

Criterion 2 Community Engagement Annexures

Attachment 2.f

Phase four promotional collateral:

- **Advertisement**
- **Media Releases**
- **Maitland Your Say registered member email**
- **Article in Council Newsletter Momentum**
- **Phase four On the Move**
- **Letters to the Editor**
- **Newspaper Articles (Removed due to copyright concerns)**

Maitland city council

Funding our Future DELIVERING TO OUR COMMUNITY PROPOSED RATES INCREASE

Council's Delivery Program 2013-17 (Revised) and Operational Plan 2014/15 is on exhibition until 24 January 2014.

The comprehensive program outlines Council's objectives through to 2017, and incorporates the budget, rating, fees and charges for 2014/15.

Over the last eight months, we've asked the community about their service expectations for the future. The revised program has been developed to deliver what our community wants as our city continues to grow.

Importantly, the program incorporates a seven year special rate variation proposal to increase total rates revenue by 8.35% each year for seven years and an adjustment to the proportion paid by each rating category. This is shown below.

Rating category	Rate \$ Current 2013/14	Average increase per annum (%)	Summed % increase over seven years (includes 22.4% standard 'rate peg')	Compounded % increase over seven years (rate peg + srv)%	Rate \$ 2020/21 (year seven)	Average increase per annum (\$)
Residential urban (average land value \$148,000)	\$986.54	8.94%	62.58%	82.08%	\$1,796.32	\$115.68
Residential non-urban (average land value \$296,500)	\$1,662.67	8.34%	58.38%	75.21%	\$2,913.18	\$178.64
Farmland high intensity (average land value \$686,000)*	\$2,954.46	6.52%	45.64%	55.64%	\$4,598.44	\$234.85
Farmland low intensity (average land value \$445,000)*	\$2,167.36	6.22%	43.54%	52.57%	\$3,306.77	\$162.77
Business (average land value \$303,500)	\$5,260.57	7.03%	49.21%	60.91%	\$8,464.62	\$457.72
Mining (average land value \$1,039,000)	\$1,151,903.88	8.35%	58.45%	75.31%	\$266,298.63	\$116,342.11

* Farmland rating will be reviewed during the exhibition period.

Two information sessions will be held at the Maitland Town Hall, High Street Maitland, Tuesday 21 January 2014 at 10.00am and 6.00pm

Have your say - submissions received up until 5.00pm 24 January 2014

- Online maitlandyoursay.com.au
- Email yoursay@maitland.nsw.gov.au
- In writing to: The General Manager, Maitland City Council, PO Box 220, Maitland NSW 2320

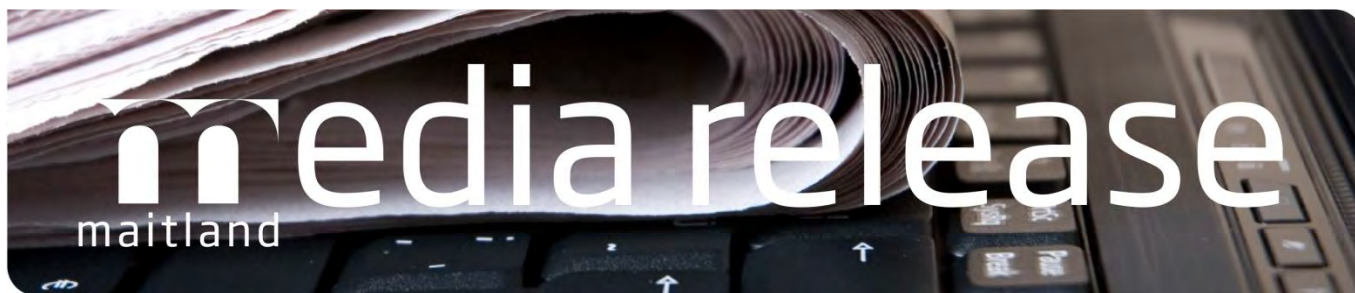
To find out more and read the Delivery Program 2013-17 (Revised) and Operational Plan 2014/15 visit maitlandyoursay.com.au

