>Petitions A formal process where members of the community present a written request to the Council.</p>	<p>Deputations A formal process where members of the community request permission to address Council or Committee on an issue.</p>	<p>Presentations An occasion where awards/gifts may be accepted by the Council on behalf of the community, when the Council makes a presentation to a worthy recipient or when agencies may present a proposal that will impact on the local</p>
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PROCEDURE FOR DEPUTATIONS

The Council allows for members of the public to make a deputation to Council on an issue related to Local Government business. Any person or group wishing to be received as a deputation by the Council shall send to the CEO an application:

- I. Setting out the agenda item to which the deputation relates;
- II. Whether the deputation is supporting or opposing the officer's or Committee's recommendation; and
- III. Include sufficient detail to enable a general understanding of the purpose of the deputation.

Notice of deputations need to be received by 5pm on the day before the meeting and agreed to by the Presiding Member. Please contact the Shire via telephone on 99281192 or email governance@mingenew.wa.gov.au to arrange your deputation.

Where a deputation has been agreed to, during the meeting the Presiding Member will call upon the relevant person(s) to come forward and address Council.

A Deputation invited to attend a Council meeting:

- I. is not to exceed five (5) persons, only two (2) of whom may address the Council, although others may respond to specific questions from Members;
- II. is not to address the Council for a period exceeding ten (10) minutes without the agreement of the Council; and
- III. additional members of the deputation may be allowed to speak with the agreement of the Presiding Member.

Council is unlikely to take any action on the matter discussed during the deputation without first considering an officer's report on that subject in a later Council agenda.

PROCEDURE FOR PRESENTATION

Notice of presentations being accepted by Council on behalf of the community, or agencies presenting a proposal, need to be received by 5pm on the day before the meeting and agreed to by the Presiding Member. Please contact the Shire via telephone on 99281102 or email governance@mingenew.wa.gov.au to arrange your presentation.

Where the Council is making a presentation to a worthy recipient, the recipient will be advised in advance and asked to attend the Council meeting to receive the award.

All presentations will be received / awarded by the Shire President or an appropriate Councillor.

PROCEDURE FOR PETITIONS

Please note the following protocol for submissions of petitions. Petitions must:

- be addressed to the Shire President.

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- be made by electors of the district.
- state the request on each page of the petition.
- contain the names, addresses and signatures of the elector(s) making the request, and the date each elector signed.
- contain a summary of the reasons for the request.
- state the name and address of the person whom arranged the petition for correspondence to be delivered to, as correspondence is not sent to all the signatures on the petition.

Where a petition does not relate to or conform to the above it may be treated as an 'informal' petition and the Chief Executive Officer may at his discretion forward the petition to Council accompanied by an officer report.

PROCEDURE FOR PUBLIC QUESTION TIME

The Council extends a warm welcome to you in attending any meeting of the Council. Council is committed to involving the public in its decision-making processes whenever possible, and the ability to ask questions during 'Public Question Time' is of critical importance in pursuing this public participation objective.

Council (as required by the Local Government Act 1995) sets aside a period of 'Public Question Time' to enable a member of the public to put up to two (2) questions to Council. Questions should only relate to the business of Council and should not be a statement or personal opinion. Upon receipt of a question from a member of the public, the Shire President may either answer the question or direct it to a Councillor or an Officer to answer, or it will be taken on notice.

Having regard for the requirements and principles of Council, the following procedures will be applied in accordance with the Shire of Mingenew Standing Orders Local Law 2017:

1. Public Questions Time will be limited to fifteen (15) minutes.
2. Public Question Time will be conducted at an Ordinary Meeting of Council immediately following "Responses to Previous Public Questions Taken on Notice".
3. Each member of the public asking a question will be limited to two (2) minutes to ask their question(s).
4. Questions will be limited to two (2) per person.
5. Please state your name and address, and then ask your question.
6. Questions should be submitted to the Chief Executive Officer in writing by 5pm on the day before the meeting and be signed by the author. This allows for an informed response to be given at the meeting.
7. Questions that have not been submitted in writing by 5pm on the day before the meeting will be responded to if they are straightforward.
8. If any question requires further research prior to an answer being given, the Presiding Member will indicate that the "question will be taken on notice" and a response will be forwarded to the member of the public following the necessary research being undertaken.
9. Where a member of the public provided written questions then the Presiding Member may elect for the questions to be responded to as normal business correspondence.
10. A summary of the question and the answer will be recorded in the minutes of the Council meeting at which the question was asked.

