



Council Meeting

Agenda

Tuesday, 14 June 2022
Civic Centre, 15 Anderson Street, Lilydale

Information for Councillors and the community

ACKNOWLEDGEMENT OF COUNTRY

We respectfully acknowledge the Traditional Owners, the Wurundjeri People, as the Custodians of this land. We also pay respect to all Aboriginal community Elders, past and present, who have resided in the area and have been an integral part of the history of this region.



COUNCIL VISION

Whether you live here or visit, you will see how much we care for country, how inclusive and connected our communities are, and how sustainable balanced growth makes this the best place in the world.

VALUE OF HISTORY

We acknowledge that history shapes our identities, engages us as citizens, creates inclusive communities, is part of our economic well-being, teaches us to think critically and creatively, inspires leaders and is the foundation of our future generations.

COUNCILLOR COMMITMENT

We'll be truthful, represent the community's needs, be positive and responsive and always strive to do better.

OUR COUNCILLORS

Billanook Ward: Tim Heenan
Chandler Ward: David Eastham
Chirnside Ward: Richard Higgins
Lyster Ward: Johanna Skelton
Melba Ward: Sophie Todorov

O'Shannassy Ward: Jim Child
Ryrie Ward: Fiona McAllister
Streeton Ward: Andrew Fullagar
Walling Ward: Len Cox

CHIEF EXECUTIVE OFFICER & DIRECTORS

Chief Executive Officer, Tammi Rose
Director Communities, Jane Price
Director Corporate Services, Andrew Hilson
Director Recovery, Jane Sinnamon

Director Environment & Infrastructure,
Mark Varmalis
Director Planning Design & Development,
Kath McClusky

GOVERNANCE RULES

All Council and Delegated Committee meetings are to be conducted in accordance with Council's Governance Rules, which can be viewed at: <https://www.yarraranges.vic.gov.au/Council/Corporate-documents/Policies-strategies/Governance-rules>

PUBLIC PARTICIPATION IN MEETINGS

Members of the community can participate in Council meetings in any of the following ways:

- making a verbal submission for up to 5 minutes on matters not listed on the agenda.
- submitting a question.
- speaking for up to 5 minutes to a specific item on the agenda. For planning applications and policy issues, the Chair will invite one person to speak on behalf of any objectors and one person to speak on behalf of the applicant. For other matters on the agenda, only one person will be invited to address Council, unless there are opposing views. At the discretion of the Chair, additional speakers may be invited for items of large interest.
- speaking for up to 5 minutes to a petition to be presented at a meeting.

For further information about how to participate in a Council meeting, please visit:
<https://www.yarraranges.vic.gov.au/Council/Council-meetings/Submissions-questions-petitions-to-Council>

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In the case of an emergency during a meeting held at the Civic Centre, 15 Anderson Street, Lilydale, you should follow the directions given by staff and evacuate the building using the nearest available exit. You should congregate at the assembly point at Hardy Street car park.

CONTACT US

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- 11. COUNCILLOR MOTIONS**
- In accordance with Chapter 3, Division 4, of the Governance Rules developed by Council in accordance with section 60 of the Local Government Act 2020.*
- 12. ITEMS THROUGH THE CHAIR**
- 13. REPORTS FROM DELEGATES**
- 14. DOCUMENTS FOR SIGNING AND SEALING**
- In accordance with Clause 87 of the Meeting Procedures and Use of Common Seal Local Law 2015, as prescribed by Section 14(2)(c) of the Local Government Act 2020.*
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- In accordance with section 66(2)(a) of the Local Government Act 2020.*
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YARRA RANGES COUNCIL

1. MEETING OPENED

**AGENDA FOR THE 560TH COUNCIL MEETING TO BE HELD ON TUESDAY
14 JUNE 2022 COMMENCING AT 7.00PM IN COUNCIL CHAMBER, CIVIC
CENTRE, ANDERSON STREET, LILYDALE**

2. ACKNOWLEDGEMENT OF COUNTRY

3. INTRODUCTION OF MEMBERS PRESENT

OUR COUNCILLORS

Billanook Ward: Tim Heenan

Chandler Ward: David Eastham

Chirnside Ward: Richard Higgins

Lyster Ward: Johanna Skelton (Deputy Mayor)

Melba Ward: Sophie Todorov

O'Shannassy Ward: Jim Child (Mayor)

Ryrie Ward: Fiona McAllister

Streeton Ward: Andrew Fullagar

Walling Ward: Len Cox

CHIEF EXECUTIVE OFFICER & DIRECTORS

Chief Executive Officer, Tammi Rose

Director Communities, Jane Price

Director Corporate Services, Andrew Hilson

Director Recovery, Jane Sinnamon

Director Environment & Infrastructure, Mark Varmalis

Director Planning, Design & Development, Kath McClusky

4. APOLOGIES AND LEAVE OF ABSENCE

There were no apologies received prior to the commencement of this meeting.

5. MAYORAL ANNOUNCEMENTS

6. CONFIRMATION OF MINUTES

RECOMMENDATION

That the Minutes of the Council Meeting held 24 May 2022, as circulated, be confirmed.

7. CONFLICTS OF INTEREST

In accordance with section 130 of the Local Government Act 2020.

The *Local Government Act 2020* defines two categories of conflict of interest:

- a **general conflict of interest**, which is defined as “...a relevant person has a general conflict of interest in a matter if an impartial, fair-minded person would consider that the person's private interests could result in that person acting in a manner that is contrary to their public duty”
- a **material conflict of interest**, which is defined as “...a relevant person has a material conflict of interest in respect of a matter if an affected person would gain a benefit or suffer a loss depending on the outcome of the matter. The benefit may arise or the loss incurred (a) directly or indirectly; or (b) in a pecuniary or non-pecuniary form.”

In accordance with section 130 of the *Local Government Act 2020*, a conflict of interest must be disclosed in the manner required by the Governance Rules and the relevant person must exclude themselves from the decision-making process.

8. QUESTIONS AND SUBMISSIONS FROM THE PUBLIC

In accordance with Chapter 3, Rules 57 and 59, of the Governance Rules developed by Council in accordance with section 60 of the Local Government Act 2020.

A person may make a submission to Council on matters that are not listed on the Agenda. A submission may be on any matter except if it:

- (a) is considered malicious, defamatory, indecent, abusive, offensive, irrelevant, trivial, or objectionable in language or substance;
- (b) is substantially the same as a submission made to a Council meeting in the preceding 12 months;
- (c) relates to confidential information as defined under the Act;
- (d) relates to the personal hardship of any resident or ratepayer; or
- (e) relates to any other matter which the Council considers would prejudice the Council or any person.

9. PETITIONS

In accordance with Chapter 3, Rules 60, of the Governance Rules developed by Council in accordance with section 60 of the Local Government Act 2020.

A person may submit a petition to Council on matters that are not listed on the Agenda. Every petition or joint letter submitted to Council must:

- a) identify a 'Lead Petitioner' who Council can correspond with;
- b) be legible and in permanent writing;
- c) be clear and state on each page the matter and action sought from Council. Every page of a petition or joint letter must be a single page of paper and not be posted, stapled, pinned or otherwise affixed or attached to any piece of paper other than another page of the petition or joint letter;
- d) not be derogatory, defamatory or objectionable in language or nature;
- e) not relate to matters outside the powers of Council; and
- f) clearly state the names and addresses of at least seven (7) people who live, work, study or do business in the Municipal district.

