

3.5 Presentation: Arts Northern Rivers

From: Ann Lewis
Date: 7 May 2012
Re: Funding of a Creative Industries Manager
Priority Outcome: Facilitation of joint activities

Background

Peter Wood, the CEO of Arts Northern Rivers, has contacted the NOROC General Managers' group with a proposal to jointly fund the establishment of a Creative Industries Manager role with Arts Northern Rivers.

Arts Northern Rivers defines the creative industries as "those areas of professional practice that have their origin in individual creativity, skill and talent, and which have potential for wealth and job creation. Examples include professional practices such as design, fashion, film, music, performing arts, publishing, software, television and the visual arts, amongst many others."

The Creative Industries Manager would be employed full-time (37.5) hours a week for three years and be responsible for establishing sustainable, long-term creative industries development programs, resources and infrastructure.

They would work with members of the Northern Rivers Creative Industries Consortium and establish sustainable programs that will help create new jobs as well as assisting people working in the creative industries.

Because of funding cutbacks to Arts NSW, Arts Northern Rivers is looking for alternative funding sources for this position.

Arts Northern Rivers is proposing NOROC councils cover 50% of the wages and on-costs for the Project Manager role. The other 50% would be funded by Arts NSW. The Project Manager would then service the seven NOROC councils.

Each NOROC council already makes a funding contribution to Arts Northern Rivers with amount per council determined by population.

The proposed contributions are:

Tweed	\$7,840pa	(\$23,520 over 3 years)
Clarence	\$7,520pa	(22,560 over 3 years)
Lismore	\$7,840pa	(\$23,520 over 3 years)
Byron	\$4,880pa	(\$14,640 over 3 years)
Kyogle	\$1,960pa	(\$5,880over 3 years)
Ballina	\$5,880pa	(\$17,640 over 3 years)
Richmond	\$3,920pa	(\$11,760 over 3 years)
Total	\$39,840pa	(\$119,520 over 3 years)

Additional information about this project from Arts Northern Rivers follows.

Recommendation

There is no recommendation. The decision to support this proposal rests with individual councils.

ATTACHMENT

**SCREEN
WORKS**

NORTHERN RIVERS SCREENWORKS INC
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Phone: 02 6687 1500
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Northern Rivers Regional Organisation of Councils
PO Box 450
Ballina NSW 2478

Tuesday 1 May 2012

Re: Arts Northern Rivers Proposal – Creative Industries Manager

I am writing on behalf of the Northern Rivers Creative Industries Consortium to support the proposal by Arts Northern Rivers for the establishment of a Creative Industries Manager position. This role will support and develop the creative industries across the seven local government areas of the Northern Rivers region of New South Wales.

The Northern Rivers Creative Industries Consortium is a fourteen member collective brought together by Arts Northern Rivers in 2006 with the aim of supporting and developing the arts and creative industries in our region. The Consortium developed New South Wales' first regional arts and creative industries strategy in 2008. This strategy is still active and includes numerous strategic objectives that guide the work of member organisations. Many of these objectives have been delivered with impressive results for creative industry business development in the region.

A key strategic objective of the strategy is the establishment of a creative industries manager to facilitate the multi-partner approach to sustainable development of the creative industries throughout the Northern Rivers. As outlined in Arts Northern Rivers' proposal the role will be focused on establishing industry development resources including professional development programs, online resources and potential infrastructure programs to build this important industry.

Funding streams for establishing roles such as this are always difficult to identify and secure and in most instances require a multi-partnership approach. The Creative Industries Consortium believes the potential funding partners identified in Arts Northern Rivers' proposal to NOROC represents a savvy and strategic mix of regional stakeholders that will help deliver significant benefits to the creative industries sector of the Northern Rivers.



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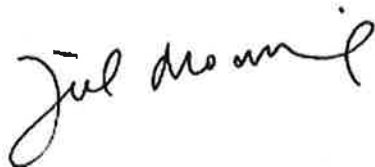
The creative industries are a key focus of the NSW 2012 Northern Rivers Regional Action Plan Discussion Paper and other key planning documents such as the Northern Rivers Regional Industry and Economic Plan (RIEP). It is clear that the development of the Creative Industries in the Northern Rivers is economically significant. Our region has a high concentration of creative professionals with a growth rate that far surpasses that of other regional areas – between 2001 – 2006 the creative industries was one of the region's top four growth industries.

The Creative Industries consortium believes the establishment of this role will build the capacity of local practitioners and support the development of a strong and sustainable creative industries sector across the seven local government areas of the Northern Rivers.

Targets for the next stage of the Creative Industries initiative include; the development of online self-help resources; the delivery of multi-partner creative industries professional development and networking programs that pool resources; to be supported by collaborative marketing programs; research into future directions and promotion of regional creative industries investment programs, in which private investors can participate.

All these targets require the participation of a group of dedicated stakeholders (which we have via the Creative Industries Consortium) and funding to help achieve these outcomes. The funding of this role is vital, as it will play a lead role in not only supporting and developing the creative industries in our region but by establishing future directions. Accordingly the Northern Rivers Creative Industry Consortium offers our enthusiastic support for this initiative and asks NOROC to consider Arts Northern Rivers' proposal favourably.

Yours sincerely



Jill Moonie
General Manager - Screenworks
On behalf of Northern Rivers creative Industries Consortium



SCREEN
WORKS

Contact Details for Consortium Members

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ARTS NORTHERN RIVERS

PROPOSAL

Employment of a Project Manger, Creative Industries Development

Summary

Full-time position 37.5 hours per week, limited to three-year term
Based at Arts Northern Rivers' offices in Alstonville but expected to travel throughout the region

Reporting to Arts Northern Rivers CEO

Objective

To employ a Project Manager whose key responsibility is the establishment of sustainable long term creative industries development programs, resources and infrastructure.

Description

The Project Manager, Creative Industries Development is a three-year strategic appointment focused on facilitating a tactical multi-partner approach to sustainable development of the creative industries in the Northern Rivers region of NSW.

The Project Manager will work with members of the Northern Rivers Creative Industries Consortium to realize priority actions in the Northern Rivers Arts and Creative Industries Strategy (NRACIS) and address recommendations of a pilot Creative Industries Brokers Project (CIBP) implemented in 2010-11.

The key objective of the position is to establish sustainable programs, resources and infrastructure to build the capacity of creative industries practitioners, and a strong creative sector in the long term.

Background

Arts Northern Rivers is the peak body for the arts and cultural sector in the Northern Rivers region of New South Wales, Australia. We are part of a statewide network of regional arts boards, dedicated to building positive futures for regional, rural and remote communities in New South

Wales through the arts and cultural development. Since our establishment in 2003 we have included creative industries as one of

our key priority areas.

We have played a lead role in the formation of the Northern Rivers Creative Industries Consortium, a group of 14 partner agencies representing the arts, regional development, industry and education, with the specific goal of collaborating to support creative industry development.

In 2008 we worked with the Consortium to develop the state's first regional Arts and Creative Industries Strategy, identifying broad goals and strategies, and priority actions for the period 2010-12.

Last year Arts Northern Rivers secured funding to implement the Northern Rivers Creative Industries Brokers Project (CIBP), a nine-month pilot project addressing several of these priority actions, most notably, the development of market linkage opportunities for local practitioners in the fields of fashion, Music and Digital /Screen.

Outcomes of the Creative Industries Brokers Project Included:

- **727** creative industries practitioners/businesses in the fashion, music and screen/digital sectors registered on the Arts Northern Rivers database;
- **416** practitioners took part in sector specific professional development and networking events;
- **20 businesses** were selected for intensive one-on-one business development support including business analysis, consultation, mentoring, pitch training, opportunities to present to market, market linkage and brokerage activity;
- **60 market linkage** success stories have been to date, and is expected to continue to rise as newly formed industry relationships strengthen;
- **The Hive** - Northern Rivers Creative Industries Portal developed and live.

Whilst satisfied with these outcomes the Consortium wishes to take stock of these achievements in the broader context of the level of industry need the Project has revealed.

We believe that in order to have a significant long-term impact on the creative industries into the future, we need to immediately redirect our focus onto the development of sustainable programs, resources and infrastructure that will continue to benefit local creative industries practitioners in the long-term.

The Program Manager would also play a lead role in establishing future directions for the Northern Rivers Creative Industries Consortium, beyond achievement of priorities identified in the *Northern Rivers Creative Industries Development Strategy 2010-12*.

Funding Background

Creative Industries Strategy Development

Funding Partners:

- Arts NSW
- Regional development Australia (Northern Rivers)
- NSW Department of Premier & Cabinet

Creative Industry Brokers Project

Funding Partners:

- Arts NSW
- NSW Trades & Investment (formerly Industry and Development)
- Regional Development Australia (Northern Rivers)

Project Manager - Creative Industry Development

2011

- An unsuccessful application was made to Arts NSW
- Feedback was positive - unsuccessful outcome due to a reduced funding budget by incoming State Government
- Encouraged to apply again
- Other partner in the project was Industry and Investment

2012

- Arts Northern Rivers wishes to submit another application to Arts NSW (encouraged by positive feedback)
- Can no longer rely on financial partnership with Industry and Investment due to reduction of resources to this department
- Need to identify other funding partners as Arts NSW will only support 50% of costs for the position
- Arts Northern Rivers is currently looking at the following funding mix for the proposal:
 - o **Arts NSW** - \$40,160 (per year x 3 years) Total \$120,480
 - o **Arts Northern Rivers** - \$20,000 (per year x 3 years) Total \$60,000
 - o **NOROC partner councils** - \$39,840 (per year x 3 years) Total \$119,520
 - o **SCU** - circa \$20,000 (per year x 3 years) Total \$60,000 **In-kind support** consisting of extensive research and surveying of the project to measure outcomes for the region

Notes to funding mix

- Arts Northern Rivers' contribution will be made from our Core funding received by Arts NSW and will be dedicated to funding projects associated with the Creative Industries Strategy
- Arts NSW – funding would cover 50% of wage and on-costs
- NOROC funding would cover 50% of wage and on-costs for the Project Manager role – who would service all 7 LGAs of the Northern Rivers

Arts Northern Rivers seeks the following contribution from each of the 7 local – this has been based on the same percentage formula (population statistics) used to calculate each council's contribution to the Arts Northern Rivers Core funding:

Tweed	\$7,840pa	(\$23,520 over 3 years)
Clarence	\$7,520pa	(22,560 over 3 years)
Lismore	\$7,840pa	(\$23,520 over 3 years)
Byron	\$4,880pa	(14,640 over 3 years)
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Notes to withdrawal of Industry and Investment resources.