- **During the meeting, no member of the public may interrupt the meetings proceedings or enter into conversation.**
- **Members of the public shall ensure that their mobile telephone and/or audible pager is not switched on or used during any meeting of the Council.**
- **Members of the public are hereby advised that use of any electronic, visual or audio recording device or instrument to record proceedings of the Council is not permitted without the permission of the Presiding Member.**

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AGENDA FOR THE SPECIAL MEETING OF COUNCIL TO BE HELD IN COUNCIL CHAMBERS ON
19 JULY 2023 COMMENCING AT 5.00PM

- 1.0 DECLARATION OF OPENING/ANNOUNCEMENT OF VISITORS
- 2.0 RECORD OF ATTENDANCE/APOLOGIES/APPROVED LEAVE OF ABSENCE
- 3.0 PUBLIC QUESTION TIME/PUBLIC STATEMENT TIME
- 4.0 APPLICATIONS FOR LEAVE OF ABSENCE
- 5.0 DECLARATIONS OF INTEREST
- 6.0 RECOMMENDATION OF COMMITTEES
Nil.

7.0 FINANCE

7.1 AMENDMENT TO RATES INSTALMENT DATES 2023/24

Location/Address:	Shire of Mingenew – 21 Victoria Street Mingenew 6522
Name of Applicant:	Shire of Mingenew
File Reference:	FM.BUD.23.24
Disclosure of Interest:	Nil
Date:	13 July 2023
Author:	Jeremy Clapham – Finance & Administration Manager
Approved by:	Matt Fanning Chief Executive Officer
Voting Requirements:	Absolute Majority

Summary

The instalment dates for the payment of rates were incorrectly calculated in the Annual Budget 2023/24 that was adopted on 21 June 2023. To ensure compliance with s.6.50 of the *Local Government Act 1995*, the dates have been amended and are presented for Council consideration.

Key Points

- In the Annual Budget that was adopted on 21 June 2023 the instalment dates were incorrect.
- These dates were not more than 2 months apart as per Section 6.50(3) of the Local Government Act 1995.
- These dates have now been corrected to comply.

OFFICER RECOMMENDATION - ITEM 7.1

Council, by Absolute Majority:

1. Amends the rate payments instalment dates for 2023/24 set by Council resolution (Resolution # 07210623 – PART B – GENERAL AND MINIMUM RATES AND INSTALMENT PAYMENT ARRANGEMENTS (2)) on 21 June 2023, as follows:

Pursuant to section 6.45 of the *Local Government Act 1995* and Regulation 64(2) of the *Local Government (Financial Management) Regulations 1996*, Council provides the option for ratepayers to pay their rates as a single payment, by 2 equal instalments or by 4 equal instalments; and, in accordance with Section 6.50 of the Act, nominates the following due dates for the payment in full or by instalments:

- Full payment and 1st instalment due date 25 August 2023
 - 2nd instalment due date 27 October 2023
 - 3rd instalment date 12 January 2024
 - 4th instalment due date 15 March 2024
2. Amends the Annual Budget 2023/24 document to include the amended rates payment installation dates (forming part of Note 2), as per the Attachment Booklet – July 2023 SCM.

Noting that no action has taken place to enact the decision of Council from 21 June 2023 and the amendment is proposed due to an administrative error in calculating the dates to comply with Section 6.50(3) of the Act.

Attachments

7.1.1 Annual Budget for the Year Ended 30 June 2024 (with correct rates payment instalment dates).

Background

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The rates payment instalment dates between the first and second and any subsequent dates need to be more than 2 months apart as per section 6.50(3) of the *Local Government Act 1995*. Since the adoption of the Budget, it was discovered that these dates were less than 2 months apart. These dates have now been corrected.

Comment

- The instalment dates for the payment of rates were shown incorrectly as such on page 9 of the Annual Budget for the Year Ended 30 June 2024 Note 2. (b):

Instalment options	Date due
Option one	
Single full payment	25/08/2023
Option two	
First instalment	25/08/2023
Second instalment	20/10/2023
Option three	
First instalment	25/08/2023
Second instalment	20/10/2023
Third instalment	15/12/2023
Fourth instalment	16/02/2024

- These dates were adopted under Part B 2. of the Budget Adoption on 21 June 2023 (Resolution # 07210623):

PART B – GENERAL AND MINIMUM RATES AND INSTALMENT PAYMENT ARRANGEMENTS

1. For the purpose of yielding the deficiency disclosed by the Municipal Fund Budget adopted at Part A above, Council pursuant to sections 6.32, 6.33, 6.34 and 6.35 of the *Local Government Act 1995* impose the following general rates and minimum payments on Gross Rental and Unimproved Values, as supplied by Landgate (as amended) as at 1 July 2023.

