

Special Event Levy (SRV) New Events

IP&R References

Alignment with Community Strategic Plan

Theme	Spirit of Community
Objective	C2 - Promote our region's heritage, character and culture
Strategy	C2.1 Preserve and celebrate the character, heritage and culture of our city, towns and villages
Measure of success	Support the delivery of community events

Theme	A Prosperous Region
Objective	P1 - A strong and diverse economic base
Strategy	P1.1 Support and facilitate economic development and employment opportunities
Measure of success	Respond to emerging opportunities Facilitate opportunities for new business

Theme	A Prosperous Region
Objective	P2 - Promote region as a great place to visit a great place to live
Strategy	P2.1 Market the Tamworth Region as a destination for living, working and leisure
Measure of success	Increased visitation numbers Growth and expansion of the events calendar and tourism products

Theme	A Prosperous Region
Objective	L1 – Our community feel well informed, heard, valued and involved in the future of the Region
Strategy	L1.3 Provide inclusive opportunities for the community to get actively involved in decision-making
Measure of success	Facilitate community consultation in line with Community Engagement Charter

Theme	A Prosperous Region
Objective	L2 - Our region is well led and managed
Strategy	L2.2 To be a leader in best practice for local government
Measure of success	Benchmark to best practice Industry recognition as a Council that "gets thing done" Innovation strategies

2018/19 Delivery Program and Annual Operational Plan

OBJECTIVE	P1 A strong and diverse economic base					
STRATEGY	P11 Support and facilitate economic development and employment opportunities					
PARTNERS	Local Business Chamber's, NSW Business Chamber, RDA, RAI, State Government, Commonwealth Government, DestinationNSW, Golden Guitar Tourist Centre, AVIC					
PROGRAM	P1101 Tamworth Regional Economic Development					
OWNER	John Sommerlad / Director Business and Community					
ACTION	Our promise	How we will measure	QTR 1	QTR 2	QTR 3	QTR 4
P1101.01	To implement actions and report on Council's Regional Economic Development Strategy "Tamworth Tomorrow"	Complete review of Council's Regional Economic Development Strategy "Tamworth Tomorrow"				100%
P1101.02	To build relationships with local businesses and facilitate opportunities for growth	Business satisfaction with the services offered by Council. 2 surveys completed		1		1
P1101.03	To investigate a Special Rate Variation for the purpose of Event Management and Attraction	Develop a targeted event attraction strategy that identifies the specific types of events that Council wishes to attract to the region along with a framework for determining the level of funding assistance that will be provided				100%
		Undertake community consultation with regards to the potential implementation of a permanent Special Rate Variation for the purpose of Event Management and Attraction				100%
		Pursue the implementation of a permanent Special Rate Variation across all of the business rate categories to take effect from the 2019/2020, 2020/2021 and 2021/2022 financial years				100%