While we understand the challenges the Government is facing in these difficult times and the reviews that have taken place to address funding and resource allocations, the closure of this funding stream for Arts Northern Rivers represents a serious threat to the development of Creative Industries and market development in the Northern Rivers region.

If we are no longer able to partner with Industry and Investment to deliver region-wide business development projects for the Creative Industries we need to identify other partners who share a similar vision and responsibility for delivering positive business and professional development opportunities for small businesses in the region.

The Role

Key responsibilities

The Project Manager will be responsible to:

1. Facilitate a strategic approach to sustainable development of key Creative Industries development programs, resources and infrastructure in the Northern Rivers region of NSW;

2. Lead the members of the Northern Rivers Creative Industries Consortium in furthering the objectives of the Northern Rivers Arts and Creative Industries Strategy 2010– 12;
3. Address issues identified during the implementation of the strategy to date, in particular the need for a sustainable infrastructure for industry development;
4. Address the need to identify priority actions to inform strategic Consortia activity beyond 2012;
5. Address recommendations made by Consultants employed in Broker positions for the implementation of the Creative Industries Brokers Project 2010 -11, taking into account comments/recommendations of the Steering Committee;
6. Action realistic short-term recommendations;
7. Investigate sustainable solutions to address more significant issues identified;
8. Commission research including feasibility studies, to assess all significant new proposals, including the identification of sustainable development models;
9. Lead the delivery of an annual multi-partner program of creative industries networking and professional development events to build practitioner skills and capacity, open to established and emerging creative industries practitioners, including students;
10. Ensure the pooling of resources for optimal impact and results;
11. Bring regular industry guests (national/international) to the region to deliver workshops, also providing networking opportunities and potential market linkages;
12. Take a pro-active approach to funding, including exploring philanthropic funding, establishing programs for public/ private sector investment, and encouraging clusters of practitioners to self-fund targeted development activities;
13. In conjunction with Arts Northern Rivers CEO establish a creative investment committee comprising industry, regional development agencies and local business people/entrepreneurs to assist with the above, also enlisting the support of AbaF;

14. Establish partner/sponsor arrangements to support the delivery of annual focus sector programs comprising mentoring, pitch training, market linkage and broker activities for selected participants;
15. Ensure focus programs culminating in industry introductions/showcase events;
16. Provide a centralised point of contact to support creative industries development in the Northern Rivers region:
 - For local creative industries practitioners to access general information and advice including grants and opportunities, and be referred to networked providers across education, industry bodies, government, business grow services and consultants;
 - For industry wishing to disseminate information and opportunities;
 - For media;
 - For investors wishing to support local creative industries growth.
17. Provide a voice for the industry, celebrating local success and spreading/ networking success stories, and advocacy;
18. Develop online/self help resources providing answers to Frequently Asked Questions and referring individuals to existing sources of support including education, industry bodies, government, business grow services and consultants;
19. Manage the collection and distribution of data relating to creative industries activity in the Northern Rivers;
20. Facilitate cross sector networking and connectivity via the Northern Rivers Creative Industries Portal;
21. Promote the Portal nationally and internationally as an online practitioner network and showcase;
22. Develop collaborative marketing initiatives amongst members of the Northern Rivers Creative Industries Consortium to reach a broader culturally engaged audience;
23. Support collaborative marketing initiatives between clusters of practitioners.;
24. Be proactive in seeking opportunities to promote local creative industries practitioners and businesses locally, nationally and internationally;
25. Utilise online resources including the Northern Rivers Creative Industries Portal, in addition to established networks such as Australian Creative Industries (online network currently focusing on capital cities);

26. Implement regular reviews of all CIDP activity, and provide advice on future direction;
27. Continue to bring local partners in the creative industries together via the Northern Rivers Creative Industries Consortium and renew the focus on the goals, strategies and priority actions identified in the Northern Rivers Arts and Creative Industries Strategy 2010 – 12 (NRACIS);
28. Continue to bring the education sector together via the Creative Industries Education and Training Round Table and refocus efforts on the group's Terms of Reference, which include promoting arts and creative industries careers; building links between education and practice/industry, share information and encourage creative industries research;
29. Address the priority action identified in the NRACIS, to explore the creation of a regional arts and creative industries marketing consortium;
30. Address the priority actions identified in the NRACIS, to clarify (for practitioners) potential pathways between high schools, TAFE, other vocational providers, and careers/business start-ups in creative industries;
31. Address the priority action identified in the NRACIS, to develop a pool and database of industry mentors;
32. Investigate mentors across specific creative industry sectors, also business mentors and marketing mentors for general development support;
33. As a guiding principle, seek to establish a sustainable program of activities and an infrastructure for ongoing creative industries professional development, networking and support.

Guiding documentation

This proposal is guided by the key goals, strategies and actions identified in the *Northern Rivers Creative Industries Strategy 2010- 2012*, and by the findings identified in a final report on the implementation of a *Northern Rivers Creative Industries Brokers Project* in 2010 – 11. *Northern Rivers Arts and Creative Industries Strategy 2010 – 12 (NRACIS)*

Goals and strategies

Education, training and professional development: We will encourage

creative practitioners and entrepreneurs to access professional and business development opportunities, enhancing their contribution to the region's creative economy;

Infrastructure and finance: We will plan resources cooperatively to sustain arts and creative businesses at key stages of their development;

Innovation and product development: We will support creative innovation and the people who make it happen;

Sales, marketing and distribution: We will enhance access to market locally, nationally and internationally for our arts and creative businesses.

Advocacy: Both within and beyond the region we will celebrate and promote our arts and creative industries.

Priority actions (a selection of)

- Establish Northern Rivers 'Creative Broker' positions for industry sub-sectors, to facilitate linkage to markets;
- Develop/maintain an arts portal to enhance the arts and creative industries web presence;
- Develop a pool and database of industry mentors;
- Clarify (for practitioners) potential pathways between high schools, TAFE, other vocational providers, and careers/business start-ups in creative industries;
- Explore the creation of a regional arts and creative industries marketing consortium;
- Facilitate creative development and market linkages in the NSW government's focus areas of design, music and electronic games.

***Northern Rivers Creative Industries Brokers Project 2010 – 11 (CIBP)
Executive Summary from Report***

Arts Northern Rivers' Creative Industries Broker Project was a nine-month pilot project, running from July 2010 to March 2011.

The primary goal of the initiative was to develop market opportunities for local practitioners in the creative industry sectors of Fashion, Music and Digital/Screen.

For the purpose of the Project:

- Fashion was defined as fashion and jewellery;
- Music was defined as contemporary music; and
- Screen/Digital was defined as embracing computer created and web distributed screen content, including but not limited to animation, games (online and small, handheld devices) and mobile phone applications.

Consultants were contracted as specialist industry brokers in each of these three specialist areas.

The initial focus of their work involved scoping local activity in each of the focus areas.

In phase two of the project a series of specialist industry events were presented. And in the final phase the brokers worked intensely with select practitioners to implement brokerage programs to further develop their businesses.

Outcomes of the CIBP included:

- 727 creative industries practitioners/businesses in the fashion, music and screen/digital sectors registered on the Arts Northern Rivers database;
 - 416 practitioners took part in sector specific professional development and networking events;
 - 20 businesses were selected for intensive one-on-one business development support including business analysis, consultation, mentoring, pitch training, opportunities to present to market, market linkage and brokerage activity;
 - 60 market linkage success stories have been to date, and is expected to continue to rise as newly formed industry relationships strengthen;
 - Northern Rivers Creative Industries Portal developed and live.
- There were several common recommendations across all three sectors, in particular the need for ongoing networking and professional development - addressing both skills training and the need to keep abreast of latest industry developments; the need for a new/renewed online industry presence across all three sectors; and recognition of the importance of the Northern Rivers brand.

Other key recommendations included the establishment and resourcing of a Northern Rivers Fashion Network charged with the delivery of multiple services including several specific collaborative marketing initiatives; and the disbanding of North Coast Entertainment Industry

Alliance (NCEIA) and establishment of a new industry run and funded professional body representing Northern Rivers musicians. Feedback from the Steering Committee included an analysis of the Project's achievements in the context of creating a sustainable infrastructure for industry development.

Recommendations are made for the appointment of a Project Manager to lead the implementation of a three-year project, which addresses the sustainability issue and embraces additional complementary goal, strategies and actions from the *Northern Rivers Creative Industries Strategy 2010- 2012*.

3.6 Local Government Advisory Group Meeting

From: Ann Lewis
Date: 7 May 2012
Re: NSW Long Term Transport Master Plan
Priority Profile and communication
Outcome:

Background

At the end of last year the NSW Government formed a number of advisory groups to inform the development of the NSW Long Term Transport Master Plan. NOROC is represented on the Local Government Advisory Group by John Truman from Ballina Council.

Mr Truman could not make the scheduled meeting of the Local Government Advisory Group on 30 April so I attended. I took the opportunity to attend a ROC meeting as well.

For your information the agenda from that meeting is attached. Whilst the subjects dealt with at the meeting were broad (community transport and the aging population) I believe it was valuable for NOROC to be seen at the table.

The majority of Local Government representatives at the meetings are from ROCS.

Recommendation

That this report be noted.

BANORA POINT & DISTRICT RESIDENTS ASSOCIATION Inc.



President: Secretary: Pat Tate 5524 2957 Treasurer: Charles Colgan 5523 4015
Vice President: Ray Carpenter 5523 4080 Vice President: Ross Purdon 5513 1585
Correspondence: The Secretary, P.O. Box 936, Banora Point, NSW 2486
Website: www.banora.webs.com

Wednesday, 23 May 2012

The General Manager,
Tweed Shire Council,
P.O. Box 816,
MURWILLUMBAH, NSW 2484

Dear David,

Re: 2011/2015 Delivery Program and 2012/2013 Operational Plan.

The Community Meeting held on Thursday 10th May 2012 was attended by two representatives of our association and their observations/concerns are listed below.

- The Operational Plan was very difficult to decipher with no clear indication of specific projects or costings. It was not until the meeting that a visual presentation was made which showed the individual projects covered by this budget. This does not allow community organisations sufficient time to prepare a response.

We would like to see future Delivery Program documents compiled in a more “user friendly” format, and the “Overview” document included in the initial release.

