

Criterion 2 Community Engagement Annexures

Attachment 2.c

Phase one promotional collateral:

- **Article in Council Newsletter Momentum**
- **Advertisement**
- **Media Releases**
- **Newspaper articles (Removed due to copyright concerns)**
- **Letters to the editor**

Meet the Councillors



CENTRAL WARD DEPUTY MAYOR COUNCILLOR BRIAN BURKE

Cr Burke has returned to serve the people of Maitland, after previously standing for one term between 1999 and 2003.



COUNCILLOR ARCH HUMPHERY

Cr Humphery has served as a Maitland City Councillor since 1999. He is dedicated to the people and city of Maitland and holds specific interest in flood management and mitigation.



COUNCILLOR LORETTA BAKER

Cr Baker is now in her second term as a Maitland City Councillor. Loretta has a strong interest in social justice and creating equal opportunities for all Maitland residents.



EAST WARD COUNCILLOR PETER GARNHAM

Cr Garnham has been a councillor since 1999 and is best known for his involvement, leadership and support for the city's tourism industry – in particular its biggest event Maitland Toyota Steamfest.



COUNCILLOR BOB GEOGHEGAN

Cr Geoghegan first became a councillor in 1999 and is dedicated to creating a vibrant and thriving city for future generations. He is particularly interested in the prospect of a year-round swimming facility in the city.



COUNCILLOR BEN WHITING

Cr Whiting is in his first term as a councillor for Maitland City Council. Ben has a keen interest in becoming more involved in the urban and economic planning of the city.



MAYOR COUNCILLOR PETER BLACKMORE

Cr Blackmore is a long term resident of Maitland and has served as Mayor on a number of occasions since his first appointment in 1986.



NORTH WARD COUNCILLOR ROBERT AITCHISON

Cr Aitchison is in his first term as a Maitland City Councillor. Robert is passionate about the city and maintaining Maitland's community values as the population grows.



COUNCILLOR PHILIP PENFOLD

Cr Penfold is serving in his second Council term, after first being elected in 2008. Philip is excited to be part of the city's growth over the next term and is a major advocate for the opportunities to encourage a healthy and active lifestyle in Maitland.



COUNCILLOR STEPHEN PROCTOR

Cr Proctor has been a councillor for fourteen years, first elected in 1999. Stephen has lived in Maitland for 32 years and is dedicated to providing opportunities for equitable access to Council's services for all residents.



WEST WARD COUNCILLOR HENRY MESKAUSKAS

Cr Meskauskas was first elected as councillor in 1999 after living in Maitland his entire life. Henry is passionate about providing modern, high quality sporting facilities for Maitland.



COUNCILLOR NICOLE PENFOLD

Cr Nicole Penfold is in her first term as councillor and, as a young working mother, is hoping to present a fresh perspective to the elected council. Nicole is looking forward to playing an integral role in preparing for the growth of the city.



COUNCILLOR KEN WETHERED

Cr Wethered was first elected in 1999 and remains dedicated to improving the lifestyle, opportunities and amenity of the city. He is a family man, committed to making decisions to provide for future generations for Maitland.

STEER CLEAR OF FLOODWATERS

After a very wet start to the year and the rain expected to continue through the cooler months residents are encouraged to remember basic flood safety. Even in minor flood events, floodwater can be faster flowing and deeper than it appears. It can also contain contaminants such as sewage and poisons, hidden snags and debris. Flash floods can also erode road and path surfaces leaving unseen dangers underneath. The major cause of death during floods is by people entering floodwater.

Never drive, ride or walk through floodwater.



CULTURAL PLAN

Maitland City Council is currently developing a Cultural Plan for the city. The plan will be a strategic framework aimed at guiding Maitland City Council's decision making around cultural and arts facilities and practices, funding and the cultural industries.

Culture influences individual values and identities, allowing for mutual understanding that defines who we are and what we do. Culture involves engagement and participation in creative processes and day to day activities among communities. It exists in every day life and represents what matters most to people.

A cultural plan aims to recognise the people, groups, institutions and networks that represent the cultural resources and assets of the community. The new Cultural Plan will acknowledge the history and heritage that is our shared legacy, and begin to imagine our shared cultural future.

Council's Community Planning team has engaged with over 1,500 people to develop a suite of community priorities that will inform the Cultural Plan. Engagement strategies included an online conversation, a unique crowdsourcing photography project, face to face workshops, youth Twitter consultation and a cultural mapping project.



You're welcome at Maitland events...

Book in your friends and family for a unique weekend out in Maitland and take your pick from food and wine, steam engines, boutique beer, and coffee and chocolate.

With a festival for every season there's something to excite all of your friends and relatives, from Grandma to cousin Nigel. So pull out the bed and support Maitland as the events capital of the Hunter.