1.1 General Rates

- Mingenew & Yandanooka (GRV) 15.5660 cents in the dollar
- Rural & Mining (UV) 0.9676 cents in the dollar

1.2 Minimum Payments

- Mingenew & Yandanooka (GRV) \$840
- Rural & Mining (UV) \$1,263

2. Pursuant to section 6.45 of the *Local Government Act 1995* and regulation 64(2) of the *Local Government (Financial Management) Regulations 1996*, Council provides the option for ratepayers to pay their rates as a single payment, by 2 equal instalments or by 4 equal instalments; and, in accordance with Section 6.50 of the Act nominates the following due dates for the payment in full or by instalments:

- Full payment and 1st instalment due date 25 August 2023
- 2nd instalment due date 20 October 2023
- 3rd instalment due date 15 December 2023
- 4th instalment due date 16 February 2024

- These dates have now been corrected to be shown as such:

Instalment options	Date due
Option one	
Single full payment	25/08/2023
Option two	
First instalment	25/08/2023
Second instalment	27/10/2023
Option three	
First instalment	25/08/2023
Second instalment	27/10/2023
Third instalment	12/01/2024
Fourth instalment	15/03/2024

Consultation

Department of Local Government, Sport and Cultural Industries.

Statutory Environment

Local Government Act 1995 Section 6.50:

6.50. Rates or service charges due and payable

- (1) Subject to —
- (a) subsections (2) and (3); and
 - (b) any concession granted under section 6.47; and
 - (c) the Rates and Charges (Rebates and Deferments) Act 1992,
- a rate or service charge becomes due and payable on such date as is determined by the local government.
- (2) The date determined by a local government under subsection (1) is not to be earlier than 35 days after the date noted on the rate notice as the date the rate notice was issued.
- (3) Where a person elects to pay a rate or service charge by instalments the second and each subsequent instalment does not become due and payable at intervals of less than 2 months;

Local Government (Financial Management) Regulations 1996

Policy Implications

Nil

Financial Implications

Nil

Strategic Implications

Strategic Community Plan 2019-2029

Strategy 1.2.1 Manage organisation in a financially sustainable manner

Strategy 1.2.4 Seek innovating ways to improve organisational efficiency and effectiveness.

8.0 GOVERNANCE AND COMMUNITY

8.1 MARKETING AND COMMUNICATIONS STRATEGY

Location/Address:	Shire of Mingenew
Name of Applicant:	Shire of Mingenew
File Reference:	CR.MKT
Disclosure of Interest:	Nil
Date:	10 July 2023
Author:	Erin Greaves, Governance and Community Manager
Authorising Author:	Matt Fanning, Chief Executive Officer
Voting Requirements:	Simple Majority

Summary

To establish a budget for the development of a Marketing and Communications Strategy from its existing Public Relations and Area Promotion budget in 2023/24. It is proposed that up to \$30,000 be specifically allocated for developing a Marketing and Communications Strategy.

Key Points

- Lateral Aspect are our current marketing and communications provider. This contract expires in August 2023
- Council's Purchasing Policy requires the market to be tested prior to entering into any new contract by seeking quotes
- To help inform the scope of any new contract and a scope for quotes, it is proposed that Council invest in undertaking an assessment of current and future marketing and communications needs by developing a strategy to guide this process

OFFICER RECOMMENDATION – ITEM 8.1

Council:

- 1. Seeks quotes from a suitably qualified and experienced consultant to develop a Marketing and Communications Strategy for the Shire of Mingenew to inform direction for ongoing engagement and promotion activities, up to the value of \$30,000 from its existing Public Relations and Area Promotion budget (2130240);**
- 2. Requires that the methodology for the development of the Marketing and Communications Strategy include engagement with Council (e.g. through workshops) to determine priority areas, current gaps in service, resourcing and overall strategic direction;**
- 3. Authorises the Chief Executive Officer to evaluate and:**
 - a) Accept the most advantageous quote that aligns with the scope and budget, and enter into a contract for these services.**
 - b) Decline any quotes not considered suitable (noting that there is no obligation to accept any quote submitted).**

Background

The Shire has been engaging Lateral Aspect to assist with marketing activities since 2015 and have established a clear tourism branding and awareness for the Shire of Mingenew with logo design, website management, digital marketing and the "see you in Mingenew" campaign. The focus of which has been guided by the original Strategic Community Plan 2019-2029 and its goal to "*Attract visitors to Mingenew by making it a highly desirable and dynamic place to visit and live resulting in an increase in population.*" Specifically the scope was aimed at developing the tourism sector and:

- The marketing of Mingenew as a desirable place to live, with the specific aim of growing the Shire's population.
- The positioning of Mingenew as an attractive location to invest, with the specific aim of encouraging new business development.