- There is no mention of funding being allocated for Stage 2 of the Kirkwood Road project. While it is pleasing to see the commencement of Stage 1, we cannot stress enough the importance for Stage 2 to be budgeted and planned for.

There are in excess of 800 small businesses in the South Tweed area and the completion of the entire project is vital for their survival. They are concerned that people will find it too difficult to negotiate the new road system after the completion of the Banora Point Upgrade and may opt for the easier option of staying on the new highway and shopping at either The Pines or Robina.

- An issue we have raised previously concerns the parkland at the corner of Darlington Drive and Amaroo Drive, Banora Point. Geo Link Consultants were appointed in 2006 to provide concept plans for the area with a costing of \$500,000 for the project. Our Association was of the opinion back in 2006, that this amount could be better spent and give ratepayers greater value for money if a less elaborate concept was adopted.

However, the community did expect to see some improvement to this facility for the use by locals but regrettably, we are still waiting.

- The Western Drainage System has been sadly neglected for many years now, with residents having to put up with noxious weeds clogging up the waterways and debris which has been thrown into the canals by persons walking along the pathways, as well as weeds on the embankments being allowed to become an eyesore before any attempt is made to spray and cut them down. It takes many phone calls from residents as well as letters from this Association, for any action to take place.

We were advised some time ago by Far North Coast Weeds that the only solution to the invasive noxious weed "Cabomba" is for salt water to be introduced into the canals. The reasons Council has given to our Association for not investigating this solution, is that the Tweed Shire Council has a binding legal agreement with Twin Towns which makes the Tweed Shire Council liable if any salt water enters into the moat which surrounds the Banora Point Golf Course.

However, there is a solution to this problem. If Council were to build a bund to separate the drainage canal from the Golf Course moat, then salt could be introduced into the canals. This would not be a permanent arrangement, but only for sufficient time for the Cabomba to die off. Any aquatic plants affected by the introduction of salt could be easily replaced once the fresh water returns.

It is obvious that sufficient funds are not made available in the budget for regular maintenance or management of the canals and that residents therefore are expected to put up with this debris and odour without complaint. This is not good enough.

- There is an urgent need for a strategic plan to be adopted for the Banora Point area which has the largest population figures in the Shire and is still growing.

There needs to be a more equitable distribution of funds to provide the amenities and facilities which the Tweed Shire Council has failed to provide.

Thank you for the opportunity to present our findings to Council.

Yours sincerely,



PAT TATE
Secretary



Caldera Environment Centre Inc.

FOUR QUEEN STREET MURWILLUMBAH N.S.W 2484 PH: 02 - 66 721 121
PO BOX 5090 SOUTH MURWILLUMBAH N.S.W 2484

25/5/2012

To the General Manager Tweed Shire Council:

Submission from the Caldera Environment Centre (CEC) into the Tweed Shire Council (TSC) 2012-13 Budget and Operational Delivery Plan

There are three sections to this submission:

1. A summary by the Coordinator about how the budget and council priorities are perceived by the CEC. Appended to this is a proposal for the Biosphere reserve I context of the budget, which has a great potential for the Shire
2. A Response by the Secretary of the CEC addressing the Budget and Operational Deliver Plan, including comments on its accessibility and presentation.
3. Concluding remarks on comparisons between expenditure (Part B Budget documents)
4. A simple case study into urbanisation, lawns and their ecological impact and how this impacts the natural environment and the council's budget.

Summary from the Co-ordinator

The true wealth of the Shire is situated in the uplands but almost all the expenditure occurs on the lowlands. Comparing the broad figures for:

- Biodiversity-\$1 million
- Active & Passive Recreation \$10 million
- Roads \$15 million
- Water & Sewerage \$50 million?

The expenditure on our most important/ fundamental assets are pathetic and inadequate. Bushland maintenance and riparian repair need far more funds to counter the growth of exotic vines and grasses and the destructive forces of lowland urbanisation. Because much of the upland rainforests and some wet sclerophyll have been protected, we should not just suspend the need to protect and enhance locally indigenous and (especially) endemic species.

Opportunities for bushland restoration should be actively encouraged throughout the shire; but more funding is needed for lands owned or managed by TSC.

Lowland urbanisation is not being adequately controlled by TSC or the NSW State Government. Drainage issues especially are a 'no go' area for compliance monitoring and enforcement. Blacks Creek at Kings Forest/Cudgen Nature Reserve is an indelible stain on those responsible for the proper development of Tweed Shire. More funding is needed for compliance please.

Road funding is out of control due in no small part to the unrealistic expectations of a culture obsessed by the automobile. Lower legal speed limits (say 80km) throughout the shire might obviate the need for the extreme standards “required” for roadside poisoning, slashing and flail mowing. No amount of petunia beds around roundabouts can ‘beautify’ or distract from the ugliness of roadside vegetation ‘control’ (over-control). All of the above is expensive, deleterious and mostly unnecessary and could be replaced by more sustainable alternatives.

The CEC believes that there is a lack of endeavour and consistency as a front-of-mind strategic outlook concerning native Caldera species, their conservation and regeneration. There is a disconnect between the artificial and very expensive treatment of Budd Park in Murwillumbah and the treatment of riverbank upstream, downstream and opposite Budd Park. The riverbanks of the Tweed River system are crying out for funding and rehabilitation. Why is so much money squandered on boutique projects along the coast (Jack Evans Boat Harbour [JEBH]) or on Budd Park? Are sea level rise predictions being taken seriously? Is TSC ‘stonewalling’ on this issue which affects most coastal and estuarine interface zones?

As a countermeasure to rapid urbanisation, climate change/sea level rise/ increased and extreme storm surges and overuse/ dependence on bio-cides, there should be more encouragement of, and funding directed towards the growth of flora species indigenous to the Caldera in the uplands and especially in the urbanising lowlands.

Good administration, like good planning, should ensure the wise use of scarce resources. The Budget must balance on-going maintenance demands against new infrastructure projects. The chief criticism by the CEC concerns the tendency for Council to engage in new ‘boutique luxury’ expenditures, before satisfying essential maintenance and services. The less visible problems like stormwater drainage and bushland maintenance (e.g. exotic vine infestation) tend to sit on the backburner (or in the fridge) whilst the boutique projects like JEBH get all the attention and money a la celebrity chefs.

The CEC recognises the need and can understand the ‘wants’ of Business Chambers to ‘beautify’ JEBH and Budd Park but we believe these projects should be based on sound ecological and sustainable principles. Sums like \$500,000 could go a long way to rehabilitate riparian land and convert grass-scapes with no ecological or environmental values into stable bushlands needing only occasional essential maintenance (given time).

The problems of polluting drainage is not easily remedied, TSC seems to turn a blind eye to this smelly and septic problem. Spraying expensive ‘perfume’ on a few boutique projects does not alleviate the basic stench caused by anaerobic bacteria and biocides etc.

Nor will the hope for tourism dollars come from destroying valuable bushland south of Bogangar and neglecting those areas south of Hastings Point. Long term returns will come from responsible stewardship not from short term windfall exploitation.

The Kingscliff foreshore should provide the perfect project lesson for sustainable Dunecare and foreshore maintenance along the Tweed Coast.

In global spending terms given the proper global ecological/ biodiversity values of the Caldera, \$1 million for Biodiversity compared with \$10 million for Active & Passive Recreation and \$15 million for Roads seem totally irresponsible.

Are the standards for sporting venues unrealistically high? Are 'Astro Turf' hockey pitches affordable? What is the percentage of the global budget spent on poisoning, slashing and mowing grass (including roadsides) in the Shire?

We believe a good case in terms of dollars, lives and smash related costs (medical, automotive repairs etc.) could be made for a lower maximum speed on Shire roads of 80 km. This would save about 20% on fuel consumption and CO2 pollution.

UNESCO BIOSPHERE RESERVE

The CEC was and remains very grateful for Council's unanimous vote to support 'In Principle' the idea for a UNESCO Biosphere for the Mt. Warning Shield Volcano.

As stated at the presentation to Council we believe there should be benefits for business (especially eco-tourism) and from Commonwealth Government funding income.

We would like to hire a part-time co-ordinator to workshop the idea with other neighbouring Councils. We believe John Hunter (ex NPWS rainforest ecologist) would be willing and able to take on a limited role for a few months.

We are hoping that TSC could fund a couple of thousand dollars for this task, notwithstanding the grant already generously given for UNESCO World Environment Day.

Thank-you for your anticipated consideration.

Yours Sincerely,

Paul 'HopE' Hopkins,
Coordinator Caldera Environment Centre

Comments by the Secretary

Summary and feedback on the documents and community involvement

The Caldera Environment Centre (CEC) welcomes the opportunity to make a submission into the TSC budget and delivery plan. From our participation in the operational plan delivery session earlier this month (May 2012) we learned a great deal about the needs of other members in the community and thank the council for the opportunity to be involved in this important programme.

We would like to make the following introductory comments based on our understanding and interpretation of the plan and documents that have been advertised on the internet.

The documents are rather dense and hard to interpret. While an effort is made in the Delivery Program and Operation Budget to link the various documents; our members have had some difficulty interpreting the data supplied especially when it comes to the expenditure of council funds on the various programmes. We acknowledge that the council has made a genuine effort to consult the community, for which we are most grateful, however we would like to request that in the future greater effort is made to clarify the documents so that they are not so intimidating and overwhelm volunteer community members who have little to no training in financial and economic matters.

1. The budget details are difficult to understand; Where is the money coming from? Where is it going? Such matters we believe could be presented more simply so that community groups can understand them.
2. The layout of the goals in the delivery plan budget is an excellent summary of council policy and the ambitions of the council over the next five years. However again, we take some issue with the layout of this document and the presentation of objectives with extensive and redundant numbering systems (e.g. goal 4.4.1(Recognise and accommodate natural processes and climate change)/ 4.4.1.3 (Restore Littoral Rainforests)/4.4.1.3.1 (Weed control and revegetation works)) The logic is understandable, but the number sequencing is confusing and probably unnecessary, especially when it takes up such a large percentage of the page, and the relevant text is squeezed into tiny little cells within the columns. Our members have indicated to us they find such numbering intimidating and they are easily confused by it.
3. There is a certain disconnect between some of the goals, mission statements etc. and actual council policy and decisions/statements of individual councillors, or the councillors as a whole. Consider the example above, 4.4.1.3 "Restore Littoral Rainforest" the proposed caravan park at Cabarita on Crown land makes a mockery of this goal and diminishes the entire integrity of the document in the view of the CEC.

