

Criterion 2 Community Engagement Annexures

Attachment 2.e

Phase three promotional collateral:

- **DL brochure 'Funding Our Future'**
- **Advertisement**
- **October 2013 rates notice information slip**
- **Momentum article**
- **Media Releases**
- **Community Organisations letter**
- **Maitland Your Say registered member email**
- **Previous survey participant email**
- **Newspaper Articles (Removed due to copyright concerns)**

WHERE WILL THE REVENUE BE SPENT?

The package of services to be maintained and enhanced via the special rate variation would include:

Services to be enhanced:

- Roads, kerbs and gutters and drains
- Footpaths
- Bus shelters
- Community buildings, public toilets and amenities
- Off road recreational cycleways, trails and shared pathways
- Place activation to key sites across the city
- Sporting facilities, parks, playgrounds and picnic facilities
- Youth spaces (skate parks) and programs
- Access to the Hunter river for recreation

Services to be delivered as programmed:

- Business support
- Cemeteries
- City pride (litter collection, street sweeping, illegal dumping, parks and gardens)
- Community events
- Community services
- Customer service delivery
- Emergency management and response
- Environmental and sustainability programs
- Health and safety
- Heritage
- Library services
- Maitland Regional Art Gallery and cultural services
- Planning & development
- Pools/aquatic services
- Suburban town centres
- Tourism, visitor services and economic development
- Urban growth
- Waste management and recycling

More detail is available at maitlandyoursay.com.au, Maitland libraries and Council's Customer Service Centre.

WHAT WILL HAPPEN IF RATES ARE NOT INCREASED?

Council will make a decision on whether to proceed with a rates increase via a special rate variation application to IPART in December 2013.

Should this not occur, or should IPART not approve the variation, Council would face a deficit budget in 2014/15. It is expected that the cuts to services required to address this and progressive deficits in subsequent years would then be discussed by Council with the community. The reductions in services would be broad and deep, impacting on every service provided by Council, as annual savings of up to \$10 million would be required.

HOW CAN RESIDENTS HAVE THEIR SAY?

Council is testing community support for the package.

- **Be informed** - Visit maitlandyoursay.com.au to read more information, understand the issues and use the online rates calculator.
- **Be heard** - Complete a quick survey, take a quick poll, comment in a forum at maitlandyoursay.com.au.
- **Be part of the conversation** - Attend a Community Information Session at 10.00am or 6.00pm on 13 November 2013 at Maitland Town Hall.

Register at maitlandyoursay.com.au or like us on Facebook/[maitlandyoursay](https://www.facebook.com/maitlandyoursay) to stay up to date with consultation.

Printed on Ecostar paper. Cost to print and deliver to all households in the Maitland LGA \$0.23 per household.



maitlandyoursay.com.au

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maitland
city council

Funding Our Future

SEVEN YEAR RATING PROPOSAL

IMPORTANT INFORMATION FOR RESIDENTS AND RATEPAYERS



Becoming sustainable through seven years of average annual rates increases of \$115 for residential, \$235 for farmland and \$458 for business ratepayers.

A GROWING CITY AND COMMUNITY

Maitland is a proud community and a great place to live, and remains one of the fastest growing inland cities in Australia. We welcome the equivalent of a new family every day, with diverse and affordable housing available across the city. Our city has a lot to offer from large residential acreages, classic heritage-style homes through to new style townhouses and homes for first home buyers. We will continue to be one of the State's growth centres, with our population expected to grow from 71,000 to 120,000 over the next 15 to 20 years.

However, Council's current rating revenue covers less than half the cost of providing services to these new and existing residents. It is this issue that Council is seeking to address to secure a sustainable source of revenue into the future.



Considering growth and other factors, Council's well tested financial model predicts an operational shortfall of \$92 million over the next ten years, if current services are to be maintained. Additionally, the community has told Council they would like some service areas enhanced, including roads, footpaths, sporting facilities, playgrounds, public toilets and amenities.

After a significant period of consultation, Council is proposing to increase total rate revenue by 8.35% per year for seven years, being a 58.45% cumulative increase (36.05% above the expected standard rate peg for the period). This increase would be retained permanently in the rate base after the seven years.