PETITIONS TO COUNCIL

Report Author: Governance Officer
Responsible Officer: Director Corporate Services
Ward(s) affected: All Wards

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

SUMMARY

The following petitions have been received:

PART A – General Petitions

1. *Road Maintenance. Residents would like Council to investigate the costs associated with sealing Coach Road, Lilydale. 7 signatures.*

RECOMMENDATION

That the following listed General Petitions be received and noted and referred to the appropriate officer.

1. ***Road Maintenance. Request to seal Coach Road, Lilydale.***

YARRA RANGES TOURISM PARTNERING AGREEMENT 2022-23

Report Author: Manager Economic Development & Investment
 Responsible Officer: Chief Executive Officer
 Ward(s) affected: Chandler; Lyster; O'Shannassy; Ryrie; Streeton

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

SUMMARY

With support from Council, Yarra Ranges Tourism (YRT) was formally established in 2006 following the merger of two organisations, Destination Yarra Valley Dandenong Ranges (former Tourism Board) and the Yarra Valley Brand Inc. in 2006. Since that time, Council has supported Yarra Ranges Tourism through a Partnering Agreement to enable unified strategic branding and marketing, and to secure the region's position as a major regional destination in Australia.

The Victorian Government has released its Visitor Economy Recovery and Reform Plan (VERRP) outlining the Government's intention to support Victoria's visitor economy and tourism industry including the transition of Regional Tourism Boards into a network of Visitor Economy Partnerships by 2023. While a detailed transition plan or timeframe is not yet available, it is recommended Council continue to support YRT for the 2022-23 financial year and review this commitment following an internal review on the effectiveness of YRT and the progress of the VERRP.

The current Partnering Agreement with Yarra Ranges Tourism concludes on 30 June 2022.

RECOMMENDATION

That Council

- 1. Extends the Partnering Agreement with Yarra Ranges Tourism for a further 12 month period concluding 30 June 2023.**
- 2. Maintains the existing funding amount of \$489,016 per annum.**

- 3. *Contributes funding of up to \$50,000 to a regional Destination Management Plan for the Yarra Valley and Dandenong Ranges Tourism Region.***
- 4. *Undertakes a comprehensive review to assess the effectiveness of Yarra Ranges Tourism and determine the most appropriate role, in considering the Visitor Economy Recovery and Reform Plan.***
- 5. *Receives a further report following completion of the review and progress on the implementation of the Victorian Government's Visitor Economy Recovery Reform Plan.***

RELATED COUNCIL DECISIONS

Council Meeting 10 March 2020 – Council supported the extension of the Partnering Agreement with Yarra Ranges Tourism for a further 12-month period concluding 30 June 2021 and increased the funding support by 2.5% to \$489,016 (excluding GST) annually for a 12-month period (2020-2021).

Council Meeting 8 June 2021 - Council supported the extension of the Partnering Agreement with Yarra Ranges Tourism for a further 12-month period concluding 30 June 2022 maintaining the existing funding amount associated with the Partnering Agreement of \$489,016 annually for a 12-month period (2021-2022).

DISCUSSION

Purpose and Background

Under a six-year partnership agreement with Council that commenced 1 July 2016, YRT markets and promotes the region's wine, food, tourism, and agribusiness products in partnership with industry and government to international and domestic markets. It also promotes the Yarra Ranges municipality as a key tourism destination.

The partnership agreement with YRT includes arrangements with Yarra Valley Wine Growers Association trading as Wine Yarra Valley (WYV), Yarra Valley Regional Food Group (YVRFG) to provide an integrated and collaborative approach to the promotion of the Yarra Valley, Dandenong Ranges and Warburton Valley as premier tourist destinations.

Collectively these organisations have demonstrated, through achieving key performance indicators outlined in the Partnering Agreement, that they are leading the development and sustainability of a strong local tourism sector particularly through the COVID-19 Pandemic and following the Storm event in June 2021. Formal reporting of achievements against the Key Performance Indicators (KPI's) for 2020-2021 was received from YRT in November 2021 (refer Attachment 1).

Yarra Ranges Tourism is funded through a partnership model with the Victorian Government, Manningham, Nillumbik and Yarra Ranges Councils, and local tourism

industry business operators. The YRT income model is complemented through government grants for industry specific initiatives.

The Victorian Government has released its Visitor Economy Recovery and Reform Plan April 2021 (VERRP) (refer Attachment 2) outlining the Government's intention to support Victoria's visitor economy and tourism industry to recover from the combined impacts of bushfires and the COVID-19 pandemic by growing and rebuilding its domestic visitor economy market share and preparing for growth and resilience when international borders reopen. The Plan includes the findings of the Regional Tourism Review which was commissioned by the Government in 2019 and notes the following:

- Transition of Regional Tourism Boards (RTBs) into a network of Visitor Economy Partnerships (VEPs) by 2023.
- Establishment of Transition Committees with representatives from RTBs, Councils, government, and industry to support the transition.
- \$15.4 million investment to support the transition to VEPs with greater scale, capability and coverage; and
- Establishment of a Visitor Economy and Reform Ministerial Advisory Council supported by the Department Jobs Precincts and Regions (DJPR) to guide whole-of-government implementation and management of the Plan.

A detailed transition plan and clear timeframe is not yet available.

YRT have written to Council requesting a review of the existing Partnership Agreement including:

- increased funding contributions, minimum of a 5-year renewal period and review of KPI's long-term partnership agreement be entered into of 5+5 years.
- annual CPI funding in line with the annual Victorian CPI rate.
- A financial contribution of up to \$50,000 towards a regional Destination Management Plan (DMP).
- Substantial increase in the event sponsorship stream of funding.
- Additional funding stream to build and ignite the nature-based brand of the region.
- Review of Key Performance Indicators outlined in the Partnership Agreement; and
- Clarification of YRT's role in administering funding the YVRFG and WYV.

YRT have confirmed financial contribution commitments towards a regional DMP from the Victorian Government (\$125,000), Nillumbik Council (\$25,000) and YRT (\$40,000) totalling \$190,000.

The Victorian Government objectives for a DMP are to:

- bring together key regional stakeholders to discuss and develop a shared vision for growing the visitor economy (over a 3-5 year period).
- Set out what success looks like for the region.
- Align with other key visitor economy planning documents for example, Visitor Economic Management Plan.
- Plan for and outline best practice in both governance and stakeholder management
- Prioritise Supply and Demand strategies and activities.
- Identify clear and measurable goals and outline the actions to be taken by the RTB to achieve them.
- To outline clear roles, responsibilities and timeframes in delivering against the plan.

Options considered

The following options have been considered:

Options	Cost	Recommendations	Considerations
Option 1 Increase per YRT request	>\$556,132	Not recommended	Victorian Government plans to transition to a VEP by 2023. YRC will conduct a review to fully evaluate the impacts and outcomes delivered by the partnership while assessing future needs and aspirations.