Comments on the Delivery Program and operational Plan

Sustainability is mentioned (strategy 1.1.1) within the context of being established as a basis of shire planning and council's own business operations. The CEC would like to recommend that this be changed to mention explicitly Ecological Sustainability, because, as is mentioned on p.117 of the delivery program (Caring for the Environment) "Natural resources are vital to our existence".

Strategy 1.5.1 Sustainable Management of the population etc. and 1.5.1.1 Preferred population or environmental carrying capacity of the Tweed we construe to mean is investigation into the feasibility of a population cap. Our representative on the Community Working Group into the Tweed Shire Water Augmentation Scheme advocated this as a necessary first step in understanding the actual need for a new dam or other water sources, when water is considered as an obvious limiting factor to population growth. It is welcoming to see the council pursuing this goal, yet we are disappointed that this is represented as merely "a project" in the key, and that only 25% of this project is to be completed by 2015. This project could be completed simply and quickly using historical figures and current population projections, different demand scenarios based on differing population figures for concurrent years could be presented to the community as alternative future possibilities (for example, by 2050 the population could be 100 000 with current water infrastructure or 150 000 with the raising of the existing dam or 200 000 with the development of a new dam).

Acknowledging the finite limits to growth is a brave decision, and one the environment centre welcomes, because as the science of ecology demonstrates there is no such thing as infinite growth, crashes reduce populations to sustainable levels (“corrections” in economic jargon). Current growth rates represent exponential patterns, and when compared to ecological knowledge, exponential rises, are followed by exponential declines as limiting resources (food, water, space) are exhausted. Therefore we consider ecological sustainability and economic sustainability to be inextricably linked.

4.1.2.5 (p.121) strategies 4.1.2.5.1, 4.1.2.5.2, 4.1.2.5.3 list 3000 metres of riverbank revegetation as targets. Referring to our introductory comments, these goals seem confusing and need clarity; are these cumulative figures or a singular goal; is the total riverbank to be revegetated 3000 metres or 9000 metres? The CEC would of course embrace both targets but would hope that the larger, cumulative target is the real aim of the TSC.

The catchment Nursery (strategy 4.2.2.5) and Biodiversity (Strategy 4.2.2.3) are positive initiatives delivering excellent out comes. From our personal experience with these programs we welcome their continuation and applaud the council for initiating them in the first instance.

Strategy 4.2.5.3 input from the Natural Resource Management Unit into Development Applications is an excellent idea and one that the CEC welcomes and hopes will be embraced in the immediate future.

Strategy 4.4.1.3 Restore Littoral Rainforest as mentioned above the proposal to develop a caravan site at Cabarita seems to contradict this proposal. As you are no doubt aware the local community at Cabarita through Cabarita Dunecare has been restoring this site for the past several years and has transformed it from a simple assemblage of plants that were introduced in the post-sandmining era to a diverse assemblage that accomplishes this goal. The proposal by the council and certain councillors to develop the site as a caravan park will undo the work of the community and undermines the council’s attempts to deliver on this goal. In short there is a disconnect between the thought and the action; or a disconnect between the staff and the motivations of councillors.

4.5.1 The sustainable Agriculture initiative is most welcome. Planting native plant species along cane drains is a welcome site and the council is to be congratulated on this effort. Also the trialling of carbon farming inputs is excellent and the CEC congratulates the TSC on being involved with these projects and expanding them into the wider agricultural community; which from personal experience we know is a difficult challenge.

Part B – Expenditures

First we want to state that the CEC is aware of the councils need to manage the existing infrastructure and we are aware of the current community backlash for a “return to basics” of the three R’s; roads, rates and rubbish. So the expenditure of massive amounts of funds upon roadwork’s, bridges and other essential services, we have no question about. These are council’s primary responsibility.

Some of our members are de-facto council employees funded through the biodiversity programs. Firstly, we want to stress the important benefit these programs have on the environment and property owners. Restoration of riparian areas through river health grants and other bushland areas through biodiversity grants is exemplary. The other important benefit this program has is the

potential to employ local people, in local areas. It has been established through Tweed Economic Development Corporation that there is a high percentage of workers travelling to other shires and interstate (Qld) for employment. The expansion of such programs has the potential to increase local employment and stimulate the local economy and this is embraced by the CEC as the manifestation of Ecological Sustainable Development.

Now, as a contrast (not a criticism) the annual budget for biodiversity funding is reported at just over \$1 000 000. Compare this to the budget to “repair” Budd Park in Murwillumbah (which the CEC has made a submission on), the cost here is \$500 000. We presume (presumptions are made because of the confusion mentioned earlier) that the budget for Budd Park is coming from the recreational parks budget (Total for passive and active recreation is approx. \$9 000 000). Our point is simply this (a) Budd Park could be repaired more sustainably (in a similar manner to other “naturally regenerated” sites upstream), and, (b) that same money could increase the outcomes for biodiversity initiatives by 50%. The earthworks etc. that will be necessary to remodel Budd Park could employ dozens more bush regenerators in the shire and so help the area become economically sustainable as well as ecologically sustainable.

Roads Budgets are 15 million, the budget for the arts and culture is 1.4 million, over \$ 100 000 per annum is being spent on curb and guttering; \$9 million on active and passive recreation. All we ask is that the environment receives more money than is being allocated at present. This would serve the dual purpose of enhancing the environment “which is vital for our existence” and have the added benefit of employing local people in local jobs.

Lawns, urbanisation and the New Nature and how this affects the Budget and Delivery Plan

The point of this section is to highlight the ideology of the Environment Centre and explain how it differs from the “mainstream” perspectives. Lawns and urbanisation are used as an example because they epitomise the conversion of natural areas into a new, alternative ecosystem. This ecosystem is dependent on external inputs for its continued maintenance and these inputs are expensive and have a negative ecological impact and adversely affect human health. The point to be made here for council is that a) it manages extensive lawn areas (parks, gardens and sporting fields) which require these inputs, and, b) it is responsible for setting guidelines for the community and developers. A significant portion of the council budget, almost \$10 million is spent on managing “recreation areas” which will expand as more housing developments are constructed.

The term “New Nature” was coined by Tim Low (2003) to describe the homogenisation of the global environment. This was meant to explain how exotic plant and animal species are redefining ecologies across the planet, not only are exotic species from Eurasia, Africa and America remodelling the Australian landscape, but Australian plants are taking over environments in other countries (Low 2003). The “anthropocene” is being used increasingly by geologists to describe the current global changes in atmospheric carbon and the effect it is going to have on the geography of our coastlines and other impacts on flora and fauna (Flannery 2005). Leakey and Lewin (1997) use the term ‘sixth extinction’ to describe the decline of flora and fauna due to human impacts, because the rate of species extinction is as high now as in the other five major cataclysms that reshaped the Earth’s biology.

Scientists in many disciplines acknowledge that Humans are a force of nature equal to volcanoes and meteor strikes (Vitousek at al., 1997, Flannery 2005) and subsequently are altering future evolutionary patterns (Palumbi 2005). This can be seen at a local and immediate level through urbanisation of natural areas and the transformation from natural biodiversity into lawn (Robbins and Sharp 2003). Using the United States as an example, 23% of urban areas become lawns, which are now the dominant ecosystem in urban areas (Robbins and Sharp 2003). Lawns require high levels of external inputs in order to be maintained at socially acceptable standards; this includes the eradication of broad-leaved weeds and undesirable grasses with chemical herbicides, fertilisers to maintain vigorous grass growth, supplementary irrigation in dry times, and of course lawn mowing with its associated carbon emissions.

Robbins and Sharp (2003) found that in the US eight different herbicides are promoted for lawn maintenance all but one of which are known to have environmental toxicity and all of which have at least a "slight" toxicity rating by the EPA. What is most surprising is that a greater rate (kg/ha) of pesticides is used on urban lawns than is used in Agriculture, for example 1.6 kg/ha of herbicides is used in agriculture but a massive 3.3kg/ha are used on lawns (Robbins and Sharp 2003: Table 2). The lawn industry is worth nearly 9 billion in America (Robbins and Sharp 2003), of course the Australian experience would be different, but there would be valid comparisons because of the similarities in our culture and economy.

The lesson here for council is how much is actually spent upon maintaining large swathes of grass? How many people use these areas? Would a cost-benefit analysis support the expenditure of herbicides and fertilisers and mowing of seldom used parks, such as Max Boyd Park on the Tweed Valley Way or the Public Reserve near Bray Park?

The CEC doubts that it can be justified in anything other than from a socio-cultural context; Lawns look nice! We would advocate as a cost saving measure the transition of parks, especially seldom used park lands away from mown and sprayed lawns towards a more natural state. Plantings like those around the Tourist Information Centre in Murwillumbah, Bruce Chick Park at Stott's Island and the revegetation of Lavender Creek in Murwillumbah are examples where this is happening. We would like to see a transfer of money away from lawn maintenance into natural regeneration of parklands and encouragement of native groundcovers instead of Paspalum grasses.

Yours Sincerely,



Samuel K Dawson, B.A.Sc. (Hons)
Secretary,
Caldera Environment Centre

References:

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- Leakey, R., and Lewin, R., 1997, *The sixth Extinction: Biodiversity and its Survival*, Guernsey Press, Channel Islands.
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- Palumbi S. R., 2005, *Humans as the World's Greatest Evolutionary Force* in Marzluff, J. M., et al., 2008, *Urban Ecology: An international Perspective on the Interaction between humans and nature*, Springer, USA.
- Robbins, P., and Sharp T., 2003, *Producing and Consuming Chemicals: the moral Economy of the American Lawn*, in Marzluff, J. M., et al., 2008, *Urban Ecology: An international Perspective on the Interaction between humans and nature*, Springer, USA.
- Vitousek, P., Mooney, H. A., Lubchenco, J., Melillo J. M., 1997, *Human Domination of Earth's Ecosystems*, in Marzluff, J. M., et al., 2008, *Urban Ecology: An international Perspective on the Interaction between humans and nature*, Springer, USA.



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ABN 42 090 491 982

PLUMBING / DRAINAGE PERMITS
FEES - CHARGES

TWEED SHIRE COUNCIL
BUDGET
REC'D: 31 MAY 2012
ASSIGNED TO: CONNELL
HARD COPY IMAGE

18 October 2011

The General Manager
Tweed Shire Council
PO Box 816
Murwillumbah NSW 2484

Dear Sir,

**Fees and Charges – 2013 Budget
Building Department - Non-inclusion of plumbing inspection fees**

Reference is made to the proposed fees and charges for the 2013 budget.