This would be done as a 'special rate variation', submitted to the Independent Pricing and Regulatory Tribunal (IPART) for determination.

WHAT WOULD BE THE IMPACT ON RATEPAYERS?

Council's rating is spread across business, farmland, mining and residential categories, generating \$38 million in revenue in 2013/14.

As this 8.35% per annum increase in total rate revenue is made, Council is proposing to shift the proportion of rating paid by each rating category, to ensure equitable distribution. Our average residential rating is comparatively low (\$65 less than Newcastle and \$155 less than Lake Macquarie), while average business and farmland are higher. This is the result of growth and change, for example, as farmland has been developed into residential housing, fewer farmland ratepayers have been left to pay the same proportion of rates. The shift proposed will address these issues.

If adopted, the average rate increase of each rating category would be as follows:

RATING CATEGORY	RATE \$ CURRENT 2013/14	AVERAGE INCREASE PER ANNUM (%)	CUMULATIVE % INCREASE OVER SEVEN YEARS (includes 22.4% standard 'rate peg')	RATE \$ 2020/21 (year seven)	AVERAGE INCREASE PER ANNUM (\$)
Residential urban (average land value \$148,000)	\$986.54	8.94%	62.58%	\$1,796.32	\$115.68
Residential non-urban (average land value \$296,500)	\$1,662.67	8.34%	58.38%	\$2,913.18	\$178.64
Farmland high intensity (average land value \$686,000)	\$2,954.46	6.52%	45.64%	\$4,598.44	\$234.85
Farmland low intensity (average land value \$445,000)	\$2,167.36	6.22%	43.54%	\$3,306.77	\$162.77
Business (average land value \$303,500)	\$5,260.57	7.03%	49.21%	\$8,464.62	\$457.72
Mining (average land value \$1,039,000)	\$151,903.88	8.35%	58.45%	\$266,298.63	\$16,342.11



Funding Our Future

SEVEN YEAR RATE INCREASE PROPOSAL

maitland

city council

Maitland City Council has openly discussed with the community the financial challenges faced in sustainably delivering services into the future. Examination of all options for savings and revenue, and a significant period of consultation, has led to a proposal to increase total rate revenue by 8.35% per year for seven years - a cumulative 58.45% increase. This is 36.05% above the expected standard rate peg for the period and would be retained permanently in the rate base after the seven years. The rate increase would apply to the total rating revenue collected by Council and commence from the 2014/15 financial year.

The \$117 million in revenue generated would allow Council's current services and service levels to be delivered as programmed, as well as enhancements in the following areas:

- Roads, kerbs and gutters and drains
- Footpaths
- Bus shelters
- Community buildings, public toilets and amenities
- Off road recreational cycleways, trails and shared pathways
- Place activation to key sites across the city
- Sporting facilities, parks, playgrounds and picnic facilities
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- Access to the Hunter river for recreation

A phased adjustment to the proportion of rates paid by each rating category over the same time period will vary the impact of the variation on ratepayers.

Rating category	Rate \$ Current 2013/14	Average increase per annum (%)	cumulative % increase over seven years (includes 22.4% standard rate peg)	Rate \$ 2020/21 (year seven)	Average increase per annum (\$)
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Council is testing community support for the package.

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- Attend a Community Information Session at 10.00am or 6.00pm 13 November 2013 at Maitland Town Hall.

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Funding Our Future SEVEN YEAR RATE INCREASE PROPOSAL

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The office of the council will be open for the receipt of payments on Monday
to Thursday 8.30am to 4.30pm - Friday 8.30am to 4.00pm (excluding holidays)

QUARTERLY INSTALMENT NOTICE



*71 119 13722 63

ASSESSMENT NUMBER	POSTING DATE
16/10/13	25/10/2013
DEDUCT PAYMENT SINCE	DUE DATE
16/10/13	30/11/2013
TOTAL AMOUNT DUE	
\$251.20	



017
1017759

LOCATION AND DESCRIPTION OF PROPERTY

CURRENT INSTALMENT:
DUE DATE 30/11/2013

\$251.20

THANK YOU FOR ATTENDING TO PAST INSTALMENT PAYMENTS BY THE DUE DATE.