<p>Option 2</p> <p>Maintain existing funding of \$489,016 for a further 12 month period</p>	\$489,016	Not recommended	<p>Victorian Government plans to transition to VEPs by 2023.</p> <p>Excludes \$50K contribution towards a DMP which will result in an inability to conduct extensive community consultation other than high level industry engagement; or alternatively a reduction of existing services such as marketing/promotion, industry development, and advocacy.</p>
<p>Option 3</p> <p>In addition to Option 2 contribute up to \$50K towards the development of a DMP for the Yarra Valley and Dandenong Ranges Tourism Region.</p>	\$539,016	Recommended	<p>Victorian Government plans to transition to a VEP by 2023.</p> <p>Includes a \$50K contribution towards preparing a DMP.</p>
<p>Option 4</p> <p>Cease funding</p>	Nil	Not recommended	<p>Ongoing commitment from key funding bodies is crucial to the YRT's existence.</p> <p>Victorian Government's ongoing investment into the Yarra Valley and Dandenong Ranges will be placed at risk if YRT fold.</p> <p>Loss of existing and future investment confidence in the Region.</p>

Recommended option and justification

Option 3 - Maintain existing funding of \$489,016 for a further 12-month period with a contribution of up to \$50,000 towards the development of a DMP for the Yarra Valley and Dandenong Ranges Tourism Region is the preferred and recommended option.

This option provides for a continuation of the existing service provision while Council undertakes reviews of both the impact and what the value add of the partnership has been including identifying opportunities to maximise the impact of the YRT partnership investment. It also supports the Council Plan action to *Develop a DMP with the Yarra Ranges Tourism Board to support the right eco-tourism, infrastructure growth that also protects our natural environment through a cost-effective funding model.* (Council Plan Action 6 under Vibrant Economy, Agriculture and Tourism).

FINANCIAL ANALYSIS

A one-year financial commitment of \$489,016 per annum through the YRT Partnership Agreement is in place with Council until 30 June 2022. The distribution of the funding payment is:

Funds Recipient	Costs (excl. GST) 2021-22	Funding Purpose
Yarra Ranges Tourism	\$382,942	Contributes to staff costs, visitor information coordination and leadership of tourism marketing, development, and management for the Region through delivery of the annual action plan tied to the five-year Strategic Plan
Yarra Valley Wine Growers Association	\$25,308	Supports the recognition of the Yarra Valley as a fine wine region and premium brand reputation
Yarra Ranges Tourism	\$21,797	Regional Food Promotion– supports the recognition of the Yarra Valley as a fine food region and premium brand reputation, with a focus on the promotion of Food Trails and Farmer’s Markets
Yarra Valley Regional Food Group	\$5,125	Supports promotion of their monthly Farmer’s Market
Yarra Ranges Tourism	\$53,844	Tourism Events Grant Program
Total	\$489,016	

APPLICABLE PLANS AND POLICIES

This report contributes to the following strategic objective in the Council Plan:

- Vibrant Economy, Agriculture and Tourism.
 - *Our tourism, agriculture, health, manufacturing and other industries are leading and dynamic. Strong investment and attraction underpins sustainable economic growth and job creation.*
 - *Become a world class trails and eco-tourism destination through project development, delivery, advocacy and partnerships, including the delivery of the Rivers and Ridges projects.*

This report contributes to the following strategic objective(s) in the Council Action Plan (2021-25):

- *Review and develop a new Economic Development Strategy and Investment Attraction Plan, to create local jobs, business, and investment to deliver positive and sustainable economic community outcomes.*
- *Develop a destination management plan with Yarra Ranges Tourism Board to support the right eco-tourism, infrastructure growth that also protects our natural environment.*

This report contributes to the following strategic objective in the Economic Development Strategy 2012-2022:

- *Foster Tourism*
 - *Priority Area 9.1 Achieve local and international recognition as a premier tourism destination.*
 - *Priority Area 9.2 Increase visitation, length of stay and improved experience.*
 - *Priority Area 9.3 Work with industry to grow nature-based tourism opportunities in the region*
 - *Priority Area 9.4 Encourage all stakeholders in the tourism industry to work to agreed goals.*
 - *Priority Area 9.5 Encourage harmonious relationships between tourists and residents, the environment and agribusiness.*

This report contributes to the following strategic objective in the COVID-19 Pandemic Recovery Framework December 2020:

- *Objective 2 - Businesses, organisations and industries in the local economy can operate and trade in line with broader economic trends.*

This report contributes to the following strategic objective in the State Plans:

- Visitor Economy Recovery and Reform Plan
 - Strategic collaboration and planning
 - Transition Regional Tourism Boards to Visitor Economy Partnerships
 - Enhance leadership and coordination to drive recovery outcomes
 - Destination marketing
 - Marketing
 - Industry partnerships
 - Brand framework

RELEVANT LAW

Not applicable.

SUSTAINABILITY IMPLICATIONS

The cumulative impact of rising costs and inflation is eroding YRT, WYV and YVRFG ability to deliver existing services.

The Yarra Ranges tourism industry has been significantly impacted because of the COVID-19 Pandemic and the Storm event in June 2021. The industry is adjusting to this new normal in an environment with ongoing uncertainty and will require the continued leadership of local peak bodies YRT and WYV.

Environmental Impacts

Continued coordination of regional marketing initiatives will ensure that environmental impacts are appropriately managed. Opportunities to increase the awareness of the region as a premier eco-tourism destination will be strengthened with the development of a Destination Management Plan in partnership with YRT and the Yarra Ranges community.

Social Impacts

There are many social benefits from maintaining the Region as a premier tourist destination. A vibrant tourism sector with well managed infrastructure and highly skilled operators has a direct correlation to liveability, which in turn has a positive social impact on how residents respond to their local community.

The economic determinants of health are consequential for people's wellbeing. Having a job is a precondition to living a healthy life.

A Destination Management Plan will contribute to fostering congruent relationships between visitors, residents, and tourism businesses.

Economic Impacts

Maintaining a productive tourism industry with a focus on strategic initiatives and coordination of marketing and promotion ensures the continued growth in visitation to the region. Directly tourism contributes an estimated 1877 jobs and \$383 million in economic output annually to the Yarra Ranges economy. Indirectly tourism supports more than 3340 jobs and \$1.4 billion in agricultural, and food and beverage product manufacturing.

Before the COVID-19 pandemic, tourism visitation to Yarra Ranges was rising strongly. In the year ending March 2020 the Yarra Ranges had 3.7 million visitors, up 12.5% from the previous year.

COMMUNITY ENGAGEMENT

Not applicable.

COLLABORATION, INNOVATION AND CONTINUOUS IMPROVEMENT

Council meets with YRT regularly to obtain an updated performance report against the current KPIs.

Council has been in regular contact with the Victorian Government regarding updates on the transition of RTBs into a network of VEPs by 2023.

RISK ASSESSMENT

The Yarra Ranges tourism industry has been directly impacted by the COVID19 Pandemic and the 2021 June Storm event. For a vibrant tourism industry to respond to this impact, and continue to pursue growth, it needs YRT as a known regional marketing and promotion body in collaboration with WYV. Combined YRT and WYV can facilitate new opportunities to help diversify and expand the experience of visitors to the Yarra Ranges that are unique and appeal to new markets as well as new investors. They contribute towards the community's future aspirations for the municipality that is *"in 2036 Yarra Ranges is a wonderful place to live, and a world-class destination for visitors and investors who make a significant contribution to prosperity within the region"*.

CONFLICTS OF INTEREST

No officers and/or delegates acting on behalf of the Council through the Instrument of Delegation and involved in the preparation and/or authorisation of this report have any general or material conflict of interest as defined within the *Local Government Act 2020*.

