

Armidale

Regional Council

BUSINESS PAPER

ORDINARY MEETING OF COUNCIL

To be held on

Wednesday, 13 July 2016
9am

at

Armidale Council Chambers

Members

Dr Ian Tiley, Administrator

AGENDA

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	<i>As this report deals with advice concerning litigation, or advice that would otherwise be privileged from production in legal proceedings on the ground of legal professional privilege (Section 10A(2)(g) of the Local Government Act 1993). Council closes the meeting, in accordance with Council's Code of Meeting Practice, as consideration of this matter in open Council would be contrary to the public interest.</i>	

Item:	7.2.1	Ref: AINT/2016/01351
Title:	Corporate Badging	Container: ARC16/0172
Author:	General Manager	
Attachments:	Nil	

RECOMMENDATION:

- a) **That Council call on consultancies to develop branding required for the new Council and for future regional marketing (tourism or other campaigns) and provide the document formats and procedures for the branding's use;**
- b) **That the Administrator utilise the Local Representation Advisory Committee (LRAC) and community engagement to assist in selection of the branding and award that consultancy with the right to develop templates and marketing brands;**

That the Administrator and senior staff establish a rebranding program to replace critical signage across the Armidale Regional Council area.

Introduction:

As part of developing a new identity and culture for the new Council, consideration will need to be given to a design and theme of the new corporate badging for stationery, publications, clothing, website, signage and forms. This has been identified in Council's implementation plan and at the first meeting of the Local Representation Advisory Committee (LRAC).

Report:

The development of the new corporate badging is a task that should be allocated to consultancies experienced in this area. The corporate badging of an organisation will last for many years and it is the symbolism that sells the organisation to the public. A community competition on the design is not recommended. It is proposed to call on five consultancies that work in this area to submit a proposal.

Once options have been developed a process should be agreed upon for selecting and implementing the new badging. It is proposed to ask the LRAC to assist the Administrator in the consideration and selection of the new logo. It is considered that a new logo could be prepared and developed by this process very quickly.

There will be costs associated with the development and implementation of the new badging and these should be factored into the implementation plan fund. Experience has shown that the logistics associated with changing signage etc. may be significant and will more than likely incur substantial contingent costs.

Financial Implications:

That the costs associated with the preparation of corporate badging and changes to signage and other critical advertising be provided from the \$5 million implementation fund.

Environmental Implications:

Not applicable.

Policy Issues:

Not applicable.

Social Implications:

Not applicable.

Integrated Planning and Reporting Issues:

Armidale Regional Council requires a unique identity to ensure that it can be recognised by its community and in its promotion activities.

Risk Management Issues:

A failure to rebadge the council will delay the replacement of critical signage and reduce the advantages around promotion of the organisation through tourism, economic growth and in the council community.

Legal Issues:

Not applicable.

Item:	7.2.2	Ref: AINT/2016/01389
Title:	Joint Organisations	Container: A02/0085-5
Author:	General Manager	
Attachments:	1. KJA Engagement Solutions - Joint Organisations Summary Report	

RECOMMENDATION:

- a) **That Council prepare a letter to the Office of Local Government and to the online submission portal advising of its support in forming Regional Joint Organisations; and**
- b) **That the submission include a request for the Namoi Regional Joint Organisation to include Armidale Regional Council; and**
- c) **That the new Regional Joint Organisation be named “Northern Inland” to represent the area from Liverpool Plains to Moree and Tenterfield inclusive.**

Introduction:

This report has been requested by the Administrator and relates to the NSW Government’s “Background Paper Joint Organisations, Towards a new model for regional collaboration”.

Report:

The NSW Government released in June 2016 its “Background Paper Joint Organisations Towards a new model for regional collaboration”.

This document covers the process to develop regional joint organisations including the legal status and changes to the Local Government Act, the functions around membership and not being a fourth tier of government, collaborative relationships and flexibility, staff protection and development of outcomes that support the region and its communities.

The initial core functions of a joint organisation will focus on regional strategic planning and priority setting, intergovernmental collaboration and regional leadership and advocacy.

This Background Paper is the result of pilot joint organisation projects conducted across NSW including one with the Namoi Councils.