Daily interest accrues on overdue rates and charges at the rate of 9% per annum until paid



Billir Code: 89516
Ref:

RETURN NOTICE INTACT IF PAYING AT COUNCIL'S OFFICE.



If receipt required please tick box



Billir Code: 9119
Ref: 1372 263

Pay in person at any Post Office, by
phone 13 18 16 or go to postallpay.com.au



*71 119 13722 63

NAME:

ASSESS No.:

PROPERTY No.:

PAYMENT
DUE BY 30/11/2013

AMOUNT
PAYABLE \$251.20



Rates increase proposed from 2014/15
Council wants to ensure all ratepayers are aware of proposals to increase rates above the rate of inflation starting from 2014/15 and continuing for a number of years. Funding services and facilities for our growing community into the future requires more revenue, with rates to play a significant part. A preferred option has now been released for community comment, which can be seen in detail at maitlandyoursay.com.au.

Rates community information session
Want to know more about your rates and Council services? Like to know exactly what the impact rates increases will be on your rates? Come along to an information session on 13 November 2013 at 10.00am or 6.00pm at Maitland Town Hall to hear more about the challenges we face and the efforts being made to ensure Maitland remains a great place to live, work and invest.

Design for High Street Mall released
The revitalisation of Central Maitland continues progress, with the October release of a concept design for the reopening of the Heritage Mall to one way traffic. Stay up to date with developments and share your thoughts on plans for this important public space at maitlandyoursay.com

End of Term Report available to community
Keen to know what Council delivered to the city over the past four years? Growing together, a report covering the last term of Council, can now be downloaded from our website or is available as a hard copy from Council facilities. Check out a range of highlights including the reopening of Maitland Regional Art Gallery, the opening of Rutherford Youth Space, the new Maitland Local Environment Plan, a range of roads and infrastructure projects, and much more. Read it at maitland.nsw.gov.au

Default urban speed limit - 50 KPH
Council wishes to remind the community that it Roads and Maritime Services (formerly RTA) issued a directive that, from 1 November 2013, the default urban speed limit in NSW changed from 60kph to 50kph. Councils across NSW have been requested by the Roads and Maritime Services to remove 50kph limit signs in urban areas. The limit of 50kph will apply as soon as you turn off a road signposted at 60kph or high onto any road without a speed limit sign.

News from our libraries
Maitland City Library is making it easy to join the library and get online. Join in person at any branch, or online at maitland.nsw.gov.au/library to enjoy the many benefits available to library members.



WASTE CHARGES

For the information of Maitland rate payers, the breakup of the annual Domestic Waste Management Charge for residential garbage services in 2013/14 is as follows:

Weekly garbage service	\$148.96
Fortnightly recycling service	\$34.68
State Government waste levy	\$124.75
Federal Government Carbon Tax	\$31.86
TOTAL	\$340.25

MULCHTOBER FEST AT MOUNT VINCENT

October is Mulchtober at the Mount Vincent Waste Facility, where residents can take away trailer loads of mulch – for free. The mulch is made up of recycled green waste dropped off by Maitland residents and is very versatile, perfect for use on any garden from veggies to roses.



BIN ETIQUETTE

To make sure garbage bins are collected efficiently and without causing any damage to their surrounds, residents should remember these easy instructions.

Every bin should:

- Have its front facing the street
- Be no further than one metre away from the kerb
- Be no less than one metre away from the second bin (on recycling weeks)
- Not be positioned near parked cars or other physical structures such as telegraph poles or trees that will obstruct the lifting of the bin
- Not be placed underneath low hanging trees or power lines
- Not be placed next to gardens that a falling bin could damage.

Bins will only be collected if they are Maitland Council issued for general waste and Hunter Resource Recovery issued for recycling. Other bin types will not be serviced.

To report a damaged waste bin please contact Council on 4934 9700, or for damage to recycling bins contact 1800 838 884.