Maitland Aroma
Coffee, Chocolate & Fine Food Festival
17 & 18 August 2013
maitlandaroma.com.au

Bitter & Twisted
International Boutique Beer Festival
2 & 3 November 2013
bitterandtwisted.com.au

New Years Eve
Central Maitland celebrations
maitlandcitycentre.com.au



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Disclaimer: This newsletter has been prepared by Maitland City Council from information available as at 5-04-2013. Every effort has been made to ensure the accuracy of the information herein however Maitland City Council accepts no responsibility or any consequences resulting from misdescription or inadvertent errors.

momentum

maitland city council news



Challenges apparent as next four year plan released

The next four year Delivery Program for Maitland City Council is out for community review from 29 April until 27 May 2013. The program outlines the work Council is aiming to achieve through to 2017, and incorporates the annual operational plan (including the budget, rating, fees and charges) for 2013/14.

General Manager David Evans said the program also importantly details that, like many local governments areas in NSW, Maitland City Council faces a significant challenge in financially sustaining services to our fast growing city over time.

'Rates revenue annually covers less than half the cost of delivering Council services and with a fast growing population we need to take a serious look at how Council will operate over the next ten years,' he said.

'Council and the community have three options to address the challenge: maintain current levels of revenue – including the rate

cap – and reduce current levels of service, increase revenue to maintain current levels of service or increase revenue to enhance services.'

Over upcoming months, Council will be consulting on these options in more detail, seeking to develop a solution in partnership with the community.

'We need to make sure we understand what the community values most from Council and develop a financial strategy that aligns with the community's expectations for the future,' Mr Evans said.

An information session on the Delivery Program will be held at the Town Hall on 8 May 2013.

Alternatively, residents can view the program online, make a submission, join a forum or complete a survey at maitlandyoursay.com.au

MESSAGE FROM THE MAYOR

What a year Maitland has had so far! It's hard to believe we are now in April when it feels to me like we are only just getting over Christmas. Now we're in 2013 we are entering into a period of immense change for our city with designs released for the revitalisation of our city centre and Council continuing to plan for our rapidly expanding population. While we see so much change around us I am always proud to see the heart and soul of our city and its people remain true to the traditional and authentic values that have always held us together.

Every year I see thousands of people supporting our community events and volunteering in a variety of organisations across Maitland – and this year is no different. So far in 2013 we've had some fabulous major festivals and very successful smaller events to celebrate occasions such as Seniors Week and Australia Day. I encourage all residents to continue supporting our city and to, in turn, encourage new residents to enjoy all that Maitland has to offer – after all, five new people move to the great city every single day. Finally, I'd like to wish you all well for the winter months. It can be quite cold here in Maitland so rug up and make sure you don't miss the Aroma Coffee, Chocolate and Fine Food Festival in our City Centre this August.

*Until next time,
Mayor Peter Blackmore*



High Street Master Plan

Council is currently working alongside consultants to develop the High Street Master Plan, a strategic document aimed at identifying opportunities and design ideas for building a distinct and vibrant identity for the city. The plan focuses on the entire length of High Street and its adjoining laneways. It follows the Central Maitland Structure Plan, which sets the direction for the growth of the city over the next twenty years. So far the consultants have identified three focus areas around which the final plan will centre:

- Creating a strong and well designed public domain
- Identifying future potential major projects, and
- Creating distinct character areas



The potential actions being investigated for inclusion in the final plan include footpath upgrades, streetlight design, investigation for projects surrounding Maitland City Library, Cathedral Square and St Andrews Lane and the creation of design principles for a façade improvement program. Following consideration of the draft master plan by Council, it is proposed to place the master plan on exhibition for public comment during 2013. Comments from the community will then be considered by Council prior to finalisation of the master plan.

KITCHEN UPGRADES UNDERWAY ACROSS THE CITY

A series of kitchen makeovers have been completed in two community buildings in Tenambit and Metford with a kitchen in Rutherford the next in line to benefit from the work. The below photographs show the before and after shots of the kitchen at the childcare centre in Metford, where staff now have state of the art facilities to cook for their hungry little clients.



This project has been funded by the Special Rate Variation implemented in 2011/12.

EXPRESS CHECKOUT AT MAITLAND'S LIBRARIES

Maitland's four libraries now have an express checkout option for customers and increased security for valuable library collections. Customers can check out multiple items at once in an easy process that saves time and increase security by using the new Express Checkout and Smart Returns system at Maitland, East Maitland, Rutherford and Thornton Libraries.

'The new system has been funded by the NSW State Government under the Country Libraries Fund Grants Program, allowing the Library to provide more choices for customers and improve management of collections' said City Librarian, Keryl Collard.