maitlandyoursay.com.au

[facebook.com/maitlandyoursay](https://www.facebook.com/maitlandyoursay)

yoursay@maitland.nsw.gov.au

t 4934 9896



Tuesday, 10 December 2013

REVISED DELIVERY PROGRAM ON PUBLIC EXHIBITION

Following tonight's Council meeting, Maitland City Council has placed its Delivery Program 2013-17 (revised) on public exhibition, in line with Council's decision to advise the Independent Pricing and Regulatory Tribunal of its intention to apply for a special variation to rates.

The program incorporates the seven year special rate variation proposal, outlining revised objectives, actions for the first year, and an extended capital works program.

The comprehensive program outlines Council's objectives through to 2017, and incorporates a draft Operational Plan for 2014/15, including the budgets, rating, fees and charges.

The Delivery Program 2013-17 was originally adopted by Council in June 2013 following a public exhibition period and community consultation. This Program identified the financial challenges facing Council in providing services to the community over time.

Over the last eight months, Council has worked hard to ensure all residents were informed of this challenge and were able to provide feedback on options to avoid progressive deficit budgets, primarily being increasing revenue or decreasing expenditure through service cuts.

Results of the consultation showed the community's preference to see services maintained as they are currently delivered to the city's growing population, whilst also allowing for the enhancement of service levels in areas of community priority, including roads, footpaths, cycleways, community and sporting facilities.

General Manager David Evans says 'Many areas of the program have been extended to seven years, to provide residents with transparency around expenditure and the projects they can expect to see realised over this time'.

'With applications due to IPART in February 2014, Council will place the Delivery Program 2013-17 (revised) on public exhibition to provide the community with a further opportunity for comment' said Mr Evans.

Council welcomes all community views, whether they be on planned actions, projects to be undertaken or the rating proposal.

Residents can share their thoughts online at maitlandyoursay.com.au, by writing to the General Manager or at a community information session on Tuesday 21 January 2014 at Maitland Town Hall.

The Delivery Program 2013-17 (revised) can be viewed at Council's libraries or administration building or online at maitlandyoursay.com.au until Friday 24 January 2014.



Friday, 17 January 2014

FUNDING OUR FUTURE - RESIDENTS ENCOURAGED TO ATTEND INFORMATION SESSIONS

Residents will have the opportunity to learn more about Maitland City Council's draft Delivery Program 2013-17 (Revised) and seven year special rate variation (SRV) proposal by attending information sessions presented by General Manager David Evans at Town Hall on Tuesday 21 January.

The Delivery Program and accompanying Operational Plan for 2014/15 were placed on public exhibition in December following a decision to advise the Independent Pricing and Regulatory Tribunal (IPART) of Council's intention to apply for a special rate variation. If approved by IPART, Council's rate revenue will increase by 8.35% each year for seven years.

David Evans says 'Council has worked hard to ensure all residents were informed of the challenges faced in financially sustaining services over time with a suite of measures deployed over 2013 through mail outs to all households, press advertising, social media and media coverage'.

The revised program follows a ten month consultation period, which saw over 2,000 residents share their views on Council's services, funding options and changes to rating.

'The draft program has been aligned with the rating proposal and reflects majority support from the community for services to remain as programed into the future with enhancements in some key service areas,' said Mr Evans.

Highlights of the program include expansion to the off road cycle network, increased investment in road resealing and reconstruction, sporting facilities and playgrounds and improved access to the Hunter River.

The program also outlines key projects for the next four years, including the Levee, a new transport hub at Maitland station and upgrades to Athel D'Ombra drive and the Maitland Town Hall performance space.

A morning and evening information session has been organised by Council to allow residents to attend.

'We encourage residents to come along, ask questions and make sure they share their thoughts before an application is submitted to IPART on 24 February this year,' said Mr Evans.