GARAGE SALE TRAIL

For the second year in a row Council is supporting the fantastic initiative the Garage Sale Trail. Earmarked for 26 October, the national event invites people from registered local government areas to haul all their unwanted goods out onto the street, chat with their neighbours and make a few dollars in the name of environmental sustainability and community connectivity. Visit garagesaletrail.com.au



UPCOMING ENVIRONMENTAL EVENTS

HOUSEHOLD CHEMICAL COLLECTION

When: Saturday 7 December 2013

Location: Transpacific Industries Depot, 11 Kyle Street, Rutherford

Time: 9.00am – 3.30pm

Council is offering residents the opportunity to safely dispose of any unwanted chemicals including household cleaners, car batteries, pesticides, poisons and gas bottles. For a full list of recyclable items visit cleanout.com.au

EWASTE COLLECTION

When: Saturday 2 November 2013

Location: Council Works Depot, Metford Road, East Maitland

Time: 8.00am – 12.00noon

Council is offering the community a chance to get rid 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



High Street Master Plan

Residents are being invited to comment on a newly released draft plan that aims to support the rejuvenation of High Street in Central Maitland through a number of initiatives encouraging and guiding development along the stretch.

The High Street Master Plan (HSMP) presents a set of objectives and tasks for public and private development, along with changes to planning policy. A Laneways Action Plan has also been developed showing an exciting vision for the activation of the city's many dormant lanes and alleys.

Some of the public works recommended for investigation include street pavement upgrades and replacement, the establishment of public squares, implementation of a tree planting program, street lighting improvements and the introduction of outdoor trading within certain areas.

The plan also makes recommendations to improve private property along the street through a Façade Improvement Program and a Tenant Improvement Program. The details of these schemes have not been defined but could include subsidised

cleaning, and painting or repairing building façades. A Tenant Improvement Program provides building owners with incentives to improve internal spaces which offer retail or services.

A set of existing and proposed major development projects are identified in the plan, positioned at the three precincts presented in the Central Maitland Structure Plan 2009 - the Civic Precinct, The Levee and Station Precinct. The spread of projects has been designed with the aim of bringing life to the entire length of High Street.

The Laneways Action Plan explores innovative ideas for creating movement through the unused lanes in Central Maitland by improving connectivity to enhance pedestrian use, and the installation of lighting and public art.

Council staff members will be stationed in Maitland City Centre from 11.00am – 2.00pm on October 16 and 17 to talk to residents about the plan. People can also visit maitlandyoursay.com.au to comment on the plan.



Maitland City Council

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Disclaimer: This newsletter has been prepared by Maitland City Council from information available as at 16-09-2013. 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.

MESSAGE FROM THE MAYOR

We are now well into spring and colour has well and truly sprung up across the city. This edition of Momentum will share some of the exciting events this season brings, such as the opening of our aquatic centres and events like the Riverlights Multicultural Festival, along with information about an interesting new plan for our city. This month residents are being asked to comment on the High Street Master Plan, that attempts to highlight the potential for Central Maitland's main drag. The plan also includes the Laneways Action Plan which shows innovative and exciting ways for bringing life back into the many dormant lanes around High Street. It is an exciting glimpse of what our city could be – and I encourage you all to look at it, and put forward any comments or ideas. I also urge you all to continue talking to Council about the financial challenge that has been highlighted throughout this year, read more about it on page two of this newsletter.

*Until next time,
Mayor Peter Blackmore*



FUNDING OUR FUTURE

Council recently conducted a series of face to face information sessions, giving the community an opportunity to talk openly about the financial challenge currently facing Council. The challenge, which was initially highlighted in Council's Delivery Program 2013 – 17, forecasts that without significant change Council will face a \$92 million deficit in the next ten years.

Three options to address the challenge are now being discussed with the community. They are:

- Maintain current rates – including the rate cap - and reduce services.
- Increase rates and deliver services already programmed by Council (including The Levee and an indoor heated Aquatic Centre), or
- Increase rates and enhance services.