In particular I write to draw you attention to the non-inclusion of a plumbing and drainage inspection fee by council where Council is nominated as a Principle Certifying Authority for a building project. Not only is this seen as non-competitive, it creates a budgetary short fall which is picked up by the ratepayer who is not the beneficiary of the development.

I draw you attention to the following;

- Where construction certificates are issue by council, there is a cost saving passed on to the client by the non-inclusion of plumbing inspection fees. This equates to a monetary value of \$254.00 per application. These 2 inspections are carried out however the cost is not passed on. Basically, the cost of the inspections is absorbed by the building Department which is then passed on to the ratepayer.
- By way of example, Assuming there are 300 jobs per year which council are nominated as the Principle Certifying Authority and require a plumbing approval, the short fall which is picked up by the ratepayer to cover these inspections is as follows;

300 (applications) x \$127.00 (per inspection) x 2 (number of inspections) = \$76,200.00
- This would be seen as anti-competitive with external building certifiers whose clients are required to pay this fee and possibly in contravention of the AAAC

In summary, why shouldn't this \$127.00 fee be paid individually by the building owner rather than the ratepayer of the broader community who are by no means related to or obtain a benefit from the development?

Should you require any further information, please do not hesitate to contact me.

Yours faithfully

Andrew Duggan
Director

Servicing Northern NSW and South East QLD

TWEED HEADS
Ph: 07 5523 2629
2/47 Greenway Drive, Tweed Heads South NSW 2486
P.O. Box 243 Banora Point NSW 2486

NERANG
Ph: 07 5527 4777
9/39 Lawrence Drive, Nerang QLD 4211
P.O. Box 2676 Nerang BC QLD 4211

Neil Baldwin

From: Troy Green
Sent: Tuesday, 29 May 2012 1:39 PM
To: Neil Baldwin
Cc: Emma Roland
Subject: FW: Review of Outdoor Dining Area Fees

Please include as a budget submission

Regards

Troy

From: David Keenan
Sent: Tuesday, 29 May 2012 1:38 PM
To: Troy Green
Subject: Fwd: Review of Outdoor Dining Area Fees

FYI

Sent from my iPhone

Begin forwarded message:

From: Don Neale <dhneales.com.au>
Date: 29 May 2012 1:25:22 PM AEST
To: Barry Longland <BLongland@tweed.nsw.gov.au>
Cc: David Keenan <DKeenan@tweed.nsw.gov.au>
Subject: FW: Review of Outdoor Dining Area Fees

Gents

Mayor Longland
General Manager Keenan

Hello Barry,

The Kingscliff & District Chamber of Commerce applaud Cr Holdom for instigating a long overdue review of the Outdoor Dining Area Fees for cafes and restaurants. We acknowledge that a reduction of 20% was made for all cafes and restaurants across the whole Shire in response to difficulties being experienced by these small business owners several years ago as a result of the Global economic downturn. We believe that current economic conditions have not improved and that there has been a reduction of commercial values in the main business centres of Tweed Shire.

Kingscliff Chamber of Commerce recommend that Council set the Outdoor Dining Area Fees for cafes and restaurants across the whole Tweed Shire at the same level for all areas and that it be 20% less than the current lowest fee being charged at present. This would assist these struggling business owners to continue to trade, by allowing some grace in catching up financially from the difficult times that they are currently facing.

We also recommend that a policy be implemented for these fees to be reviewed on a 5 year cycle; such that they are frozen for 2 years, adjusted for CPI for years 3 and 4, then reviewed to market adjustments in the 5th year.

Regards,
Dennis Eyre
President
Kingscliff & District Chamber of Commerce
info@kingscliffchamber.com.au

Murwillumbah Ratepayers and
Resident Association Inc.
PO Box 851
MURWILLUMBAH 2484

25th May 2012.

To
The General Manager
Tweed Shire Council
P O Box 816
Murwillumbah
NSW 2484

RESIDENTS / RATEPAYERS
OPERATIONAL PLAN 2012/13

TWEED SHIRE COUNCIL	
FILE No: DELIVERY PLAN	2011/15
DOC. No:	
REC'D: 29 MAY 2012	
ASSIGNED TO: KEENAN, D	
HARD COPY <input type="checkbox"/>	IMAGE <input checked="" type="checkbox"/>

RE: TSC Delivery Plan May 2012

Dear Mr Keenan,

We of the Murwillumbah Ratepayers and Resident Association would like to submit our comments on the TSC Delivery Plan, and Budget as follows.

It would be beneficial for relevant local communities to be given this information directly, in a public format, something that can be easily found, and read. There are some of us who find this difficult to read and define. The format of the presentation was difficult to interpret, and at times misleading. We would rather see something more simplified in regards to what has been achieved, where our monies were spent, the changes made to the original plan, and how we are running to the plan. We would like to know how successful the plan was, or if the changes were successful in the objectives.

It is stated that the Tweed LEP Review is at 25% (whatever that is supposed to mean). It is encouraging that the preferred population and carrying capacity is to be addressed, as this will see us into the future.

In regards to Murwillumbah, we would like to know how effective the CCTV cameras have been, and what their current status is.

Knox Park is still an unknown, as the Master Plan has been constantly altered since a scoping study, (in June 2007) undertaken by architectus. Yet again there has been requests from members of the using public, to upgrade the playground area in Knox park, same can be said for improvements to the skate park.

Thank you for your assistance with the BMX Track in William Street.

Clarie Hall Dam water quality, desertification capacity addition, is of great importance. The recommendations of the Community Working Group, along

with Council Staff, whom were engaged to supply input and comments were sadly rejected by the Councillors. Water Supply issues should be a priority as they are the essence of life.

2.3.2.7.19, the Park Avenue, Murwillumbah upgrade. This is needed as the surface is not only steep, but also very rough. This road is the major connector between North Arm/Byangum Road to Kyogle Road, avoiding town traffic. We would like to know when this is proposed to start.

2.3.2.7.21 Hospital Hill rehabilitation. We are interested to know more about this project. Will it relate to the park or facilities, or to the vegetation, or footpaths, or lookout?

2.3.6.1.2 the Regional Museum at Murwillumbah, rated at 25% completed. We were not happy about the altered results of the exhibition, and that it leaves little scope for extensions into the future. Are the grant moneys and the time schedules in line, and how does this impact on the 7 year Plan?

2.3.6.4.4 the Jim Devine Club House upstairs refurbishment has been put on hold until further monies can be provided. This is the state, yet there were other options put forward by the using association for other beneficial extensions. If these things are now on hold, why is this not mentioned in the presentations, and can those other options be looked at in more detail?

2.4.2.4.1 the scoping report for Long Term Pubic Transport Strategy at 33% completed. How does this all tie together? Our recent Transport Strategy states that we will not engage in rail issues until 2030. This is at odds with our NSW regional neighbours (Kyogle and Byron Bay Shires), who are still pushing to get the train line opened for passenger transport from Casino to Murwillumbah, and on to the Gold Coast Airport. This was made quite clear at the Regional Transport Forum held in Lismore (on 21 March, 2012 at City Hall). This transport system would benefit our area in so many ways. Our plans come across as short sighted when considering rail issues, reducing tourism opportunities, and economic and employment opportunities for those who need it most. Rail would benefit our town and Shire, as the closure has negatively impacted, along with the Pacific Highway realignment.

3.3.1.1.1 new Local Growth Management Plan, there would be a lot of people out there who would like to know this one. It is our future. It should be on the website, and into homes through the Link, readily available.

3.4.2.1.1 Section 94 Plans, this is very important to our financing, and previous information has lead to some changes, but Murwillumbah has been missing out for decades. It really is a case of the existing ratepayers having been disadvantaged due to the newcomers riding off long term established residents funds, equating to inequity.

4.1.2.2.1 Compliance issues review, An example of a breach of standards (to us) would be when the Councillors, in their rulings, let pass infrastructure that went beyond Locality Plans (Hastings Point and Tweed Heads), and LEP

guidelines, such as height, shadowing, and bulk ratios. The consultation that took place raised issues as to why bother, when they do what they want anyway. We need to know that there are levels of security when investing in the area, that there is some certainty in our future, that the rules are rules.

4.1.3.4.1 pollution incidents investigated = 100! Were they all brought back to a natural state and who paid for it? We would also be interested in any prosecutions in these instances, and their magnitudes.

4.1.3.9. Maintain water ways infrastructure, What of Commercial Road, Murwillumbah boat ramp, loss of picnic facilities, and rubbish bins? The plans for the Condong Boat Ramp was shelved recently, what has happened for the budgeted monies?

The Seven Year Plan was so long ago, how does it resemble now, the objectives put forward at the start? There have been many changes made since inception, can we be informed of what was tossed, where the funds were diverted, what took the place, and how they have travelled through time as set by the original plan. These are the things that the ratepayers have funded through huge rate rises, we want to know how the funds were distributed, and how successful was the plan, and it's changes, to open the way for further improvements.

Sincerely,



Robyn Lemaire

President of
Murwillumbah Ratepayers and Resident Association Inc.

From: Mike Rayner [MikeR@tweed.nsw.gov.au]

Sent: Wednesday, 4 April 2012 3:18:19 PM

To: Kim Radnedge

Subject: Application for financial assistance for Salt SLSC to be allocated for in the new council budget of 2012/2013. We seek the amount of \$8000 for possibly the next 2 years

Kim

Please task to DTCS

Mike

Mike Rayner | General Manager



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Customer Service: (02) 6670 2400 or 1300 292 872 ABN: 90 178 732 496

Our values: transparency | customer focus | fairness | reliability | progressiveness | value for money | collaboration

Please consider the environment before printing this email. One tonne of paper is equivalent to 13 trees and 30 kL of water

From: David Hoare [mailto:sourcebuildingsolutions@tpg.com.au]

Sent: Wednesday, 4 April 2012 1:58 PM

To: Mike Rayner

Cc: Dot Holdom; Warren Polglase; Kevin Skinner

Subject: Application for Funding Assistance

Good Afternoon Mike,

I hereby make application for financial assistance for Salt SLSC to be allocated for in the new council budget of 2012/2013. As you are aware, we are just about to lodge DA for the new club premises. This in itself has a lot of outgoing costs for us to get the application through. In conjunction with these costs is the annual outgoing costs for us to have a facility for our members under the Salt Bar. These costs are 8K per annum. This is a huge commitment for a club like Salt where our only source of revenue is the annual Sportsman's lunch. Last year we made 17K net profit from the lunch. This left us with a running budget for the full year of 9K. This has been a stretch to say the least. We seek the amount of 8K for possibly the next 2 years to see us through the construction period of the new clubhouse. I sincerely hope that this request meets with both yourself and council's approval. Please do not hesitate to contact me for any further information or clarification needed.