Friday, 17 January 2014

Community Information Sessions

Tuesday 21 January 2014

10.00am and 6.00pm

Maitland Town Hall

285-287 High Street Maitland

If residents are unable to attend the information sessions they can visit maitlandyoursay.com.au and comment in the forum, through online submission or by contacting the Engagement Team on 4934 9896.

The closing date for comments is 5.00pm Friday 24 January with a report being presented to Council on Tuesday 11 February.

Register at maitlandyoursay.com.au or like the Facebook page facebook.com/maitlandyoursay to stay up to date with the outcomes of the consultation.

From: EngagementHQ [mailto:support@bangthetable.com]
Sent: Thursday, 9 January 2014 10:15 AM
Subject: [EngagementHQ] Re: Database email (request #22863)

In replies, all text above this line is added to the ticket

Your request ([#22863](#)) has been updated.

You can add a comment or provide further information by replying to this email.

(EngagementHQ)

Jan 09 09:14

Hi

Happy New Year to you too – hope you had a great break!

Just confirming the following was sent to 400 registered participants at 9.13am.

Dear registered member

Did you know that Phase 4 'Funding Our Future' consultation is underway?

Council has placed its Delivery Program 2013–17 (Revised) out for

community feedback following Council's decision to advise the

Independent Pricing and Regulatory Tribunal (IPART) of its intention to

apply for a special variation to rates.

The original Delivery Program 2013–17 was adopted by Council in June 2013, the revised program has been developed to deliver what our community wants as our City continues to grow.

Check out this latest consultation at

<http://maitlandyoursay.com.au/delivery-program-2013-17-revised>

Log in today and have your say.

All the best for 2014!

Cheers

EngagementHQ Support

Jan 09 08:44

Good morning and Happy New Year BTT support team J

Please find attached an email we would like issued to our registered member data base.

Kind regards

Corporate Planning and Engagement Officer
Corporate Planning & Engagement | Maitland City Council
t 02 4934 9849
f 02 4933 6091
annmaried@maitland.nsw.gov.au

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Attachment(s)

[image001.jpg](#)

[Registered member email.DRAFT08012014docx.docx](#)

This email is a service from EngagementHQ. Delivered by [Zendesk](#).

Click [here](#) to report this email as spam.

SUMMER HOLIDAY PROGRAM

MAITLAND GAOL

Lock the kids up for a 90 minute audio tour narrated by Snitch the Rat. Kids will uncover a maze of interesting facts and secrets about what really went on inside the walls.