Most of Council's information sessions were well attended with both residents and businesses keen to have their say on Council's services and the options. Council staff also visited the Maitland Aroma Festival as well as Stockland Green Hills, Rutherford Market Place and Pender Place to discuss the options with interested community members. The information gathered from these sessions, as well as surveys and online forums, will inform Council's future direction.

Register at maitlandyoursay.com.au to stay informed and participate in future consultations, which start with the release of a preferred option for addressing the challenge in late October.



Opening times for aquatic centres

Maitland and East Maitland Aquatic Centres will reopen for the summer season from Saturday 5 October 2013.

LEARN TO SWIM

Grow your children's confidence in the water this summer with Maitland City Council's Learn to Swim program.

What: A nine week, intensive program that includes nine half hour lessons by AUSTSWIM qualified instructors and a certificate of participation.

WHEN: Enrolments can be made at any time, fees will be altered for children starting mid program.

WHO: Classes are provided for children from six months to school age.

COST: \$90 including pool entry.

BOOKINGS: Contact Thomas Kuszelyk by calling 4934 9831.



Learn to swim classes at Maitland pools

AQUA FITNESS

Aqua Fitness is returning at Council's Aquatic Centres with classes available from October. Classes on offer include:

AQUA INTERVAL

Moderate to high intensity interval class taught in shallow or deep water.

AQUA ZUMBA

Exhilarating shallow workout following the Zumba philosophy, unbelievable fun and perfect for anyone who needs that extra motivation.

AQUA EXPRESS

A thirty minute workout to fit into your lunch break of moderate to high intensity exercise.

Aqua classes are suitable for all fitness levels and ages. For more information and class timetables visit maitland.nsw.gov.au

Swimming pool registration

TIME IS RUNNING OUT

There's just a few weeks left for pool owners to register their spas and swimming pools on the NSW state wide register, following changes to the Swimming Pool Act 1992.



Under the new legislation, pool owners are responsible for registering their own spas and pools by October 29 2013, this includes portable pools that can be filled to a depth of 300mm or more. Registration is free, and can be completed in just a few minutes online at swimmingpoolregister.nsw.gov.au or by completing a registration form at Council's Customer Service Centre.

The changes also make sure pool owners take responsibility for the fencing around their pools (permanent and portable) and spas. From 29 April 2014 all pool owners must obtain a swimming pool compliance certificate before they can sell or lease their home. The swimming pool compliance certificate, which lasts for three years, confirms that the barrier fencing complies with the state standards. Under the legislation, owners of visitor accommodation and apartment blocks will also need to hold a valid swimming pool compliance certificate and will have their pools inspected every three years by Council. The legislation also required Council to develop a Pool Inspection Program to make sure community members have registered their pools and are following the new rules. The draft of this program is currently open for public comment, and is available on maitlandyoursay.com.au or in person at the Council Administration Building.

MAJOR UPGRADES TO MORPETH

Council crews have recently completed a major refurbishment of the road kerb and footpaths along Swan Street in Morpeth in order to sustain the historic town into the future. The works, which took place over a period of around six months, required crews to operate delicately to respect the integrity of the sandstone. The \$1.3m refurbishment is one of a number of projects that have taken place in Morpeth over recent years including the recent completion of the on-road cycleway along Morpeth Road and the reconstruction of Tank Street and Metford Road. The much anticipated Queens Wharf Extension is scheduled for development during the 2013/14 financial year, along with a new storage shed for Morpeth Oval.



The refurbished road kerb and footpaths along Swan Street Morpeth

ILLEGAL DUMPING

Illegal dumping is not restricted to the dumping of household items it also includes dumping items such as green waste and soil. It is a finable offence no matter how big or small the incident.

To report illegal dumping residents should record the following details:

- Location
- Date and time
- Description of the offender
- Description of the offenders vehicle
- Any other details to help identify the offender

Then report the details to Council's Customer Service Centre on 4934 9700.

MEET THE COUNCILLORS NORTH WARD

COUNCILLOR STEVE PROCTER

Cr Procter has lived in Maitland for 32 years and has been a councillor since 1999. As a keen traveller, Steve is passionate about creating opportunities to attract self-drive tourists to the area. He's also dedicated to ensuring all members of the Maitland community, including those in the older and rural areas have equal access to Council's services.