Regards

David Hoare

President

Salt SLSC

0409-786219

president@saltslsc.org.au

Tweed Chamber of Commerce and Industry Incorporated

PROUDLY SPONSORED BY TELSTRA BUSINESS TWEED

IT'S HOW
WE CONNECT



24/05/2012

The General Manager
Tweed Shire Council
PO Box 816
MURWILLUMBAH NSW 2484

Dear Sir,

By way of introduction the Tweed Heads Chamber of Commerce and Industry inc is a not for profit organisation with a paid membership base of 72 locally operated businesses from the Retail, trade, tourism, club and professional sectors employing over 1000 locals and families. Our data base reaches to over 100 businesses from the border in the north to the Tweed River Bridge at Sexton Hill in the south and we have a strong association with the other 2 Chambers of Commerce in the Tweed under the Combined Chambers of the Tweed banner.

We are also an associate member of the NSW Business Chamber which has over 9,500 members representing over 20,000 members throughout the state.

Yours faithfully,

Rory Curtis President

On behalf of the Tweed Chamber of Commerce and Industry Incorporated

Tweed Chamber of Commerce and Industry Incorporated

PROUDLY SPONSORED BY TELSTRA BUSINESS TWEED



24/05/2012

The General Manager
Tweed Shire Council
PO Box 816
MURWILLUMBAH NSW 2484

Re: Submission on the Draft Delivery Program 2011/2015, Draft Operational Plan 2012/2013

Dear Sir,

Enclosed is the Tweed Chamber of Commerce and Industry submission for the Draft Delivery Program 2011/2015 and Draft Operational Plan 2012/2013.



Supporting Community Life

Within the delivery program for 2011/2015 the 'supporting community life category' has an operational plan activity called 'develop events strategy' and the Tweed Chamber of Commerce would like to see funds allocated to the promotion of 4 key annualised events via the installation of banners on Essential Energy poles.



Tweed Chamber of Commerce and Industry Incorporated

The Tweed Shire has several events every year that attract thousands of tourists that spend millions of dollars in our businesses and other than attending the event itself you wouldn't know there was anything happening.

You only have to cross the border at Coolangatta to see what best practice looks like with the Gold Coast City Council allocating money and resources to promoting key income generating events for their city thru a system of pole banners.

The Tweed Chamber of Commerce and Industry is recommending an allocation of \$40,000 in funds for the manufacturing and installation of banners for 4 key promotional events. That would equate to one event every quarter with the positioning of 20 banners in Minjungbal Drive Tweed Heads South, Marine Parade Kingscliff and Main Street Murwillumbah. Extra villages such as Cabarita, Pottsville and UKI can easily be added to the rollout.

In conjunction with Destination Tweed the combined chambers of commerce of the Tweed would identify these key annualised events, for example, The Murwillumbah Show, Tweed Banana Festival, Battle of the Border bike race, UkiTopia Festival, Greenback Fishing Classic or Cooly Rocks on.

This investment would be reduced in the 2nd year and subsequent years as the cost to manufacture the banners makes up the bulk of the initial 1st year costs and apart from the benefits of promoting the event to the locals who drive up and down the roads every day it will add colour, livery and a sense of activity to the shire.

Last year the Tweed Heads Chamber of Commerce and Industry raised \$10,000 from local businesses to have a "seasons greetings" marketing promotion which created and positioned 96 sign banners on Essential energy poles from Twin Towns in the north to Home Mart on Tweed at the roundabout interchange in the south.

This was a highly successful promotion with a lot of positive feedback from the media and locals but we doubt we will be able to replicate this promotion in 2012/2013 due to a softening of business in the Tweed.

A sample of the 'seasons greeting' banner the Chamber used during Christmas 2011/12 is available for your inspection and they all include the Tweed Shire Council logo. The company who installs the banner and bracket systems is accredited with Essential Energy to carry out this service.

Yours faithfully,



Rory Curtis President

On behalf of the Tweed Chamber of Commerce and Industry Incorporated

Tweed Chamber of Commerce and Industry Incorporated

PROUDLY SPONSORED BY TELSTRA BUSINESS TWEED



24/05/2012

The General Manager
Tweed Shire Council
PO Box 816
MURWILLUMBAH NSW 2484

Re: Submission on the Draft Delivery Program 2011/2015, Draft Operational Plan 2012/2013

Dear Sir,

Enclosed is the Tweed Chamber of Commerce and Industry submission for the Draft Delivery Program 2011/2015 and Draft Operational Plan 2012/2013.



Strengthening the Economy

Strengthening the economy category within the delivery program for 2011/2015 has an operational plan activity called 'identify infrastructure improvements and deficiencies that affect economic development', which identifies the key action to 'support infrastructure improvement that benefit the Tweed economy'. The Tweed Heads Chamber of Commerce and Industry has identified an infrastructure improvement that would be of benefit to the Tweed economy and we would support the connection of Enterprise Avenue to the Pacific Highway.

Proposal for the connection of Enterprise Avenue to the Pacific Highway (Tweed Heads Bypass)

Overview

With the road works now progressing for the extension of Kirkwood Road East to the Pacific Highway, and construction of Southbound on and off ramps and roundabout, discussion has moved to the future required works on the western side of the Highway.

Tweed Chamber of Commerce and Industry Incorporated

Under the **Lower Tweed Traffic Master Plan**, these works would include construction of:

- Highway Overpass bridge
- Western Roundabout
- Extension of Kirkwood Road West to Fraser Drive
- Northbound Off ramp at Kirkwood Road
- Northbound On ramp to proposed parallel service road
- Proposed duplication of Terranora Inlet bridges

These proposed works (Approx. \$21.54 million, not including bridge works) have undergone some preliminary design, but lack detailed design and remain **completely unfunded by RMS and TSC**. Furthermore, these works and funds do not appear on any future or proposed Local or State Government works program, and realistically are some 15 to 30 years away. They are not subject to any current discussions or planning that would suggest these works being carried out at any earlier stage.

However, the local road network for residents and businesses west of the Highway in South Tweed Heads, West Banora, Flame Tree Park, Banora Gardens, Fraser Drive and Terranora, remains in a poor state due to this limited access to the Highway. This has resulted in longer travel times, circuitous travel routes and higher than necessary traffic volumes circulating on the existing local road network, which are already at capacity at many intersections and locations. The local road network is incapable of handling the existing local traffic volumes at regular peak periods, and this is because the local traffic volumes are forced to remain on the local road network because of the lack of access to the Pacific Highway.

This issue of lack of access has significant impacts on the heavy vehicle industry also, as most businesses in Tweed Heads and South Tweed Heads are serviced from Brisbane which requires heavy rigid and articulated vehicles to enter the local road network complete deliveries and pickups. This is particularly important in Machinery Drive, Greenway Drive and Minjungal Drive locations where most of these businesses exist. Easy access to the Highway for the return Brisbane trip is critical to these heavy vehicle operators.

The current Kirkwood Road East works do not provide access to the Pacific Highway northbound for residents or businesses. Because of this, these works only represent a part solution to the South Tweed local traffic issues. The provision of Northbound On and Off ramps at Enterprise Ave provides an immediate, and cost effective solution for residents and businesses to the west and south, and in doing so, also relieves traffic on the local road network on the eastern side of the Highway.

Tweed Chamber of Commerce and Industry Incorporated

Proposal

The land owners of Lots 2 and 3 of Lot 130 Enterprise Avenue are proposing to fund, and carry out, the construction of northbound on and off ramps from the Pacific Highway to connect with the cul de sac which currently exists at the Northern end of Enterprise Avenue. This cul de sac has been designed to be retrofitted to a roundabout configuration if necessary.

The required funding will be provided by the land owners, and directly offset by the future Tweed Shire Council contributions and levies that would normally be collected as part of any future development that would occur.

However, the benefit of this proposal is that these works **can be carried out now**, at no cost to State Government, with an immediate flow on benefit to the community who would receive a vastly improved road network some 15 to 30 years ahead of schedule.