ATTACHMENTS TO THE REPORT

1. Yarra Ranges Tourism Activity Report – Year Ending 30 June 2021
2. Victorian Government Economy Recovery Reform Plan



We market and sell the Yarra Valley and Dandenong Ranges to the visitor, driving economic growth.

Yarra Ranges Partnership Activity Report June 2021



Purpose and Scope of Partnership

To promote the region's wine, food, tourism and agribusiness products in partnership with industry and government to international and domestic markets to promote the Shire of Yarra Ranges as a key tourism destination.

Yarra Ranges Tourism - Mission

To lead collaborative marketing for the Yarra Valley and Dandenong Ranges. Facilitated by effective partnerships that embrace industry diversity to attract, service and retain the visitor.

Report Summary

PARTNERING AGREEMENT

- KPIs, Yarra Ranges Tourism, Yarra Valley Wine Growers Association, Yarra Valley Regional Food Group

BUSINESS PARTNERSHIPS

- Overview

TOURISM CRISIS MANAGEMENT

- Overview

MARKETING

- PR and Media
- Spring Garden Party
- New website
- Digital Marketing
- Business Events
- Off Peak Weddings
- International Program

DIGITAL INFRASTRUCTURE

VISITOR SERVICING & INDUSTRY EXCELLENCE

- Carousels, kiosks, map & trails

INDUSTRY AND STAKEHOLDER ENGAGEMENT

SUSTAINABLE ORGANISATION

- Advocacy

LOOKING AHEAD...

Partnering Agreement

Agreement

Yarra Ranges Council and Yarra Ranges Tourism Ltd entered into a four year partnering agreement from 1 July 2016 to 30 June 2020. This agreement was extended for a further year from 2020 to 2021, the premise of this extension was that the State Government had not announced or released the findings of its Regional Tourism Review.

In April 2021, the State Government released an alternative plan - [Visitor Economic Reform and Recovery Plan](#). This document was an amalgam of the findings of the Regional Tourism Review and the extensive work that was done by all Regional Tourism Organisation's with the State Government to prioritise key actions that would be needed for the economic recovery of the tourism industry from the COVID19 pandemic. In addition the [consultation findings of the Regional Tourism Review](#) were released. Tourism was one of the first industries impacted by the pandemic and will be one of the last to recover.

In June 2021, the State Government put a three year Partnering Agreement in place with Regional Tourism Boards, outlining their desire to continue discussion on the role, value and structure of their proposed Visitor Economy Partnerships model.

Visitor Economy Recovery and Reform Plan



Regional Tourism Review Consultation Findings



The delayed 2020 budget State Budget that was released by the Government in October, a record \$633 Million was announced to support the Victorian Visitor Economy over four years. This sees additional support for a range of programs that Yarra Ranges tourism businesses will benefit from, including:

- Industry Strengthen Programs
- Infrastructure development support
- Destination Management Planning and local area planning

Governance:

- Yarra Ranges Tourism volunteer Board continued to meet online throughout Pandemic with the following positions
 - Independent Chair - James Robinson
 - Yarra Ranges Council Rep - Kathleen McClusky
 - Council Rep - Carl Cowie Nillumbik
 - Skills - Leigh Harry, Ralph Henderson (retired Feb 2021), Michael Hands (from Oct 2020), Kristina Burke (from October 2020)
 - Industry Based Reps - Nicole Esdaile - Wine Yarra Valley, Glenda Noffke - Tourism Network Yarra Valley, Helen Campbell - Dandenong Ranges Tourism, Martin Cheney - Yarra Valley Regional Food Group (retired Oct 2020), Chanmali Tregambe - Nillumbik Tourism Assoc, Cleo Silva - Warburton Valley CEDA

Partnering Agreement Performance Measures

Yarra Ranges Tourism

KPI	Progress updates and comments
<p>Demonstrate that Yarra Ranges Tourism has introduced cost efficiencies and is pursuing a range of funding streams to provide a more balanced proportion of funding sources</p>	<p>Yarra Ranges Tourism continue successful partnerships with two additional Local Governments to promote the Yarra Valley in Nillumbik and Manningham, collectively adding a further \$90,000 in revenue to the organisation.</p> <p>Discussions continue to other Councils including Murrindindi, Casey and Cardinia Councils who have different priorities and smaller visitor economy's within their remit. While Murrindindi signed to participate with Tourism North East (High Country) in 2020 they continue to speak with Yarra Ranges Tourism about supporting the key townships in the south of their municipality.</p> <p>As part of COVID-19 the organisation has applied for all financial assistance available, Boosting Business Cash Flows, Job Keeper, Business Support Fund etc, this saw an additional \$198k received to support our operations.</p> <p>This allowed the Board to offer a 50% hardship discount to our Industry partners for their annual marketing subscription who were effectively closed for the more than 6 months of the financial year. Which saw our Industry income down by 56%.</p> <p>Ongoing, Yarra Ranges Tourism manages a lean and agile budget that puts all major work to three quotes, where suitable capability can be demonstrated.</p> <p>Major procurement for the 2020/21 year included renewing our digital platform and rebuild of our key visitor websites for visityarravalley and visitdandenongranges, we are now working with Roam for this service. In addition to moving to a more sophisticated database management platform, HubSpot. Both of these platforms move our software delivery to a Software as a Service (SaaS) model as opposed to managing in-house.</p>

Partnering Agreement.....cont'd

KPI	Progress updates and comments
<p>Demonstrate that Yarra Ranges Tourism has introduced cost efficiencies and is pursuing a range of funding streams to provide a more balanced proportion of funding sources.... continued</p>	<p>Yarra Ranges Tourism continues to support regional advocacy efforts by Yarra Ranges Council and Melbourne's East for funding of key infrastructure projects and programs. This has included meeting with key Ministers, MPs and government decision makers along with our CEO being a representative on the Metropolitan Partnership program and Lilydale Revitalisation Board.</p> <p>The results of these efforts were demonstrated in April when we received the following announcements:</p> <ul style="list-style-type: none"> ● \$2.83 million for a landmark a development at the Dandenong Ranges Botanic Gardens in Olinda – the recreation of Australian Garden by renowned Melbourne landscape designer Phillip Johnson will bring to life the display that won the “Best in Show” at the famed Royal Horticultural Chelsea Flower Show in 2013. Article featuring our new Australian Garden in Dandenong Ranges: The Age online ● \$3.35 million for the Yarra Valley Trail Northern Loop. The Yarra Valley Trail is a major tourism infrastructure project that will connect Lilydale to Yarra Glen to Healesville, and eventually Warburton with a shared trail for walking and cycling. The northern loop provides Yarra Valley Trail users easy access to tourism destinations to the north and east of Yarra Glen including some of the best local produce destinations that the Yarra Valley has to offer. ● \$2.3 million to improve visitor facilities including BBQs, picnic areas and car parks at the Warburton Redwoods Experience ● \$1.5 million "Big Jeezley" Raptor Rehabilitation Facility at Healesville Sanctuary, a first of its kind in Australia, the newly designed exhibit will allow visitors to view raptors in a beautiful state-of-the-art facility as they rebuild their strength and stamina during their rehabilitation

Maintain participation numbers of those subscribing to Yarra Ranges Tourism annual partnership packages
 Increase tourism marketing partners by 10 by the concluding year of the Agreement

With the the ongoing Pandemic our focus shifted from increasing total number to maintaining. With ongoing uncertainty of how many businesses would survive the devastating impacts of the prolonged lockdowns.