COUNCILLOR PHILIP PENFOLD

Cr Penfold is in his second term as a Maitland City Councillor. He is very keen to promote opportunities for healthy living and would like to see a multi-use path connect the city incorporating fitness stations. He's also eager to see the city centre opened to the Hunter River.



COUNCILLOR ROBERT AITCHISON

Cr Aitchison is in his first term as a Maitland City Councillor. As a local family man, Robert values the community mindedness of Maitland and is seeking to provide equal opportunities for all of the city's residents. He is keen to ensure Maitland remains a strong Council and adequately prepares for the future growth of the city.



NORTH WARD COVERS:

- Millers Forest
- Duckenfield
- Woodberry
- Berry Park
- Chisolm
- Morpeth
- Thornton (to the north)

WORKS AROUND THE CITY

Metford Road

Work is continuing on the major upgrade of Metford Road, with Council almost two thirds of the way through the project.

People who regularly drive in the area will have already noticed the superior condition of the section of the road now completed. Council is asking for drivers to have patience as workers continue to upgrade the road, and drive with caution in construction areas.

The upgrade of the road has been funded by the Special Rate Variation implemented in 2011/12

Arthur Street, Rutherford

A Landscape Concept Plan has been developed as the foundation for the aesthetic elements of the revitalisation of Arthur Street, Rutherford.

The plan, which includes suggestions for tree planting and public art opportunities, is part of the \$2.2m project which also includes the entire reconstruction of the road pavement, upgrade of the intersection at Weblands Street and street lighting improvements.



The roadworks at Metford Road are nearing completion



Wednesday, 23 October 2013

SEVEN YEAR RATING PROPOSAL PRESENTED FOR COMMUNITY CONSULTATION

Maitland City Council will continue to engage with the community on a potential rate rise, endorsing a proposal for a total rate revenue increase of 8.35% per year for seven years following its meeting of 22 October 2013, where councillors voted unanimously to continue the engagement process.

Significant consultation combined with a thorough examination of all options for savings and revenue, has resulted in the seven year proposal for a cumulative increase of 58.45%. This is 36.05% above the expected standard rate peg for the period.

'There's no doubt this is a difficult conversation to have' General Manager, David Evans, said. 'We are working to ensure high levels of community awareness and information is available to all residents and ratepayers detailing contributing factors, the services that will be maintained and enhanced, and allowing individual ratepayers to see in dollar terms the impact the proposal would have on their rates'.

The proposal has been developed to ensure financially sustainable service delivery, whilst also allowing for enhanced service levels in areas of community priority, including roads, footpaths, cycleways, community and sporting facilities.

An adjustment to the proportion of rating paid by residential, business and farmland ratepayers is also proposed as part of the package, addressing issues of comparatively high rates for average farmland and business ratepayers.

The City's average residential rating is comparatively low (\$65 less than Newcastle and \$155 less than Lake Macquarie), while average business and farmland rates are higher. This is the result of change, as farmland has been developed into residential housing, fewer farmland ratepayers have been left to pay the same proportion of rates. The shift proposed will address these issues.

The average rate increase of each rating category is proposed to be:



Wednesday, 23 October 2013

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Residential non-urban (average land value \$296,500)	\$1,662.67	8.34%	58.38%	\$2,913.18	\$178.64
Farmland high intensity (average land value \$686,000)	\$2,954.46	6.52%	45.64%	\$4,598.44	\$234.85
Farmland low intensity (average land value \$445,000)	\$2,167.36	6.22%	43.54%	\$3,306.77	\$162.77
Business (average land value \$303,500)	\$5,260.57	7.03%	49.21%	\$8,464.62	\$457.72
Mining (average land value \$1,039,000)	\$151,903.88	8.35%	58.45%	\$266,298.63	\$16,342.11

General Manager David Evans said consultation on the package would commence immediately, and run until the end of November.

'Residents can share their thoughts by visiting maitlandyoursay.com.au or attending a community information session at 10.00am or 6.00pm on Wednesday 13 November at Maitland Town Hall' he said.