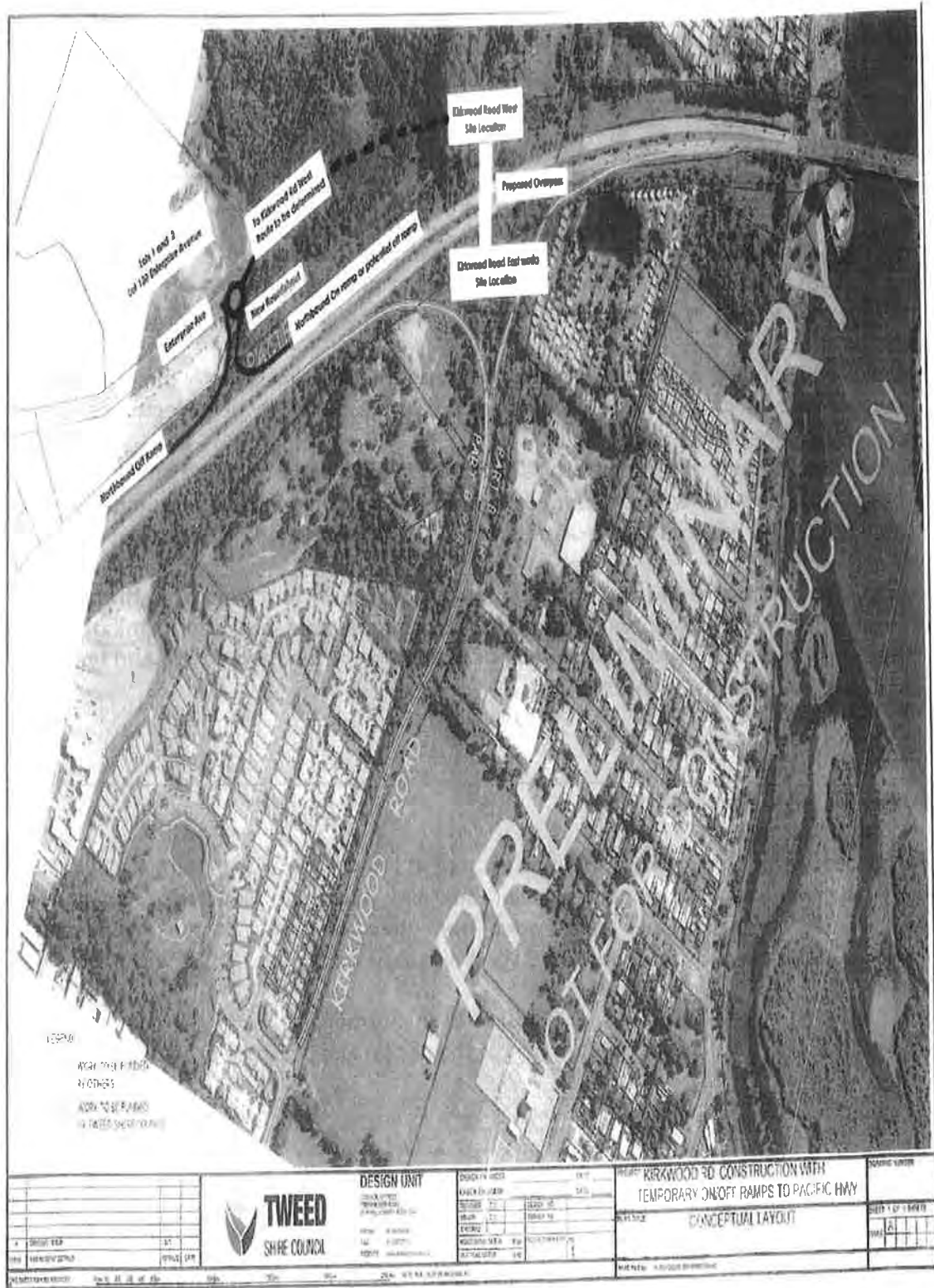
These works can be carried out on a temporary basis, sufficient to exist until the proposed Kirkwood Road West Overpass and road works occur at some later date. Similarly, they can be designed and constructed to connect, or form part of, the road design and layout of the final Kirkwood Road West interchange.

Refer to the map below

It is proposed that a new roundabout be located at the cul de sac location which will connect to the Highway via a northbound deceleration lane and northbound acceleration/merging lane. An additional spur will be provided from the roundabout to the north, which will provide future access to Kirkwood Road West and to Fraser Drive.

This future connection is a critical inclusion in this option, however the route is yet to be determined, and would need to form part of the design and planning process of these future works.

Tweed Chamber of Commerce and Industry Incorporated



Tweed Chamber of Commerce and Industry Incorporated

Future Planning Option

A potential future planning option does exist whereby the Enterprise Avenue connection can become the **main northbound on/off ramp location rather than Kirkwood Road West on a permanent basis**. The Overpass location and western roundabout can remain unchanged, and connection to Enterprise Avenue would occur via the new road mentioned earlier. Under this arrangement, Northbound highway traffic wishing to enter South Tweed Heads will exit at Enterprise Avenue off ramp to the new roundabout, turn right onto the new road to Kirkwood Road West roundabout, turn right over the overpass onto Kirkwood Road East and into South Tweed Heads. Traffic exiting South Tweed Heads heading north to Brisbane will travel via Kirkwood Road east, then Highway Overpass, left onto new Enterprise Avenue connection road and roundabout, then northbound onramp to the North. Both of these journeys do not require entry to the existing local road network.

Other benefits of this option include reduced construction costs for the Kirkwood Road West works as the On and Off ramps will not be required.

Secondly, the past criticism of limited northbound acceleration lane distance, and its close proximity to the Kennedy Drive exit is addressed, as the entry point to the highway will be now considerably further south.

The RMS have objected for a long time to any additional on/off ramps to the Highway, however, this can be overcome by allowing access now, and addressing the matter at the time of final detailed design.

Finally, the Tweed Chamber of Commerce is strongly encouraging Tweed Shire Council to be visionary and allocate additional funds within its Budget for the provision of design costs for the short term, long term and final design of the Project.

Yours faithfully,



Rory Curtis President

On behalf of the Tweed Chamber of Commerce and Industry Incorporated

Tweed Chamber of Commerce and Industry Incorporated

PROUDLY SPONSORED BY TELSTRA BUSINESS TWEED



24/05/2012

The General Manager
Tweed Shire Council
PO Box 816
MURWILLUMBAH NSW 2484

Re: Submission on the Draft Delivery Program 2011/2015, Draft Operational Plan
2012/2013

Dear Sir,

The Tweed Heads Chamber of Commerce and Industry supports the resourcing strategy for
2012 / 2013.

In isolation we would like to highlight the opportunity that exists with action points 5 and 6
within the 5th strategy of this report.

**** Investigate the feasibility and appropriateness of establishing satellite offices in coastal
areas.***

**** Maximise the take up of technological advancements that support the provision of
mobile and decentralised services.***

The Bay Street West precinct was the professional and banking hub of Tweed and it
currently stands as a skeleton of its former self which is disappointing given this is the 1st
Street people can turn down when crossing the border into NSW and Tweed Heads. We
have an amazing facility in Jack Evans Boat Harbour and now we simply need to connect the
adjoining pieces of the puzzle.

The resourcing strategy highlights councils willingness to explore the possibility of
establishing satellite offices in coastal areas and decentralise services which could be ideally
located in the Bay Street precinct and whilst we appreciate the Tweed LEP has a vision for
this area, the reality is that given the current economic climate the redevelopment of this
will be some time into the future.

Tweed Chamber of Commerce and Industry Incorporated

The Tweed Heads Chamber of Commerce and Industry has identified other initiatives for the short and medium term for Bay St.

1: With the assistance of the land owner, redevelopment of the corner block currently fenced.

Remove the fences and grass the area to give it more 'street appeal'

As outlined in the 2012 / 2013 draft revenue policy and statement Part A under ***Tweed Heads Street Scaping*** "One of the key initiatives is a major improvement in the urban environment of the Centre. There is abundant international and national evidence to support public investment in improved street scaping: repairing, visitor, consumer and investor attraction"

2: With consumer confidence at 5 year lows council needs to be leading the charge by making allowances to entice people to locate new businesses in this area. This can either be in form of reduced, free or offset charges.

Objective 3.1 Expand employment, tourism and educational opportunities in the delivery program 2011 / 2015 is full of great statements like:

Market the Tweed as a destination for business and tourism.

Support innovative employment generating projects.

Support creative practitioners and entrepreneurs to access professional and business development opportunities, to enhance their contribution to the creative economy.

Establish planning controls that support businesses and promote the growth of home-based industries.

There appears to be no incentive's in place from council to encourage or attract someone to establish their business in the shire. Our data shows the cost of doing business is considerably cheaper on the Gold Coast when you take into account all of the variables.

The Tweed Heads Chamber of Commerce welcomes further discussion to explore opportunities to provide incentives to businesses to re locate to the Tweed as it is well documented the gross costs associated with running a business in the Tweed out weigh those from over the border in QLD.

3: A forum to flush out more ideas from those with 'skin in the game'. We need to involve all the stake holders.

Yours faithfully,



Rory Curtis President

On behalf of the Tweed Chamber of Commerce and Industry Incorporated

Tweed Chamber of Commerce and Industry Incorporated

21st of May 2012

Subject: Consultation - 2011/2015 Delivery Program and 2012/2013 Operational Plan with Tweed Chamber of Commerce and Tweed Shire Council.

Proposal for the connection of Enterprise Avenue to the Pacific Highway (Tweed Heads Bypass)

Overview

With the road works now progressing for the extension of Kirkwood Road East to the Pacific Highway, and construction of Southbound on and off ramps and roundabout, discussion has moved to the future required works on the western side of the Highway.

Under the **Lower Tweed Traffic Master Plan**, these works would include construction of:

- Highway Overpass bridge
- Western Roundabout
- Extension of Kirkwood Road West to Fraser Drive
- Northbound Off ramp at Kirkwood Road
- Northbound On ramp to proposed parallel service road
- Proposed duplication of Terranora Inlet bridges

These proposed works (Approx. \$21.54 million, not including bridge works) have undergone some preliminary design, but lack detailed design and remain **completely unfunded by RMS and TSC**. Furthermore, these works and funds do not appear on any future or proposed Local or State Government works program, and realistically are some 15 to 30 years away. They are not subject to any current discussions or planning that would suggest these works being carried out at any earlier stage.

However, the local road network for residents and businesses west of the Highway in South Tweed Heads, West Banora, Flame Tree Park, Banora Gardens, Fraser Drive and Terranora, remains in a poor state due to this limited access to the Highway. This has resulted in longer travel times, circuitous travel routes and higher than necessary traffic volumes circulating on the existing local road network, which are already at capacity at many intersections and locations. The local road network is incapable of handling the existing local traffic volumes at regular peak periods, and this is because the local traffic volumes are forced to remain on the local road network because of the lack of access to the Pacific Highway.

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Tweed Chamber of Commerce and Industry Incorporated

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However, the benefit of this proposal is that these works **can be carried out now**, at no cost to State Government, with an immediate flow on benefit to the community who would receive a vastly improved road network some 15 to 30 years ahead of schedule.

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Tweed Chamber of Commerce and Industry Incorporated



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Finally, the Tweed Chamber of Commerce is strongly encouraging Tweed Shire Council to be visionary and allocate additional funds within its Budget for the provision of design costs for the short term, long term and final design of the Project.

Yours faithfully,



Rory Curtis President

On behalf of the Tweed Chamber of Commerce and Industry Incorporated

Bay St:

The largest employer group in the Tweed is retail and trade services.

Councils past and present have not found it necessary for various reasons to elevate the importance of this industry to ensure the ongoing sustainability of the region and council itself. The Tweed Chamber of Commerce and Industry is here before you today to tell you that if you fail to be visionary and plan on a strong business community then you will be planning to fail as industry big and small is the life blood of the Tweed Shire.

To take a recent media report in isolation, Bay St is a perfect example of what happens when a plan fails.

We all know the history behind the bigger picture of the Bay St re development but as soon as it got too hard and the sand started to appear in the cogs of development the project was parked.

Bay St West is now a skeleton of it's former self and whilst council is not to be totally blamed for this we would of thought council as the local authority would be incredibly keen to find out why businesses have vacated premises and what can be done to develop a strategy to improve the situation.