Maitland has been identified as one of the fastest growing Local Government Areas in NSW. The new system provides the opportunity to develop streamlined processes to meet the needs of this growing population, while maintaining and developing service levels in accordance with the State Library of NSW's Living Learning Library standards and Maitland City Library's Customer Service Charter.

With free eBooks, AudioBooks and music available to download from the Maitland City Library website, all residents are invited to experience the digital revolution in our local community online and in our libraries.



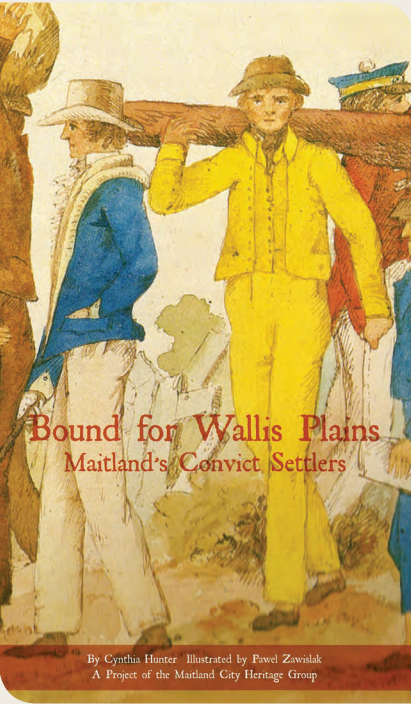
BOUND FOR WALLIS PLAINS, MAITLAND'S CONVICT SETTLERS BY CYNTHIA HUNTER

Maitland's first European settlers feature in the latest publication from the Maitland City Heritage Group series. The book starts in 1818, telling the story of the first small farming settlement at Wallis Plains, along the west bank of the Paterson River, the Hunter River and Wallis Creek.

John Swan was believed to be the earliest settler, first visiting the area as part of a timber getting gang. His property was near one of Maitland's most historic colonial sites known as Old Banks at Mindaribba.

Patrick Riley, a convict assigned a thirty acre farm at Wallis Plains is of unusual significance. He is believed to be responsible for crafting of one of the NSW State Library's most significant pieces of colonial furniture - the c1818 Macquarie's Collectors Chest.

The publication is the seventh in the popular Maitland City Heritage Group series and is available for \$25 from local retail outlets, Maitland City Council Administration Building and the Maitland Visitor Information Centre.



MAITLAND WASTE MANAGEMENT

Managing waste is a global and complex challenge. Here in Maitland, we have one landfill site at Mount Vincent. At current rates, it is estimated this facility will be at capacity in just three years.

As a community, we need to find a solution for the management of our city's waste over the next 20 years. To develop a realistic and relevant strategy for future waste management, Council is seeking input from residents to help identify what the community's expectations are for the years to come.

Council is seeking comments about a range of aspects of waste including community attitudes regarding landfill sites, the potential for the development of a new landfill site, the potential introduction of a third bin exclusively for green waste, the city's current recycling attitudes and habits, and the potential for kerbside pick up.

To join the conversation and have your say on the future of waste management in Maitland visit maitlandyoursay.com.au



UPCOMING ENVIRONMENTAL EVENTS

EWASTE COLLECTION

When: Saturday 4 May 2013

Location: Council Works Depot, Metford Road, East Maitland

Time: 8.00am – 12.00 noon

Council is offering the community a chance to dispose of their unwanted electrical items for free. Items include residential quantities of handheld devices, microwaves, televisions, DVD players, mobile phones and computers. No whitegoods. For a full list of what can be recycled please visit hrr.com.au

DRUMMUSTER

When: Friday 24 May 2013

Location: Council Works Depot, Metford Road, East Maitland

Appointments for drop off are essential and can be made by phoning 4934 9611.

DrumMuster allows for empty, clean metal and plastic containers from crop protection and animal health products to be recycled free of charge. Containers eligible for collection must be printed with the DrumMuster logo. For further information please visit drummuster.com.au

UPDATE: THE LEVEE PROJECT

The developed design for the Levee project will soon be available for public viewing, with urban design consultants McGregor Coxall currently preparing development application submissions.

Councillors and a number of representatives of the Vibrant River City Community Reference Panel have been updated on the progress of the developed design by McGregor Coxall and Council's Strategic Projects team.

The consultants revealed the developed design will include a shared pedestrian and vehicle zone and a variety of innovative design elements aimed at encapsulating the city's heritage while creating a lively modern lifestyle precinct.



The design elements include infrastructure for cafés and restaurants to create a cluster dining effect and encourage more patrons to the space, movable planter boxes with native Australian plants, practical and stylish wooden seating, and contemporary lighting upgrades to create a warm and secure evening atmosphere - highlighting the city's stunning architectural assets and encouraging a night time economy.

The developed design also further explores the River Link between High Street and the River Walk, introducing opportunities for activation.