It is a recommendation to Council that the joint organisation for the Northern part of NSW should consist of one joint organisation only. This proposal is due to the strength in numbers and the balancing of council sizes to work collectively for regional outcomes. Armidale Regional Council is part of a recently developed group that originally included Walcha, Uralla, Inverell, Glen Innes Severn and the regional Weeds County Council. The councils of Walcha and Uralla have joined the Namoi Councils group. It is considered that a larger regional organisation with some councils of similar size would be a better outcome than to have one dominant council and a number of smaller councils. It is proposed that Armidale Regional Council request to join Namoi Councils and become a partner in the new Joint Organisation.

The Background paper does not exhibit any disadvantages to the northern region by all councils joining together, and it does recognise that regional contact, planning and cooperation could be improved. The document identifies two areas, being Namoi and New England.

The advantage of combining these two areas is that a reduction in administration costs can occur and a wider view of the region can be undertaken. Each Council area will still remain

independent and operate its council area as required by their community. The Joint Organisation will look at the higher cooperative and consultation for regional outcomes. A copy of the KJA Engagement Solutions – Joint Organisation Pilot Evaluation – Summary Report is attached.

Financial Implications:

The NSW Government is proposing to fund each joint organisation by \$300,000 to allow initial start-up. Each Council will be required to fund the joint organisation. This has been factored into the Armidale Regional Council budget process as part of the NEGOC organisation that required annual funding. There are no budget implications identified at this stage.

Environmental Implications:

Not applicable.

Policy Issues:

Not applicable.

Social Implications:

Not applicable.

Integrated Planning and Reporting Issues:

The development of regional collaboration is a key outcome.

Risk Management Issues:

The proposed joint organisation and the combining of the Namoi and the New England area does not exhibit any risks. The outcomes of the Joint Organisations are to support regional decision making.

The combining of the two areas will ensure that the size and function of the council membership is more diverse and the Joint Organisation is not reliant on one large council as would be the case if a New England Joint Organisation was developed.

Legal Issues:

Not applicable.

Item: 7.3.1 **Ref:** INT/2016/06670
Title: Request for financial support- Bike Week 2016 **Container:** A02/0061-6
Author: Director of Regional Infrastructure
Attachments: 1. Letter to Council Bike Week 2016

RECOMMENDATION:

- a) **That Council supports the Sustainable Living Armidale (SLA) Transport Group's request for funding for Bike Week 2016, with a contribution of \$250 and that the donation be placed on public exhibition to seek public comment; and**
- b) **That if no significant submissions are received the donation be paid as per Council's resolution.**

Introduction:

Within the attachment is a request from Sustainable Living Armidale (SLA) Transport Group, who are seeking the support of Armidale Dumaresq Council for Bike Week 2016.

Report:

Sustainable Living Armidale (SLA) Transport Group plan to operate the third annual "Pedal 2 Piney" on Sunday 25 September 2016.

This year the organiser wishes to include some festivities at the Armidale State Forest/Pine Forest. Sustainable Living Armidale (SLA) Transport Group Council have requested financial support to pay for some actual event activities including some musical entertainment, food and other items.

Financial Implications:

This contribution has not been budgeted for.

Environmental Implications:

Not applicable.

Policy Issues:

Outside the Community Grants and Donations policy.

Social Implications:

This initiative supports Council's objective of ensuring the health, safety, and wellbeing of our community.

Integrated Planning and Reporting Issues:

Not applicable.

Risk Management Issues:

No risk management issues have been considered.

Legal Issues:

In accordance with Section 356 of the *Local Government Act 1993* any direct donation will need to be placed on public notice for 28 days to seek comment.

Item: 8.1 **Ref:** INT/2016/06798
Title: Access Advisory Committee - Minutes of the meeting held on 23 June 2016 **Container:** A02/0245
Author: Director of Planning and Environmental Services
Attachments: 1. Minutes - Armidale Dumaresq Council Access Advisory Committee - 23 June 2016

RECOMMENDATION:

That the Minutes of the Access Advisory Committee meeting held on 23 June 2016 be noted and the following recommendations endorsed:

- a) **That the Access Advisory Committee write to the Traffic Committee raising traffic issues and request that they consider undertaking further traffic studies around the hospital area to determine speeding and traffic issues.**
- b) **That the Access Advisory Committee seeks EOI from the Guyra shire community to join the Access Advisory Committee and that future meetings are rotated to other areas.**
- c) **That the Access Advisory Committee continues to meet bi monthly to ensure that the meeting times remain within a manageable timeframe.**
- d) **That Steve Austin is accepted on the committee as a representative of SCIA.**