maitlandgaol.com.au



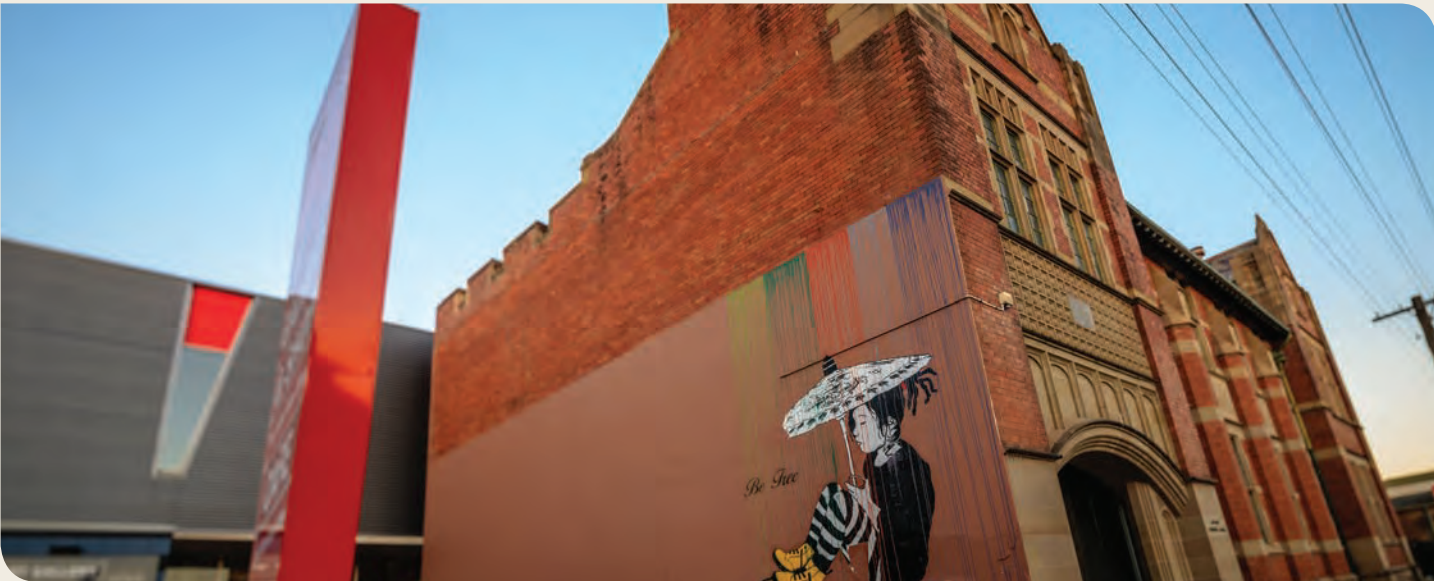
MAITLAND REGIONAL ART GALLERY

14 – 24 JANUARY

This summer the Gallery has a fun program of workshops planned for children from two years and up. The workshops focus on different aspects of the summer exhibition program to inspire young creative visitors. The program includes permanent sandcastle sculptures, wire sculpture and waterless snow domes plus many more fun art making activities.

In addition free Art Sundays will run throughout the summer holidays 11.00am – 1.00pm.

For details and bookings mrag.org.au



Maitland Regional Art Gallery

AROUND THE LIBRARIES

Celebrate the holidays and the start of a new year with Maitland City Library. There are heaps of exciting hands on activities for kids from 4 – 14 years of age. Discover New Year festivals and traditions, make exciting festival decorations and New Year totems, celebrate great movies with a library scavenger hunt, decorate your own popcorn box and create a journal to mark all those special days coming up in 2014. Come along and have a great laugh with Andy Jones' What's the Joke show, a hilarious look at jokes and humour featuring electric drums and guitars, silly songs, chants, rhyme and comedy, culminating with a group of volunteer kids doing a stand up comedy style delivery of their own joke.

This is just one of the exciting activities planned for the libraries. For the full summer holiday program visit maitland.nsw.gov.au/library



Kid's activities at Maitland City Library

CLEAN UP AUSTRALIA DAY

When: Sunday 2 March 2014

Location: Various sites throughout Maitland

Clean Up Australia Day aims to bring together the local community to clean up litter from their environment. Since it began in 1989 more than 200,000 tonnes of rubbish has been removed from the environment.

If you would like to become involved in the day's activities visit cleanupaustaliaday.org.au to register or find sites in Maitland. To organise the collection of rubbish and to ensure it is not left to blow back into the environment Council needs to be notified of clean up sites. Contact Council's Environmental Programs team on 4934 9833 by Friday 14 February, 2014 to obtain a Rubbish Removal Request Form.



FOR THE ENVIRONMENT

MATTRESS MUSTER

When: Saturday 15 February 2014

Location: Council Works Depot, Metford Road, East Maitland

Time: 8.00am to 12.00noon

A maximum of four items will be accepted per household, with proof of residence in the Maitland local government area required at the time of dropping off the items. Please note, a mattress with ensemble base is counted as two items.

FREE E-WASTE DROP OFF AT MOUNT VINCENT

There is now a permanent collection skip on-site at the Mt Vincent Waste Management Centre which provides for the recycling of e-waste at any time. Items include residential quantities of handheld devices, microwaves, televisions, DVD players, mobile phones and computers. No white goods. For a full list of what can be recycled visit hrr.com.au.

