



MINUTES OF THE SPECIAL COUNCIL MEETING

19 JULY 2023

TABLE OF CONTENTS

1.0	DECLARATION OF OPENING/ANNOUNCEMENT OF VISITORS	3
2.0	RECORD OF ATTENDANCE/APOLOGIES/APPROVED LEAVE OF ABSENCE.....	3
3.0	PUBLIC QUESTION TIME/PUBLIC STATEMENT TIME	3
4.0	APPLICATIONS FOR LEAVE OF ABSENCE	3
5.0	DECLARATIONS OF INTEREST	3
6.0	RECOMMENDATION OF COMMITTEES	3
7.0	FINANCE	4
7.1	AMENDMENT TO RATES INSTALMENT DATES 2023/24.....	4
8.0	GOVERNANCE AND COMMUNITY.....	7
8.1	MARKETING AND COMMUNICATIONS STRATEGY.....	7
9.0	CONFIDENTIAL ITEMS	10
10.0	TIME AND DATE OF NEXT MEETING	10
11.0	CLOSURE	10



**MINUTES OF THE SPECIAL MEETING OF COUNCIL HELD IN COUNCIL CHAMBERS ON
19 JULY 2023 COMMENCING AT 5.00PM**

1.0 DECLARATION OF OPENING/ANNOUNCEMENT OF VISITORS

President Member, Cr Gary Cosgrove, opened the meeting at 5:00pm and thanked everyone for their attendance.

2.0 RECORD OF ATTENDANCE/APOLOGIES/APPROVED LEAVE OF ABSENCE

Councillors

Cr GJ Cosgrove	Shire President
Cr JD Bagley	Deputy President
Cr CV Farr	Councillor
Cr JR Holmes	Councillor
Cr HR McTaggart	Councillor
Cr AT Pearse	Councillor
Cr AR Smyth	Councillor

Staff

Mr Matt Fanning	Chief Executive Officer
Mr Jeremy Clapham	Finance and Administration Manager
Ms Erin Greaves	Governance and Community Manager
Mr Shane Noon	Works Manager

3.0 PUBLIC QUESTION TIME/PUBLIC STATEMENT TIME

Nil.

4.0 APPLICATIONS FOR LEAVE OF ABSENCE

Nil.

5.0 DECLARATIONS OF INTEREST

Nil.

6.0 RECOMMENDATION OF COMMITTEES

Nil.

Attachments

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

Background

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:

MINGENEW SHIRE COUNCIL SPECIAL MEETING MINUTES – 19 July 2023

<u>Instalment options</u>	<u>Date due</u>
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.

MINGENEW SHIRE COUNCIL SPECIAL MEETING MINUTES – 19 July 2023

- 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.
- 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

MINGENEW SHIRE COUNCIL SPECIAL MEETING MINUTES – 19 July 2023

- 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.

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.

MINGENEW SHIRE COUNCIL SPECIAL MEETING MINUTES – 19 July 2023

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 5:07pm.

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

Signed _____
Presiding Officer

Date: _____