Mayor of Maitland Cr Peter Blackmore said 'This is a complex issue. Without an increase to revenue or a reduction in expenditure, Council's financial forecasts indicate an operational deficit of \$92 million at the end of ten years'.

'We are being proactive in tackling this issue, with financial sustainability a challenge for many councils across NSW. The \$117 million generated from the proposed package addresses this issue, whilst also allowing for service level enhancements in areas of community priority'.



Wednesday, 23 October 2013

Council will make a decision on whether to proceed with an application to increase rates via a special rate variation to IPART in December this year. Should an increase not be pursued, or not approved by IPART, Council will need to significantly reduce services over time.

Interested residents can register at maitlandyoursay.com.au or like us on Facebook/[maitlandyoursay](https://www.facebook.com/maitlandyoursay) to stay up to date with the consultation.



Monday, 11 November 2013

OPPORTUNITY FOR FACE TO FACE DISCUSSION ON PROPOSED RATE INCREASE

This Wednesday, 13 November, Council staff will be available at two information sessions to talk face to face with residents about the seven year rating proposal that has come as a result of several months of consultation.

Maitland City Council is seeking feedback on the proposal that would see an increase in total rate revenue of 8.35% per year, for seven years. This equates to an average residential rates increase of \$115 each year for seven years.

Acting General Manager Bernie Mortomore said it was an important conversation, with many contributing factors and some misconceptions about the role of, and revenue available to, local government.

'We have been in active conversations with residents about options to address our financial challenge for more than six months. The proposal presents the services that would be maintained and enhanced over the next seven years and details the impacts on ratepayers to deliver these services.

'The proposal is based on what residents have told us and we are seeking further community feedback prior to Council making a decision on whether to proceed with the process in December,' Mr Mortomore said.

If residents are unable to attend the information session they can still have their say by visiting maitlandyoursay.com.au and completing the survey, taking a quick poll or commenting in a forum.

Residents without internet access can also talk to staff about the proposal by calling 4934 9896.

With only three weeks remaining for the consultation, residents are strongly encouraged to provide their comments before the closing date of Friday 29 November.

At its meeting on 10 December, Council will make a decision on whether to proceed with an application to increase rates via a special rate variation to the Independent Pricing and Regulatory Tribunal (IPART).

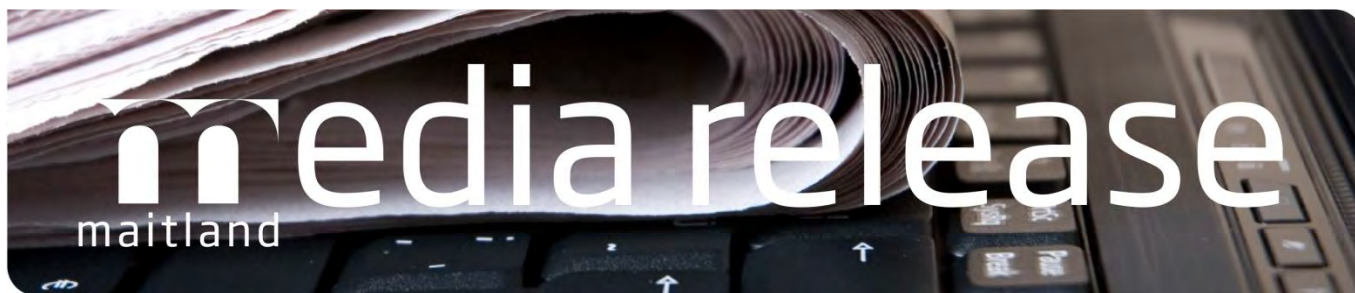
To stay up to date on the progress of the seven year rating proposal register at maitlandyoursay.com.au or like the Facebook page facebook.com/maitlandyoursay

Community Information Sessions details:

Wednesday 13 November

Maitland Town Hall

10.00am and 6.00pm



Friday, 6 December 2013

SEVEN YEAR RATING PROPOSAL RECOMMENDED TO COUNCIL

After more than eight months of community consultation, Maitland City Council officers are recommending that Council advise the Independent Pricing and Regulatory Tribunal (IPART) of an intention to apply for a special rate variation (SRV), commencing in 2014/15.