Urban designer Adrian McGregor said 'The project has become richer through contributions from the community and business and is now a more robust plan that should be a catalyst for transforming High Street'.

McGregor Coxall will now be working to finalise details of the design before applying to have the physical works approved by Council.

The community will be invited to comment on the developed design as part of the development application process.



Have your say

COUNCIL'S PLANS FOR THE NEXT FOUR YEARS

Council has released its draft plans for delivering the services and facilities required by our growing city over the next four years. The Delivery Program explains the actions to be taken from now until 2017, with the Operational Plan detailing the budget for the first year of the program.

To view and comment on the plans visit maitlandyoursay.com.au, email yoursay@maitland.nsw.gov.au or call 4934 9700.

Still have questions? A community information session will be held at 5.30pm on Wednesday 8 May at the Town Hall in High Street Maitland.





Friday, 7 June 2013

COUNCIL POISED TO ADOPT NEW DELIVERY PROGRAM AND OPERATIONAL PLAN

After a period of public exhibition and consultation, the draft Delivery Program 2013-17 and Operational Plan 2013/14 will be presented to Council for adoption on Tuesday 11 June.

The Delivery Program establishes a series of objectives for the organisation and identifies the activities that will be undertaken over the next four years to achieve the aims set out by residents in the community strategic plan 'Maitland +10'.

Importantly, the program reveals that, like many local government areas in NSW, Maitland City Council faces a significant challenge in financially sustaining services to its fast growing city over time, and provide an enhanced level of service that aligns with community expectation.

General Manager David Evans said the community consultation around the Delivery Program featured discussion about the financial sustainability challenge.

'After hosting a series of engagement opportunities and utilising advertising and social media, we feel confident that we are clearly communicating the significance of the challenge to the community,' he said.

'No changes were made to the Delivery Program as a result of the consultation.

'Council is currently conducting research that will further reveal community attitudes about the best option for addressing the challenge, and will continue to speak to the community for the remainder of the year.'

Alongside the Delivery Program is the Operational Plan, which presents a series of annual actions for Council officers, along with Council's annual budget, fees and charges, rating structure and revenue policy.

No changes were made as a result of consultation about the plan, however an amendment has been made to incorporate borrowings of up to \$10 million to fund capital works associated with 'The Levee' project.

The formal inclusion of this is required to enable borrowings to proceed next financial year, the potential for this change was signalled during the exhibition stage.

Once adopted, the Delivery Program and Operational Plan will be available for viewing on Council's website and at Council's Administration Building.



Tuesday, 7 May 2013

COMMUNITY INFORMATION SESSION TO ANSWER QUESTIONS ON COUNCIL'S DRAFT DELIVERY PROGRAM 2013-17

A community information session tomorrow evening will offer residents an opportunity to have one on one conversations with Council about the recently released draft Delivery Program 2013-17 and Operational Plan 2013/14.

The four year Delivery Program details a series of key objectives for the progression of the city including the construction of a year round pool, the pursuit of funding to refurbish the Town Hall as a performance space, delivering new transport infrastructure and affordable housing in Central Maitland and establishing 'The Levee' in Central Maitland as a lifestyle precinct. The program also lists capital works proposed across the city's community buildings, bridges, footpaths and cycleways, recreation facilities and road works.

The first annual budget for the program, the Operational Plan 2013/14, has also been released to detail expenditure in year one of the program. It shows Council's projected budget will be \$104 million, which incorporates expenditure on significant strategic capital works projects including the construction of a 25 metre heated pool and the \$11.3 million upgrade to Athel D'Ombra Drive in Central Maitland. Residential and business rating, as well as a full explanation of fees and charges for all Council services and facilities, are also presented.

Importantly, the program reveals that, like many local government areas in NSW, Maitland City Council faces a significant challenge in financially sustaining services to its fast growing city over time.

General Manager David Evans said while Council was fortunate in being able to present a balanced budget for 2013/14, Council faces some challenges in the years ahead.

'This community information session marks the beginning of a series of personal consultation opportunities residents will have to gain more information about the challenges facing Council and our city into the future.

'Council and the community have three options: maintain current levels of revenue – including the rate cap – and reduce current levels of service, increase revenue to maintain current levels of service or increase revenue to enhance services,' he said.

'The information session will highlight the challenges we face in continuing to deliver adequate services to our growing population over time, with many more months of consultation ahead as we seek to develop options in partnership with the community.'

MEDIA CONTACT – for further information or to arrange an interview contact:
Rachael Puddephatt 02 4934 9730 | 0407 029 723
rachaelp@maitland.nsw.gov.au





Tuesday, 7 May 2013

The community information session will begin at 5.30pm Wednesday 8 May. It is open to all residents, a number of Council staff members will be on hand to answer questions.

For more information residents can call 4934 9896 or visit maitlandyoursay.com.au

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