SHOWERHEAD EXCHANGE PROGRAM

Council and Hunter Water will hold a series of showerhead exchange opportunities during 2014. In January, March, May and August, residents will be able to exchange their existing low efficiency standard showerhead for a free 3 star WELS rated showerhead, or for \$50.00 receive a prestige 3 star WELS rated showerhead.

The Showerhead Exchange Program will be run through the four branch libraries and at the Hunter Water Corporation's retail office in the Council Administration Building, 285-287 High Street, Maitland.

For further information visit hunterwater.com.au/Save-Water/Save-Water-Initiatives/Showerhead-Exchange.aspx

You're welcome at Maitland events...

NEW YEARS EVE

TUESDAY 31 DECEMBER 2013

Maitland City Centre river front

AUSTRALIA DAY

SUNDAY 26 JANUARY 2014

Maitland Park and Maitland Pool

For more information
go to maitlandevents.com.au



Maitland City Council

285 - 287 High St, Maitland NSW 2320

t 02 4934 9700 f 02 4933 3209

info@maitland.nsw.gov.au | maitland.nsw.gov.au

Disclaimer: This newsletter has been prepared by Maitland City Council from information available as at 18-11-2013. 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



FUNDING OUR FUTURE

Maitland City Council would like to acknowledge the contribution of residents and ratepayers to this year's Funding our Future consultation.

The consultation was conducted throughout 2013, and gave residents the opportunity to have input into Council's future services and service levels, as well as how these might be funded.

Council's long term financial model shows a projected deficit of \$92 million in 10 years to maintain services to our growing population.

Residents have shared their thoughts on whether to maintain rates and reduce services, increase rates and maintain services as currently programmed or increase rates further to enhance services or a mix of the latter two options.

Opportunities to comment were given through online surveys, surveys at events and shopping centres, randomly selected phone surveys, over 10 community information sessions and via social media, online forums and quick polls.

Consultation results have been provided to Council. A decision on whether to proceed with an application to the Independent Pricing and Regulatory Tribunal (IPART) to increase rates via a special rate variation is scheduled to be made on 10 December 2013.

To stay up to date on the progress of the seven year rating proposal register at maitlandyoursay.com.au or like us at [facebook.com/maitlandyoursay](https://www.facebook.com/maitlandyoursay).

MESSAGE FROM THE MAYOR

The festive season is upon us and what a year it has been, with many positive achievements and some challenges. As I look back over the last 12 months I am proud of the progress we have made towards achieving the outcomes in the Community Strategic Plan Maitland+10. The Levee development continues to progress and planning is well underway for the upgrade of Athel D'Ombra Drive with both projects significant to the revitalisation of Central Maitland.

This edition of Momentum also provides a summary of the consultation that has occurred with the community over the last six months about Funding our Future.

I've been pleased to see the community celebrate together at a range of community and council led events, connecting our residents through music, food, the arts and more. I was also particularly pleased by Maitland's success at the annual Tidy Towns Awards in November. I wish you all a safe and happy Christmas with your loved ones and I look forward to working with you in 2014.

*Until next time,
Mayor Peter Blackmore*



Works around the city

LAWES STREET

Significant infrastructure works, including drainage upgrades and footpath renewal in Lawes Street East Maitland are estimated to be completed in December.

METFORD ROAD

Works in Metford Road will come to a conclusion towards the end of the year. The project has involved shoulder widening and pavement upgrade from Raymond Terrace Road through to Maize Street as well as drainage upgrades and kerb and gutter installation works around the Maize Street and Beryl Humble Oval entrance intersections.

Lawes Street and Metford Road works are funded by the Special Rate Variation implemented in 2011/12.

MCFARLANES ROAD

Stage one works have commenced on the upgrade to McFarlanes Road, which will include shoulder widening and pavement renewal over a 600m section.