Overall, Partner numbers prior to the Pandemic had increased by 17% since the inception of this agreement started in 2016.

In 20/2, Partnerships numbers were maintained despite the industry largely being closed for 6 months of the year due to Government restrictions associated with the Pandemic, year-end Partners Totals were 446, 9.6% up on the previous year. In this period we welcomed 36 new Partners, while 32 Partners were lost citing the Pandemic as their key reason

	<u>16/17</u>	<u>17/18</u>	<u>18/19</u>	<u>19/20</u>	<u>20/21</u>
Marketing	334	303	355	393*	446
Trade	20	13	20	23	10
Total	354	316	373	416	456

**Increase due to new Partners buying into new Off-Peak Weddings Program*

Increased levels of matched funding for collective marketing initiatives from local businesses and industry associations

The key areas that Yarra Ranges Tourism seeks matched funding from industry include: Official Touring Maps, Off Peak Weddings, International Program Digital Advertising, Business Events Program.

As the Board offered a 50% hardship discount to our Industry partners for their annual marketing subscription our Industry income down by some 56%.

A significant selling point for our industry to participate continues to be that for every dollar an industry Partner invests is leveraged three times due to the collective marketing model that Yarra Ranges Tourism manages which includes strong support from local and state government.

Partnering Agreement.....cont'd

KPI	Progress updates and comments
<p>Improve digital capabilities with website hits and time-on-page to maintain a top ranking website for the region</p>	<p>Yarra Ranges Tourism Operates several websites in its role for the region all which have a high search ranking. These include: visityarravalley.com.au visitdandenongranges.com.au yarravalleybusinessevents.com.au visityarravalley.cn Visitwarburton.com.au offpeakweddings.com.au All web pages consistently rank number one on the top search engines. Combined these sites generated annual page visits of 2.998M down from 4.26M (YE20) and down from 4.82 Million (YE19), these results continue to be impacted by COVID-19. Our Social Media activity through Facebook and Instagram however continues to grow with a reach of 4.86 million over the past year. This highlights the changing way consumers are seeking their information the importance of dedicated social media strategies.</p>
<p>Delivery of consistent communication through monthly enews, bi-monthly CEO updates, annual industry summit and briefing at industry networking events:</p> <ul style="list-style-type: none"> ● Open rate of monthly eNewsletters around 40% ● Maintain a comprehensive database 	<p>Yarra Ranges Tourism is committed to communication with our industry. Our industry newsletters includes regular updates on workshops, news, happenings in the region, marketing opportunities and our bi-monthly CEO report which covers all our strategic activities and outcomes aligned to our one year action plan. Open rates averaged at 37%, with the highest rates reaching 49% during the past year.</p> <p>Our database received constant maintenance as there has been significant personnel change in the region over the past year.</p> <p>To ensure industry partners fully utilise their partnership benefits each business also received at least 12 additional reminders on their benefits throughout the year by email or SMS.</p> <p>Our consumer communication is also an important tool in visitor attraction, and includes our Weekly What's On and 3 Ways to Find Your Self eDM's. The average open rates were 24%. Which is above industry benchmarks of 20%.</p>

Partnering Agreement.....cont'd

KPI	Progress updates and comments
<p>Increased product packages developed and marketed targeting specific consumer segments: Create and deliver an average of five new product packages annually</p>	<p>The model of trails that has been developed continue to be highly popular with industry and visitors. Trails continue to be distributed at 27 point of sale displays across the region.</p> <p>Our marketing team has taken back editorial control over these trails so that we can increase the consistency of delivering a new trail every quarter. Therefore avoiding lengthy delays of clusters of businesses not committing to be involved by the deadline. These trails continue to provide a strong focus for our quarterly public relations activity. Highlights for the past year included the:</p> <ul style="list-style-type: none"> ● Wander to Warburton Trail ● Alternative Taste Trail which also benefited from significant retail purchases through our Regional Pantry initiative. ● The Dandenong Ranges trail was delayed due to the June 9 Storm event. ● The Picnics and Views were updated for the Yarra Valley and Dandenong Ranges ● We also delivered a cheeky April Fools day trail encouraging visitors to use public toilets align the Wabtruton Hwy. ● Canned Summer trail
<p>Deliver an approach to food tourism marketing including:</p> <ul style="list-style-type: none"> ● Create and deliver a minimum of five new food trails by the final year of the Agreement ● Integrates digital food trail marketing activities with the regional platforms of Yarra Ranges Tourism ● Deliver an advertising campaign to promote Farmers Markets in the region to drive consumer urgency to visit the Yarra Valley, Warburton Valley and Dandenong Ranges 	<p>Yarra Ranges Tourism has a continued focus on promoting the food tourism narrative for the Yarra Valley. The public relations activity associated with our Top Trails continue to augment this brand pillar of the region. This was a major focus our Spring Garden Party activation online featuring segments from food writer and personality Julia Ostro.</p> <p>We have continued to support and enable the Yarra Valley Regional Food Group and other markets to be a feature within our Weekly What's On. This is supported by ongoing journalist famils. Mid-week campaigns, where postponed due to the lockdowns and business restrictions in place.</p> <p>The Regional Pantry online store also provided an outlet for partners food and beverage sales in the digital realm, commission free.</p>

Partnering Agreement.....cont'd

KPI	Progress updates and comments
<p>Delivery of an annual strategic action plan that captures all industry activities to market the region. This should include Local Tourism Associations, YVWGA and YVRFG</p>	<p>Each year Yarra Ranges Tourism develops a detailed One Year Action plan, Industry Rep Directors on our Board are able to provide input on their activities for inclusion. It is noted that no further input is generally added from these groups regarding their plans. For 2020/21 a one year Recovery Action Plan has been developed that has aligned with the State approach of all Regional Tourism Boards.</p>
<p>Application of the Tourism Events Grant Program towards new and repeat events that attract visitation to the region and promote the region</p>	<p>Yarra Ranges Tourism meets regularly with event organisations to attract, support and mentor regional events for the Yarra Valley and Dandenong Ranges. However, minimal proposals were tabled during the year due to the pandemic. Sponsored events during the past year have included:</p> <p>Yarra Valley Writers Festival Yarra Valley Operar Festival</p> <p>Unfortunately, these events were required to go online due to lockdowns.</p> <p>In addition support was offered for the Giro della Donna to further grow their Piccolo family event.</p> <p>The annual funding for events has been crucial for more events in the region Events Sponsored since 2016 include:</p> <ul style="list-style-type: none"> ● Yarra Valley Wine and Food Festival ● Secret Gardens of the Dandenong Ranges ● Targa Florio ● Giro della Donna ● Rone 'Empire' ● Yarra Valley Harvest Run ● Warburton Trail Fest ● Yarra Valley Opera Festival ● Yarra Valley Chardonnay Symposium ● Yarra Valley Writers Festival ● Cherry Hill Blossom Festival and Lunar New Year Festival