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- The ongoing improvement of the Shire's digital tools – increasing website functionality, creation of online forms and development of means to improve digital customer service.

Following a formal request for quote process through the WALGA preferred supplier panel, the Shire established a formal Services Agreement with Lateral Aspect, which has provided for:

1. Brand Strategy

- Ongoing study and development of the Shire's brand, products and services to be promoted.
- Ongoing analysis of the Shire's present and potential markets, advertising and marketing media to develop strategies and campaigns.
- Liaising with third party organisations for co-marketing opportunities (e.g. Expo, Races, Australia's Coral Coast etc.)
- Designing promotional collateral and stationery

2. Digital Marketing / Advertising

- Digital communications planning and marketing material production:
 - digital marketing/digital media strategy'
 - website landing pages
 - social media
 - blogs
 - e-newsletters
 - video marketing strategy
 - display advertising
 - native article ads
- Advertising
 - managing digital media buy for media planning.
 - online advertising creative
 - digital production
- Communication planning: marketing/media strategy

3. Production

- Production of marketing and advertising promotions including:
 - Corporate collateral (brochures, flyers, profiles);
 - Stationery
 - Press adverts
 - Signage
 - TV concepts
 - Radio concepts
 - Video concepts
 - Outdoor concepts
 - Ongoing art direction of photography and videography of Shire, events, attractions and landscapes.
- Working with businesses and organisations within the community on behalf of the Shire and within the framework of raising awareness of the Shire as per this scope of work, to develop promotional material for Mingenew-related events and activities:
- Artwork as listed above

4. Reporting / Analysis

- Analysing effectiveness and monitoring progress/performance
- Regular strategic meetings and presenting to Council (as required)
- Reporting, on a minimum quarterly basis, a range of data relating to marketing activities and making recommendations with regard to:
 - website traffic
 - social media performance
 - other key marketing performance metrics (e.g. television reach, if applicable)
 - listing of key tasks completed as part of the retainer agreement.

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The Shire's Agreement with Lateral Aspect is due to expire in August 2023 (although the option is available to extend on a month-to-month basis, if required), therefore, it is timely that Council reassess its strategic direction in terms of marketing and communication to inform operational activities and ensure it aligns with the current and future community vision.

Comment

With the Strategic Community Plan – Major Review well underway, it is considered timely for Council to establish some clear direction to drive communications and engagement and focus resources.

The development of a Marketing and Communications Strategy will provide a framework for:

- how our Shire and community is promoted internally, locally and beyond
- what the most effective forms of engagement are for our target audiences
- ensure effective and consistent messaging across a variety of media channels
- consideration of accessibility and reaching disengaged members of the community
- increased awareness of Shire services, activities, opportunities and achievements
- set a policy position in terms of communications.

It is clear from early feedback in the SCP Review process, that the community is passionate about population maintenance/growth and vibrancy therefore it is important for a focus on:

- Liveability
- Local investment
- Supporting business development

These factors will guide the development of the scope of works for the Request for Quote.

Statutory Environment

Local Government Act 1995

Policy Implications

1.3.1 Purchasing Policy

Financial Implications

Council has set an overall allocation of \$83,015 in its 2023/24 Annual Budget for public relations and area promotion. It is proposed that \$30,000 be allocated to the development of this Marketing and Communications Strategy, which will then inform further expenditure for implementation of the strategy and other operational needs such as ongoing website management.

Approximately \$13,000 of the Public Relations and Area Promotion budget is set aside for specific activities and events, such as Astrotourism events, Expo, Races, Wildflower Country etc. and may be offset by grant funding.

Strategic Implications

Strategic Community Plan 2019-2029

Strategy 1.3.1 Provide a high level of compliance with external regulation, in a resource-efficient manner.

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9.0 CONFIDENTIAL ITEMS

Nil.

10.0 TIME AND DATE OF NEXT MEETING

Next Ordinary Council Meeting to be held on Wednesday 16 August 2023 commencing at 5.00pm.

11.0 CLOSURE

The meeting was closed at ____pm.

These minutes were confirmed at an Ordinary Council meeting on 16 August 2023.

Signed _____
Presiding Officer

Date: _____