The proposed SRV would ensure the financial sustainability of Council into the future. This would enable Council to deliver services as programmed for the growing population, whilst also allowing for the enhancement of service levels in areas of community priority, including roads, footpaths, cycleways, community and sporting facilities.

In line with recent consultation, a total rate revenue increase of up to 8.35% per year commencing 2014/15 has been proposed, with an adjustment to apportionment of rating between rating categories over the seven year period.

General Manager David Evans said Council was faced with the unenviable task of addressing an increasing gap between revenue and expenditure, and the variation proposal would close this over upcoming years.

'The recent consultation has shown us that our community wants a financially sustainable Council that provides services to meet the changing needs of our growing community,' Mr Evans said.

'Consultation has also revealed issues of community concern that need to be addressed by Council. These issues include affordability, fairness, efficiency and increasing other sources of revenue', he added.

Building on past consultation efforts, residents shared their thoughts on the seven year rating proposal during October and November through an online survey, forums and quick poll, community information sessions, a phone hotline and in writing or via social media.

Randomly selected residents also participated in an independent telephone survey with a sample size of 400 people, considered representative of the Maitland community's attitudes. The survey found 91% of residents believe it is important to very important that Council continues to improve and enhance services. It also found that 82% of residents consider Council proceeding with the proposed SRV, to be somewhat to very important.

Council commissioned the Western Research institute (WRI) to undertake an assessment of the proposal. This report concluded the SRV proposal would have a more substantial impact on farmland ratepayers than ratepayers in other categories.

Council will give further consideration to this issue over upcoming months, exploring how the impact on farmland ratepayers could be mitigated.



Friday, 6 December 2013

In line with the proposal, Council officers have also prepared a revised Delivery Program and first year Operational Plan, under an 8.35% rates increase scenario.

'Should Council decide not to proceed with the variation, this Program will be withdrawn and revised. In order to meet the IPART timetable, a revised program needs to go out on public exhibition and will provide further opportunity for residents to comment on our revenue (including rating) and expenditure. Without a SRV Council will need to significantly reduce services over time.' Mr Evans said.

Residents can view the report documentation online at maitlandyoursay.com.au

Interested residents can register at maitlandyoursay.com.au or like the Facebook page facebook.com/maitlandyoursay to stay up to date.

29 October 2013

Contact name
Contact address
Suburb State Postcode

Dear Resident

RE: SEVEN YEAR RATING PROPOSAL

Thank you for your recent contribution to the 'Funding Our Future' community consultation. More than 1200 residents contributed, with results indicating the majority of residents would like to see Council's services maintained, and some particular areas enhanced, into the future.

Consideration of consultation results combined with adopted strategies of Council, has resulted in a seven year rating proposal that would ensure sustainable service delivery to our growing population, while also allowing for enhanced service levels in areas of community priority, including roads, footpaths, cycleways, community and sporting facilities.

The proposal requires an increase in Council's total rating revenue of 8.35% each year for seven years, being a 58.45% cumulative increase (36.05% above the expected standard rate peg for the period). The increase would be retained permanently in the rate base.

Feedback on the City's comparatively high average farmland and business rates has also led to a supplementary proposal to adjust the percentage of rates paid within each rating category over the seven year period. These adjustments, combined with the overall increase in rating revenue, would equate to an average annual rate increase each year for seven years of \$115 for average residential, \$235 for average farmland and \$458 for average business ratepayers.

Council is now testing community support for the proposal.

We invite you to share your views. Information, survey and forums can be accessed at maitlandyoursay.com.au while we will also host information sessions on 13 November 2013 at Maitland Town Hall at 10am and 6pm.

Council will make a decision on proceeding with the proposal, made as a 'special rate variation' submitted to the Independent Pricing and Regulatory Tribunal, on 10 December 2013. The result for this period of consultation will inform that decision.

Yours sincerely



David Evans
General Manager

30 October 2013

Contact Name
Contact Address
Suburb State Postcode

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David Evans
General Manager