WOODBERRY ROAD

Stage one works have commenced on the upgrade to Woodberry Road, which will include shoulder widening and pavement renewal over a 500m section. There will also be drainage upgrades and an extension of kerb and gutter around Nilands Lane intersection.



The upgrades in Lawes Street East Maitland are estimated to be finished by the end of 2013

Maitland recognised at 2013 Tidy Towns Awards

The Maitland community can take pride in the recognition that the city received at this year's Tidy Towns Awards that were announced in Armidale in November. The following awards were presented to Maitland:

TOWN	AWARD CATEGORY	AWARD RECEIVED
East Maitland	Cultural Heritage Award	Winner: Maitland Gaol installation of accessible facilities and further development of interpretative audio tours of Gaol history
	Bush Spirit Award	Winner: Maitland Men's Shed
	Water Conservation and Energy Efficiencies Award	Highly Commended: Maitland Gaol installation of water harvesting, energy efficiency lighting and solar powered functions and events
Maitland	Young Legends Award	Winner: Maitland schools working to improve and create a sustainable Maitland
Morpeth	Cultural Heritage Award	Winner: Morpeth Courthouse conservation works program
Metford	Waste Management and Litter Reduction Award	Highly Commended: Love Food Hate Waste- stretching the food budget and reducing food waste in Maitland
Tenambit	Wildlife Corridors Award	Winner: Linking Tenambit Wetland to the Hunter River

Maitland was also awarded First Place in the Overall Town Award for a population greater than 25,000.

PICTURE MAITLAND

Take a peek into Maitland's past through the Maitland City Library historic photograph collection. Featuring never seen before images of our community at work and play, Picture This will capture your imagination. This eclectic collection has been collated, digitised and catalogued, and is now accessible via the Maitland City Library website at maitland.nsw.gov.au/Library/localstudies Including almost 1,000 images of the local community from the late 1800s through to 1960s, the Picture Maitland collection is diverse and interesting. Featuring everything from buildings to bridges, education, sport and entertainment, the collection provides a unique insight into Maitland's past.

Moving forward in the revitalisation of Central Maitland

Council is committed to the revitalisation of Central Maitland which is outlined in some of Council's core documents including the Central Maitland Structure Plan and Community Strategic Plan. The revitalisation is supported by targets to create new jobs and increase the current population to 5,500 residents in Central Maitland to ensure that it retains its function as a major regional centre in the Lower Hunter and as the commercial and historic centre of the City of Maitland.

To support this land in Central Maitland includes commercial, mixed use and residential land use zones to support future development. Guidelines are currently in preparation to encourage adaptive reuse of existing buildings and encourage future suitable urban infill.

It's encouraging to see private sector development underway or in the planning stage.

A new 36 apartment development in Steam Street is currently under construction and 333 High Street is nearing completion. This development will include refurbishment of the existing building to include two retail spaces and four residential units as well as six, three storey terraces at the rear. In July a further nine two storey town houses were approved for High Street.

A 10 unit extension to the Quest Serviced Apartments in Ken Tubman Drive is also a welcome addition and exhibits confidence in the future of Central Maitland.



36 apartments are under construction in Steam Street



The development at 333 High Street is nearing completion



Riverlights Multicultural Festival

The second Maitland Riverlights Multicultural Festival was held in October and attracted around 5,000 people to the City Centre and Riverside Walk. A wide range of community groups participated through performances, demonstrations and food stalls.

The evening culminated in the Riverlights Spectacle which saw hundreds of lanterns released into the Hunter River. Council would like to thank the wide range of sponsors who helped to make this festival possible.

maitlandriverlights.com.au

Left: One of the many performances at Riverlights Multicultural Festival

INFLATABLE AND PORTABLE POOLS NEED FENCES TOO

Maitland City Council is reminding residents that under the NSW Swimming Pool Act 2012 any pool capable of being filled to a depth of 300mm or more is required to be fenced in accordance with the legislation. This includes any pool whether it is in ground, above ground, portable or inflatable.