Partnering Agreement.....cont'd

KPI	Progress updates and comments
<p>Monitoring of the KPIs for the YVWGA and YVRFG relating to their tourism marketing activity and included in six monthly update reports to the Council</p>	<p>Yarra Ranges Tourism has included a position for a representative Director on its Board from YVWGA and YVRFG. Each organisation successfully fulfilled this role, through Primary and Alternative Directors at different stages.</p> <p>Each association is also provided an opportunity to give updates on their activities at our Board meetings, through verbal and written formats.</p> <p>In addition positions have been extended on our Marketing Sub Committee and quarterly catch-ups are held with all local associations working in the visitor economy to discuss issues and opportunities with the Yarra Ranges Tourism team and learn of our upcoming marketing and program activity. Not all groups send a representative to these forums on a consistent basis.</p>
<p>Use the Council logo to acknowledge Council's sponsorship on the regional marketing websites and subject to prior agreement with Council, on nominated marketing collateral to promote the region</p>	<p>The Council logo is used on all key marketing documents, including: Presentations to Industry, Walks and Rides Maps, Various marketing material as appropriate, CEO report to Industry, Website, Digital Visitor Information Kiosks in street locations.</p> <p>In addition Yarra Ranges Council is always recognised by our Chair and CEO at formal presentations.</p>

Partnering Agreement.....cont'd

Our Visitors - YE June 2020 and Predicted Impacts of COVID-19

Visitation Summary*											Economic Predictions vs 2019**			
											Spending and total jobs			
Estimates (000s)	2016	2017	2018	2019	2020	2021	AAG 16/21 p.a.	YoY % Change 19/20	% Share Regional Vic	% Share Reg Vic Change 19/20	20/21 Fast -25 %	20/21 Slow -37%	22/23 Fast 6%	22/23 Slow -7%
Domestic Overnight Visitors	596	681	630	762	631	551	-2%	-13%	4.2%	-28%	n/a	n/a	n/a	n/a
Domestic Visitor Nights	1,397	1,558	1,607	1,879	1,404	1,381	-0%	-2%	3.3%	-26%	1922	1580	2758	2326
Domestic Daytrips	3,978	3,584	3,844	4,616	3,587	2,489	-9%	-31%	10.3%	-46%	4902	4325	6343	5767
Int'l Overnight Visitors	42	47	45	49	46	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Int'l Visitor Nights	740	829	882	1,067	735	n/a	n/a	n/a	n/a	n/a	548	411	1140	1371
Int'l Daytrips	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a

*source NVS and IVS June 2021, **Decisive Consulting impact analysis on the Yarra Valley & Dandenong Ranges (June 2020)

Partnering Agreement....cont'd

Agreement Performance Measures

Yarra Valley Wine Growers Association



KPI	Progress updates and comments
Integration of wine tourism activities and initiatives in the Yarra Ranges Tourism Strategic Plan and Annual Action plan as related to the marketing of the region as a premier wine destination for visitors	In a year that was significantly impacted by lockdowns there have been limited opportunities to work on marketing initiatives. There has been cross-promotion of Fireside Yarra Valley and participation by our Committee and Executive in the YRT Marketing Sub Committee in FY21.
Enhances inbound marketing tactics through use of Search Engine Optimisation, and digital media to grow consumer database annually by 10%	The new Wine Yarra Valley new website was launched in FY21 with significantly enhanced SEO features. Our consumer database grew over 15%.
Develops compelling content and distribute through digital communications platforms and integrates with the regional digital platforms of Yarra Ranges Tourism	The digital marketing strategy in FY21 achieved our highest level of engagement. This was lead by interaction with our event Fireside Yarra Valley achieving 1.5M impressions and over 26K website visits over a 3 week period.
Develop and implement a marketing strategy that targets Chinese tourists and the Melbourne Chinese Community, which enhances the Yarra Valley reputation and attracts visitation	The YVCR Project has been completed. In response to the pandemic, activity on the WeChat and Mini Program accounts was targeted to Australian-Chinese and Chinese living in Melbourne and Sydney. Legacy assets have been shared with industry and are available to download.

Partnering Agreement....cont'd

Agreement Performance Measures

Yarra Valley Wine Growers Association



KPI	Progress updates and comments
<p>Uses the Council logo to acknowledge Council's sponsorship on the YVWGA website and subject to prior agreement with Council on nominated marketing material to promote the region</p>	<p>The logo will continue to be displayed on the website of Wine Yarra Valley and on promotional material where appropriate and approved by Council.</p>
<p>Provide timely advice and information to Yarra Ranges Tourism to enable Yarra Ranges Tourism to fulfil its obligations to the Council (including but not limited to information which provides details about the expenditure of the proportion of the grant allocated to it)</p>	<p>An interim report was supplied in February 2021. Further reporting to Board meetings was conducted through the Industry Partner Update. Nicole Esdaile made a positive impact on aligning work wherever possible and generating better link between the Committee and Board.</p>

Partnering Agreement....cont'd

Agreement Performance Measures

Yarra Valley Regional Food Group



KPI	Progress updates and comments
Integration of food activities and initiatives in the Yarra Ranges Tourism Strategic Plan and Annual Action Plan as related to the marketing of the region as a premier food destination for visitors	Any opportunities are circulated to our members as they arrive. We need to be kept updated of future events
Promotion of the monthly Yarra Valley Regional Farmers' Market using a variety of marketing mediums	<p>We advertise in both print media and social media (Facebook & Instagram) also on any websites that we can promote. This market is included in several blogs and is a regular inclusion in the weekly 'What's On'.</p> <p>The Farmer's market was given notice by Yering Station to vacate their original site in July 2020, ending an arrangement in place since the markets establishment in 1998.</p> <p>A new market location has been established at Punt Road Wines. The Committee spend significant time via phone and emails to secure a new venue. This new site obtained planning approval however as a result of the new permit requirements the market is costing significantly more to run. An additional request for Council support to cover these costs was made which was unsuccessful.</p> <p>Lockdowns continued to make running the market over the past year very inconsistent.</p>
Uses the Council logo to acknowledge Council's sponsorship on the YVRFG website and subject to prior agreement with Council on nominated marketing material to promote the region	Ongoing on the YVRFG website and the members brochure

Partnering Agreement....cont'd

Performance Measures - Unofficial

Warburton Valley CEDA Support



Whilst not part of our current funding agreement KPIs, Yarra Ranges Tourism has recognised the importance of delivering specific outcomes and support for the Warburton Valley as a sub-region of the Yarra Valley brand.

Yarra Ranges Tourism has worked collaboratively with the nominated representative on our Board to ensure a two-way communication channel.

The Warburton Valley boasts significant natural assets that are key to our overall work in marketing the region.

Initiative	Progress updates and comments
Weekly What's On	Regularly include content that encourages the dispersal of the visitor to key attractions and activities in the Warburton Valley who register with the Australian Tourism Data Warehouse.
Blog and Content Program	Yarra Ranges Tourism has a dedicated blog program that regularly features things to do and see around the Warburton Valley.
Web Support	<p>Through our ownership of visitwarburton.com.au we have fully supported the infrastructure development, hosting and maintenance of a specific sub region platform annually. This platform benefited from our re-launch of the visitor sites and is now incorporated as part of the main system that takes direct feeds from the Australian Tourism Data Warehouse and includes all content front eh yarra Valley and Dandenong Ranges. The provision of this support is conservatively valued at between \$12-15,000 per annum. This has seen the site continue to be the number one search result on Google for the keyword Warburton.</p> <p>Warburton natural assets and partners have been included in a wide range of blogs and itineraries, including a new comprehensive 'Road Trip' section and also the very successful Wander to Warburton Top Trail.</p>
CEO and Chair Business Visits	Unable to take place in the year due to COVID.