This in part is why we are here today, but again my point is that it should have never got to this point and when the vision became blurry a few years ago when the redevelopment was parked a plan B for the area needed to be developed in conjunction with the stake holders. Problems don't exist when solutions are available.

The Chamber has identified ideas for the short and medium term for Bay St.

- 1: With the assistance of the land owner, redevelopment of the corner block currently fenced. Remove the fences and grass the area to give it more 'street appeal'
- 2: Whilst we can appreciate council already has some services/department and staff located in Tweed, we would encourage council to investigate the re location or allocation of additional staff and services for this struggling economic zone.
- 3: With consumer confidence at 5 year lows council needs to be leading the charge by making allowances to entice people to locate new businesses in this area. This can either be in form of reduced, free or offset charges.
- 4: A forum to flush out more ideas from those with 'skin in the game'. We need to involve all the stake holders.

Current and ongoing business rates:

The Tweed Chamber is not advocating for a reduction of current business rates.

The cost of business for all sectors is increasing faster now as a % of sales than any other time in history and unless you are in the mining industry or associated with it and there is little hope on the horizon for improved conditions (refer attached business conditions survey) Council needs to place an immediate freeze on all business rates with no increases for the next 5 years.

Some NEW immediate and short term costs for businesses are:

From July the 1st the carbon tax will come into play and the associated flow on affect is an unknown factor for businesses at this stage.

Superannuation increases for all staff to be phased in over the next 7 years.

Wage increase proposals that are currently before FWA.

Plus the federal government has failed to deliver on the promised 1% company tax rate cut in the last budget.

Markets in Jack Evans Boat Harbour:

Council recently resolved to improve the Market management plan guidelines.

The Tweed Chamber applauds the action taken on this but would like to see the proposed JBH markets prioritised to take advantage of the upcoming Spring and Summer holiday periods.

It's also important to keep a balance of local traders and produce within the mix of these markets and 1st option and preference should be given to locally registered businesses via an expression of interest campaign.

There are professional stall holders who "blow in" from over the border to take our local cash and don't contribute anything back to the local economy other than stall holder fees.

An update on the progress of this from council is expected on the day.

Business development manager:

Who is the BDM within council who acts as the conduit between DT and the bureaucracy that exists to establish a business?

Below is an excerpt from the DT website that explains their role and intent.

Since October 2010 what are their results?

How many businesses have being established in the Tweed using this service and organisation?

In October 2010 Tweed Tourism entered into a new contract with Tweed Shire Council (TSC) to extend the delivery of services to include Marketing and Promotion of the Tweed for Tourism and Business Investment. Tweed Tourism has a new direction and scope of works that is based on a destination marketing organisation model. The organisation is now known as Destination Tweed Inc with the Visitor Information Centres to remain under the successful Tweed Tourism branding.

The primary focus for Destination Tweed Inc is:

- Investigate and Develop Tourism Product
- Operate Visitor Information Services
- Preparation and Delivery of Tourism Marketing Promotion Strategic Plans and Related Public Relations Activities
- Marketing and Promotion of Tweed for Business Investment

We will achieve this by:

- Encouraging new business and investment opportunities
- Encouraging and promote investment attraction in collaboration with private enterprise and local government
- Develop, facilitate and promote projects and initiatives which support the development of socio-economic sustainability of the Tweed
- Work in collaboration with local government to attract and facilitate business and investment growth

How we can help you:

- Business advice
- Industry Research
- Facilitate interaction between private and public sector
- Facilitate opportunities for job creation and business development
- Assist business in developing additional channels of business, communication, advice and marketing

22 February 2012

NORTHERN RIVERS LOSING OPTIMISTIC OUTLOOK SAYS NSW BUSINESS CONDITIONS SURVEY

Northern Rivers businesses are continuing to experience the worst levels in business confidence in two years and that is now spreading to their previously optimistic view of the future, according to the latest **NSW Business Chamber and Commonwealth Bank Business Conditions Survey**.

"Local businesses we've surveyed have always maintained an optimistic outlook for the next quarter but that has clearly taken a turn for the worse in this latest survey and that should be of great concern," said John Murray, Northern Rivers NSW Business Chamber Regional Manager.

"NSW's economy is particularly feeling the effects of subdued consumer confidence, an uncertain global economic outlook and a high Australian dollar. The nature of NSW's diversified economy such as retail, manufacturing, financial services, tourism and construction means that these challenges are all impacting on the overhaul strength of the State's economy.

"This is a tough time to be in business and no one should underestimate the need for businesses to buckle down and look at opportunities to innovate and reduce costs until the economy picks up.

"The results of our survey once again bring in to question the logic behind the Federal Government's push for a carbon tax this year. While Australia may be one of the few strong economies after the GFC, it would seem foolhardy to throw that advantage away on a policy that will have no impact on global carbon emissions.

"The feedback from business is that the introduction of the carbon tax will see a stampede of businesses exporting Australia's carbon emissions and jobs offshore - a result no one, including the Government, would want to see."

The **NSW Business Chamber and Commonwealth Bank NSW Business Conditions Survey** of Northern Rivers businesses found:

- 31% of businesses report that the current performance of the NSW economy was weaker than the previous quarter. This compares with 18% who said it was stronger. This is expected to remain similar for the coming quarter with 30% of businesses expecting the economy to weaken further while 24% said it would strengthen;

- 33% of businesses report that business conditions have declined in the current quarter compared to 18% who reported an improvement in conditions. Expectations for the next quarter are negative with 30% expecting further decline compared to 21% expecting an improvement.
- 28% of businesses report increased sales this quarter and 42% report a decrease in sales. 30% of businesses expect sales revenue to increase in the coming quarter and 34% expect sales revenue to decrease in the coming quarter;
- 46% of businesses report deterioration in profitability (compared to 24% who report an improvement). 37% expect a deterioration in profitability in the coming quarter (compared to 28% who expect an improvement); and
- 17% of businesses report a tightening of access to finance and 14% expect a further tightening in the coming quarter.

Media Contact: John Murray 0419 260 220



Tweed Chamber of Commerce and Industry Incorporated

Date: 21st of May 2012

To: The General Manager Tweed Shire Council

Subject: Consultation - 2011/2015 Delivery Program and 2012/2013
Operational Plan with Tweed Chamber of Commerce and Tweed
Shire Council.

Proposal: The allocation of Council funds to promote 4 key annualised events
every year

The Tweed Shire has several events every year that attract thousands of tourists that spend millions of dollars in our businesses and other than attending the event itself you wouldn't know there was anything happening.

You only have to cross the border at Coolangatta to see what best practice looks like with the Gold Coast City Council allocating money and resources to promoting key income generating events for their city thru a system of pole banners.

The Tweed Chamber of Commerce and Industry is recommending an allocation of \$40,000 in funds for the manufacturing and installation of banners for 4 key promotional events. That would equate to one event every quarter with the positioning of 20 banners in Wharf Street Tweed Heads, Marine Parade Kingscliff and Main Street Murwillumbah.

In conjunction with Destination Tweed the combined chambers of commerce of the Tweed would identify these key annualised events, for example, The Murwillumbah Show, Tweed Banana Festival, Battle of the Border bike race, UkiTopia Festival or Cooly Rocks on.



Combined Chambers of Commerce
of the Tweed Shire

This investment would be reduced in the 2nd year and subsequent years as the cost to manufacture the banners makes up the bulk of the initial 1st year costs and apart from the benefits of promoting the event to the locals who drive up and down the roads every day it will add colour, livery and a sense of activity to the shire.

Tweed Chamber of Commerce and Industry Incorporated

Last year the Tweed Heads Chamber of Commerce and Industry raised \$10,000 from local businesses to have a "seasons greetings" marketing promotion which created and positioned 96 sign banners on Essential energy poles from Twin Towns in the north to Home Mart on Tweed at the roundabout interchange in the south.

This was a highly successful promotion with a lot of positive feedback from the media and locals but we doubt we will be able to replicate this promotion in 2012/2013 due to a softening of business in the Tweed.



A more detailed business plan can be submitted if general consensus is reached to proceed with the proposal.

Yours faithfully,



Rory Curtis President

On behalf of the Tweed Chamber of Commerce and Industry Incorporated

TYALGUM DISTRICT COMMUNITY ASSOCIATION INC

The Secretary
PO box 65
Tyalgum NSW 2484
02 6679 385
P.P.Bennett@optusnet.com.au

ABN 27 506 140 369

Tweed Shire Council
Civic & Cultural Centre
Tumbulgum Road
Murwillumbah NSW 2484

Attention: Mayor (Barry Longland)
General Manager (Mr David Keenan)

Comm ASSOCIATIONS
BUDGET

TWEED SHIRE COUNCIL
FILE No: COUNCIL MANAGEMENT
DOC. No:
REC'D: 18 MAY 2012
ASSIGNED TO: KEENAN, D
HARD COPY <input type="checkbox"/> IMAGE <input checked="" type="checkbox"/>

Further to the email sent to you on 15 May 2012, the matter of the Council Budget, transparency, accountability and responsibility were discussed our Association meeting last night. In general there were concerns expressed about the mode of administration and general governance of the Council.

It was resolved that in the first instance we should acknowledge the splendid practical work done by Council in many areas. To that end, we commend the Council for the general maintenance of the Shire. Given the recent adverse weather conditions, full recognition is given to Council for the difficulties that the Council has had to contend with over recent times.

Nonetheless there remains matters of concern as outlined above. We stress that these concerns are primarily based on our inability to interpret and assess aspects of the budget. From that issue there are flow-on concerns about priorities, responsibilities and accountability.

We acknowledge that none of our members are accountants but that is the point. If rate paying residents who are not accountants cannot fathom the budget and flow on administrative and governance issues then residents in general cannot judge the effectiveness and efficiency of Council. And in view of the forthcoming election of Councillors, residents have an obligation to have a full and proper understanding of such matters.

As stated in our earlier email, perhaps the fault is our ignorance or lack of awareness of the Council's reporting system or perhaps the fault is the complexity of that system but in any event we are not able to satisfactorily interpret the acquittal of relevant Council's reports.

Given these circumstances we seek your advice as to how we might be able to get a better understanding of the Council's reporting and acquittal systems.

In view of the forthcoming elections we seek timely advice on this matter.

Regards



Peter Bennett
Convenor

Related doc: 50522098

