

ORDINARY ITEMS FOR CONSIDERATION

REPORTS THROUGH THE GENERAL MANAGER

REPORTS FROM THE DIRECTOR TECHNOLOGY AND CORPORATE SERVICES

a43 [TCS-CM] Community Strategic Plan

ORIGIN:

Corporate Governance

SUMMARY OF REPORT:

The Draft Community Strategic Plan 2011/2021 that was endorsed by Council at its meeting held on 21 September 2010 was placed on public exhibition from 27 September to 8 November 2010, seeking submissions.

Section 402 (6) of the Local Government Act 1993 states:

"(6) A draft community strategic plan or amendment of a community strategic plan must be placed on public exhibition for a period of at least 28 days and submissions received by the council must be considered by the council before the plan or amendment is endorsed by the council."

This report recommends the adoption of the Community Strategic Plan 2011/2021.

Attachment 3 is **CONFIDENTIAL** in accordance with Section 10A(2)(a) of the Local Government Act 1993, because it contains personnel matters concerning particular individuals (other than councillors). Accordingly, disclosure of the information is not in the public interest.

RECOMMENDATION:

That:

1. The Community Strategic Plan 2011/2021 be adopted in accordance with Section 402(6) of the Local Government Act 1993, and
2. In accordance with Section 402(7) of the Local Government Act 1993, a copy of the Community Strategic Plan 2011/2021 be posted on Council's website and a copy made available to the Director-General of the Division of Local Government.

3. The ATTACHMENT 3 be treated as CONFIDENTIAL in accordance with Section 10A(2)(a) of the Local Government Act, 1993, because it contains personnel matters concerning particular individuals (other than councillors). Accordingly, disclosure of the information is not in the public interest.

REPORT:

The Community Strategic Plan 2011/2021 has been developed in accordance with Section 402 of the Local Government Act 1993:

- "(1) *Each local government area must have a community strategic plan that has been developed and endorsed by the council. A community strategic plan is a plan that identifies the main priorities and aspirations for the future of the local government area covering a period of at least 10 years from when the plan is endorsed.*
- (6) *A draft community strategic plan or amendment of a community strategic plan must be placed on public exhibition for a period of at least 28 days and submissions received by the council must be considered by the council before the plan or amendment is endorsed by the council."*

The Draft Community Strategic Plan 2011/2021 that was endorsed by Council at the September meeting was placed on public exhibition from 27 September until 8 November 2010, which was a 42 day period and many members of the community contributed their views and priorities in a varying number of ways.

The Public Consultation was based on the principles of equity and social justice and included:

- A television advertising campaign;
- A dedicated website incorporating independently moderated community forums;
- An audio recording of the Strategy for the visually impaired;
- A community round table facilitated by the University of Technology (UTS) Centre for Excellence in Local Government;
- Letters to over 600 community groups and 10,000 non-residential ratepayers;
- Four (4) Special Editions of the Tweed Link;
- Workshops at schools and barbecue at the South Tweed Skatepark with a particular emphasis on youth;
- Information sessions at shopping centres, markets and community halls within the Shire; and
- Presentations to various business chambers and an advertising campaign in local service clubs,

All the above were also supported by the ability to make written submissions, telephone submissions, complete a paper or electronic survey plus an independently conducted random telephone survey.

An Evaluation – Community Engagement for the Community Strategic Plan 2011-2021, which includes attachments highlighting the results of the various methods of engagement and summaries of the submission received, is attached for reference.

This was one of the biggest community engagement/public exhibition campaigns undertaken by Council and the feedback delivered strong messages about the priorities and objectives to be included in the Community Strategic Plan. Sustainable development, public transport, safe and healthy communities and protecting the viability of agriculture were among the key issues that emerged regularly during the community engagement/public exhibition process.

In response to the submissions received a number of changes to the previously advertised Community Strategic Plan, have been included:

- Council will forge a closer working relationship with NSW Health to enhance services in the Tweed and target issues of crime and public safety through active involvement in the Community Safety Precinct Committee.
- Promote and participate in the development of a regional transport plan, to improve public transport in the Tweed.
- Contribute to State and Commonwealth Government policy on sustainable population. Until that policy is in place, Council will implement strategies to prepare for population growth in accordance with the Far North Coast Regional Strategy.
- An increased planning focus on urban consolidation will avoid loss of further agricultural land to housing development and address issues of traffic and transportation.

Submissions also called for Council to focus on its core roles and to implement a rigorous program to manage and maintain Council assets such as roads and public buildings.

In most cases, the public feedback reinforced the priorities contained in the draft, which had been extracted from a review of Tweed Futures 2004/2024, a 20-year strategy for the Shire which was produced after considerable public consultation. The community has indicated that a lot of the issues that were most important in 2004 are still the leading priorities today and for the next 10 years, such as safe communities, public transport, preventing overdevelopment and protecting the character of towns and villages.

However, emerging objectives such as protecting biodiversity, water management and creating cycle ways have become more prominent as the Tweed deals with its steadily increasing population and preserving its rich natural environment.

The Strategic Plan provides the overarching visions for Council's new Integrated Planning and Reporting Framework, for implementation as a Group 2 council by 30 June 2011. This framework also includes a Delivery Program which is reviewed every four years and identifies the specific actions needed to achieve the Community Strategic Plan's long-term objectives. Together, all these documents will set a clear direction to protect and enhance the things to love about living in the Tweed.

LEGAL/RESOURCE/FINANCIAL IMPLICATIONS:

Will be detailed within the Delivery Program, Operational Plan and Resourcing Strategy.

POLICY IMPLICATIONS:

In accordance with the requirements of the Local Government Act 1993 sections 402 to 407.

UNDER SEPARATE COVER/FURTHER INFORMATION:

To view any "non confidential" attachments listed below, access the meetings link on Council's website www.tweed.nsw.gov.au (from 8.00pm Wednesday the week before the meeting) or visit Council's offices at Tweed Heads or Murwillumbah (from 8.00am Thursday the week before the meeting) or Council's libraries (from 10.00am Thursday the week of the meeting).

1. Evaluation – Community Engagement for the Community Strategic Plan 2011-2021 (ECM 25121084)
 - Draft Tweed Community Strategic Plan 2011-2021 (ECM 25074240)
 - Engaging the Community (ECM 25074241)
 - Report from Consultants Bang the Table (ECM 25074242)
 - Community Survey Results (ECM 25074243)
 - Independent Telephone Survey (ECM 25074244)
 - Issues Raised at Community Round Tables (ECM 25074245)
 - Summary of Written Submissions (ECM 25119992)
 - Summary of Telephone Submission Services (ECM 25119991)
 - Tweed Link Articles (ECM 25074249)
 - Schedule of Television Advertisement (ECM 25074250)
 - Press Articles (ECM 25074251)
 - Media Releases (ECM 25074253)
 - Newspaper Advertisements (ECM 25074254)
 - Facebook Report (ECM 25074239)
 2. Community Strategic Plan (ECM 25654732)
 3. **Confidential Attachments:**
 - Attendance Sheets for Community Information Sessions (ECM 25074246)
 - Written Submissions (ECM 25074247)
 - Phone Submissions to Immediate Reception (ECM 25074248)
 - Key Objectives and Strategies: Civic Leadership, Supporting Community Life, Strengthening the Economy, Caring for the Environment (track changes displayed indicating amendments to draft Plan) (ECM 25348762)
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