Partnering Agreement....cont'd

Initiative	Progress updates and comments
Event attraction and retention	<p>Events cash funding and in-kind marketing support has been provided to:</p> <ul style="list-style-type: none"> ● Giro della Donna ● Warburton TrailFest
Visitor Servicing	<p>Whilst Warburton Valley CEDA operate their own dedicated tourist map, Yarra Ranges Tourism continue to support its development to align the branding of the the region through subsidising graphic design features and map content. A Digital Visitor Information Kiosk has also been installed the Warburton main street.</p>
Illustrated Trails	<p>Businesses and attractions from the Warburton Valley have been included in the trails for:</p> <ul style="list-style-type: none"> ● Golf ● Top Family Attractions ● Too Views ● Picnics ● Wander to Warburton <p>These trials are distributed across the region and major railway stations. Opportunities have been offered to many other businesses.</p>
Walks Map and eGuide	<p>A series of detailed walk maps have been developed to support visitor servicing in the region that is supported by an eGuide with more detailed description of over 200 walks, with a large proportion of content on the Warburton Valley and surrounds. Walk eGuide continues to be the top purchased item on our Regional Pantry since its launch.</p>
Off Peak Weddings	<p>Four quarterly eMagazines “Getting Hitched Your Way” have been released featuring content on the Waburton Valley and operators such as celebrants and venues. This activity continued throughout lockdown and continues to grow its following.</p>
Journalist Famils	<p>Yarra Ranges Tourism hosts a range of influencers and media who have regularly been invited to experience attractions in the Warburton Valley. Predominantly associated with the Wander to Warburton Trail.</p>
International Mentoring and Famils	<p>In abeyance whilst international borders closed.</p>

Partnership Overview & Industry Engagement

The Pandemic has caused significant hardship to the tourism industry, as one of the first industries impacted as soon as international and state borders closed and is likely to be one of the last to fully recover.

In recognition of this, Yarra Ranges Tourism continued to deliver its marketing Partnership Program whilst businesses were in hibernation. Until they were in a position to trade again our Partnership Program offered all business a 50% Hardship Discount for the 2020-21 financial year.

This came at as a cost that was directly absorbed by Yarra Ranges Tourism, given the majority of our operations and support for business continued during the first six months of the financial year when businesses were profoundly impacted by the business restrictions and lockdowns.

Annually we develop a [Partnership Prospectus](#) for Industry to buy-in to our activities to collectively promote the region. This runs to the financial year.

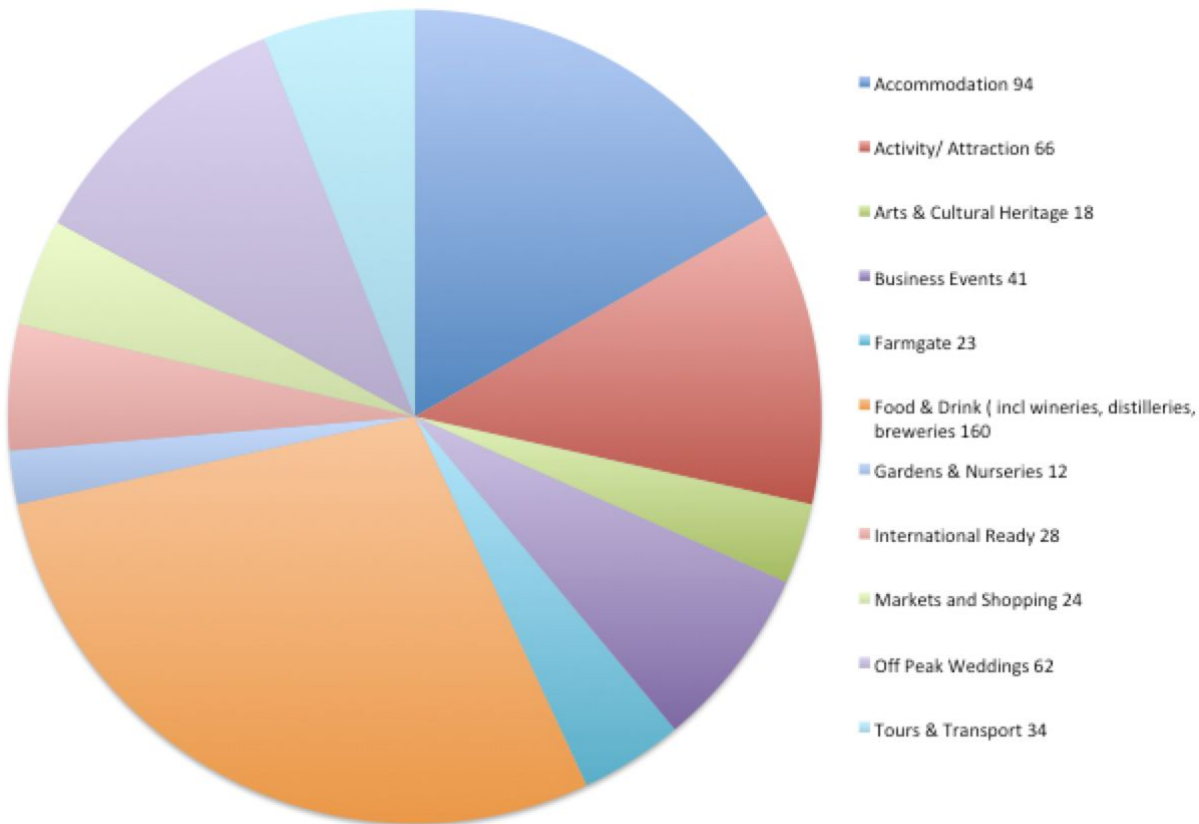
Signed up partners receive a loyalty sticker for the business each year along with supply of touring maps and themed illustrated trails to assist visitors to navigate the region, dispersal of visitation throughout the Yarra Ranges, increase spend and repeat visitation.



Partnership Overview & Industry Engagement

2020-2021 Chart of Partners by Industry Category

Note: some business will appear in multiple categories eg: De Bortoli Wines will be in Food and Drink, Weddings, Business Events, International Ready



SUPPORT FOR TOURISM BUSINESSES

Yarra Ranges Tourism extended the offer to renew all existing businesses partnerships from for 20-21 with a renew now pay later option. As lockdowns extended in to Q3 & Q4, the Yarra Ranges Tourism Board offered to waive 6 month partnership fee as a Pandemic Hardship Support Package.

We feel it will be as important as ever that businesses are prepared to continue to invest in regional tourism, marketing a promotion. Existing and new business partners will also benefit from the free ATDW listings as sponsored by the Victorian Government that are currently being promoted across the region.



Partnership Overview & Industry Engagement

- There were 307 Tourism Partners within the Yarra Ranges Council region (Businesses are listed pages 19-23).
- Fourteen of these businesses closed during the 2020-21 FY citing COVID -19 Pandemic
- Yarra Ranges Tourism will usually host three B2B networking events held in autumn, spring and at Christmas to engage and connect the region's tourism industry, plus an Annual Tourism Industry Summit. These were not able to take place due to Coronavirus restrictions - lockdown and social distancing. Nor did the Board of Yarra Ranges Tourism want to risk hosting a potential super - spreading event that could result in regional operators being forced into quarantine and further shutdown of industry.