Between 2007 to 2011, 8 out of the 11 drowning deaths among children occurred in inflatable and portable pools that did not have a fence.

The general public are often unaware of this requirement as inflatable or portable swimming pools are sold at a wide variety of stores which may not sell swimming pool fencing.

All swimming pools, including portable and transportable pools, are required by law to be registered on the state swimming pool register swimmingpoolregister.nsw.gov.au. For people who do not have computer access Council can assist with registration and the required form can be collected from Council's Administration Building.



DID YOU KNOW?

Mulchtober was a great success with over 400 tonnes of mulch given away free of charge to residents from Council's Mount Vincent Waste Facility. The good news is that residents can continue to collect free mulch from the facility whilst stocks last.

MEET THE COUNCILLORS FROM EAST WARD

CR PETER GARNHAM

Cr Peter Garnham is in his fourth term as a Maitland City Councillor. Peter brings vast community knowledge and experience to Council being an active member of more than six community associations. Peter is passionate about seeing Maitland grow and is dedicated to ensuring investment and employment grows at the same pace.



CR BOB GEOGHEGAN

Cr Bob Geoghegan has lived in Maitland for 30 years and was first elected as a Maitland City Councillor in 1999. Bob decided to run for Council with the aim of remaining true to the community and ensuring each and every resident had an opportunity for quality representation.



CR BEN WHITING

Cr Ben Whiting is in his first term as a Maitland City Councillor. He has a keen interest in becoming more involved in the urban and economic planning of the city. Ben is also inspired by the redevelopment planned for Central Maitland over the next four years and is excited to play an integral role in its implementation.



EAST WARD INCLUDES:

- Ashtonfield
 - Metford
 - East Maitland
 - Louth Park
- Cliftleigh
 - Mount Dee
 - Thornton (part)
 - Tenambit (part)



Mayor Peter Blackmore speaks with residents and encourages them to take part in the Funding our Future survey.

AN IMPORTANT COMMUNITY CONVERSATION

COUNCIL OBJECTIVE: TO ENSURE COMMUNITY INPUT INTO COUNCIL DECISION-MAKING IS REGULAR AND ACTIVE, WITH EQUITABLE OPPORTUNITIES FOR RESIDENTS TO SHARE THEIR VIEWS.

FUNDING OUR FUTURE - RATES AND COUNCIL

Over the past few years, Council has been active in informing the community of the financial challenge facing the organisation. Like many local governments in NSW, Maitland faces a significant challenge in financially sustaining services to its fast growing city over time. Our long term financial forecasts show a funding shortfall of \$92 million at the end of ten years, if steps aren't taken now.

Over the past six months, Council has presented three options to the community to address the issue. First, increasing rates by the rate cap and reducing current levels of service. The second was to increase revenue to maintain current levels of service, and the third was to increase revenue to enhance services. Supporting information was provided giving specific details on the options and genuine forecasts of how the options would impact rating for all ratepayers.

A randomly selected telephone survey of 600 residents in June sought initial feedback on the options, followed by a whole of community engagement program. Maitland residents and property owners were encouraged to have their say through an online survey, at community information sessions and shopping centre booths, through online forums on Maitland Your Say or via the tear off survey on the Funding Our Future publication distributed to residential households across Maitland.

The community's feedback will inform Council's financial strategy for the future, in particular the services desired for the future and the part rating will play in helping to bridge funding gaps. Stay up to date on the process at maitlandyoursay.com.au



The Funding Our Future publication was distributed to residents across Maitland encouraging residents to have their say on potential solutions to the financial challenge facing Council.

COMMUNITY OUTCOME: MEANINGFUL, INFORMED AND GENUINE COMMUNITY PARTICIPATION IS ACTIVE IN DECISION-MAKING AT ALL LEVELS OF GOVERNMENT.