The following events were postponed due to COVID-19:

- Inclusive Tourism Workshop- “Good Access is Good for Business” originally scheduled to take place in June but was moved to 14 September 2021. Outcomes will include a toolkit for tourism business.
- Annual Industry Summit, 3 June 2021. The keynote presentation by Hugh van Cuylenberg from [The Resilience Project](#) was able to be delivered online to 64 attendees and this highlights relevant and engaging session was available as a record for a further 8 weeks.



WHO WE ARE

Yarra Ranges Tourism (YRT) is the peak tourism body for the Yarra Valley and Dandenong Ranges. Operating as a not-for-profit business with support from official state and national tourism agencies, all investment goes to marketing and promoting the region. This enables us to deliver high-value marketing and public relations at highly subsidised rates.

YRT has five key funding partners: Visit Victoria, Yarra Ranges Council, Nillumbik Shire Council, Manningham City Council and, most importantly, YOU - local tourism businesses.

This collaborative approach means that we can deliver powerful “always-on” marketing and promotional activities that your business can actively participate at a level that suits you.

VISION

Through Yarra Ranges Tourism’s leadership, the Yarra Valley and Dandenong Ranges will be Australia’s preferred destination for integrated food, wine, cultural, nature and activity-based experiences.

MISSION

As the lead tourism organisation, Yarra Ranges Tourism will market and facilitate the development of the Yarra Valley and Dandenong Ranges visitor economy, maximising the economic and social benefits that flow to the region.

WHAT WE WANT TO ACHIEVE

- A captivating region that refreshes its experiences and is known for renewal
- A seven day a week visitor economy
- Quality tourism infrastructure that supports a sustainable destination
- Economic prosperity that supports career pathways for locals
- Sustainable recovery as quickly as possible
- Connecting local business to global markets, interstate and international



Yarra Ranges Business Partnerships (1)

1000 Reasons B&B
A Bit of Jam and Pickle
A Yarra Valley Tour Guide
All Access Tours (closed 2021)
Alpaca Ridge
Alpine Retreat Hotel
Arcadia Cottages
Alowyn Gardens and Nursery
Araluen Boutique Accommodation
Australian Rainbow Trout Farm
Babaji's Kitchens
Badger Creek Blueberry Farm
Balance Mountain Day Spa & Retreat
Balgownie Estate Vineyard Resort
Barrique Wine Store
Beechworth Bakery
BIG4 Yarra Valley Park Lane Holiday Park
Bluehills Berries & Cherries
Blue Lotus Water Garden
Boat O'Craigo
Bianchet Winery
Big Grape Winery Tours
Billabong Falls B&B
Boxhill Institute Lakeside Conference & Events
Brumfield Winery & SlaqBrewing
Bulong Estate
Burrinja Cultural Centre
Cabn Allira
Candlelight and Twilight Cottages
Carriage Cafe Seville
Cameo Cinemas
Charnwood Cottages
Chateau Yering
Chestnut Glade
Cherry Hill Orchards, Maroondah
Cherry Hill Orchards, Wandin
Chestnut Glade
Chirnside Park Country Club
Chum Creek Horserides & Huts
Clarendon Cottages
Cloudehill Gardens & The Diggers Club
Cog Bikes Australia Monbulk
Cog Bikes Australia Warburton
Coldstream Brewery
Coldstream Hills
Como Cottages
Coombe Yarra Valley
Copperfields Restaurant
Corniola Wines
County Place, Kalorama
Craft Markets Australia, Yarra Glen
Creswick Wool Healesville Store
Cuckoo Restaurant (closed 2021)
Dalblair Bed and Breakfast
Dandenong Ranges Community Bank - Upwey
De'Vine Escape
Deloraine Homestead
Napoleone Ciderhouse
Dixiglen Farm Accommodation
Dixons Creek Cafe Bar & Grill
Domaine Chandon
Dominique Portet
De Bortoli Wines Yarra Valley
Driven Indulgence
Eastwood Golf Course
Elle Naturale
Elmswood Estate
Enclave Healesville Holiday Park
Fergusson Wines
Ferry Creek Kitchen (closed late 2020)
Five Oaks Vineyard
Foothills Conference Centre
Four Pillars Distillery
Galoglen Farm Cottage
Gardiners Run Golf Course

Yarra Ranges Business Partnerships (2)

Geppetots Workshops Sassafras
Get Around Healesville
Giant Steps
Girt by Dirt
Gladysdale Bakehouse
Global Ballooning
Graceburn Wine Room (closed)
Gracehill Bed & Breakfast
Grants on Sherbrooke
Greenstone Vineyards
Healesville No 7
Hazelwood Cottage
Healesville Apartments
Healesville Garden Accommodation
Healesville Glassblowing Studio
closed to public
Healesville Grand Hotel
Healesville House
Healesville Hotel
Healesville Motor Inn
Healesville Picnic Races
Healesville Sanctuary
Heartswood Restaurant
Hedgend Maze (closed)
Helen and Joey
Herd Cafe/ Bar
Hollyville Cottage
Home Farm Healesville
Honeyeater Cottage
Hop Hen Brewing
House on Maddens (closed 2020)
Immerse Yarra Valley
In the Valley
Infotrek
Innocent Bystander
Jay Berries
Just Words Healesville
Kangaroo Ridge Retreat
Karwarra Australian Plant Garden
Kookaberry Strawberry Farm
Kuranga Native Nursery
Langbrook Estate Cottages
Larnook at Sherbooke
Lavender Farm Accommodation
Leaffield Cottages
Left Bank Design
Levantine Hill
Lilydale Motor Inn
Lilydale Pine Hill Caravan Park
Lochiel Accommodation
Loft in the Mill
Look at Media
Lonsdale Park on the Yarra (closed)
Lubra Bend Landscapes
Lyrebird Cottages
Maddens Rise Wines
Mandala Wines
Mangana Olinda
Many Hands Wines
Mary Eats Cake
Marybrooke Manor
Matilda Bay
McKenzie's Tourist Services
Medhurst Wines Meletos
Miss Marples Tea Rooms
Mist @ Olinda/ Cafe Vireya
Monreale Cottages
Mont De Lancey
Mt Dandenong Bakery
My Little Kitchen
Myers Creek Cascades
Nancy's of the Valley
Natskin Day Spa
Nourish Day Spa
Oakridge Wines
OBG Productions
Olinda Country Cottages
Olinda Tea House
Olivia's in the Forest

Yarra Ranges Business Partnerships (3)

Olivia's in the Forest
One Hour Out
Oscars on the Yarra
Murphy's of Healesville
Paperbark Café at Kuranga Native Nursery
Payne's Rise Winery
Payten & Jones
Perpetual Expressions
Piggery Café at Burnham Beeches
Pimpernel Vineyards
Pooches & Pinot
Projekt 3488
Proserpina Bakehouse
Puffing Billy Railway
Punt Road Wines
RACV Country Club Healesville
Ranges Café
Ranger Dan's Eco Adventures (closed)
Raynella Alpaca farm
Rayner's Orchard
Rex's Yarra Valley House
Rick Liston Photography
Ripe Cafe
Risehill House Kalorama
RL Chapman and Sons(Chappies)
Rochford Wines
Romantic Nursery - Herb and Chilli Festival
Round Bird Cant Fly
Rustic Refuge Retreat Guesthouse
St Huberts
St Ronans
Sanctuary House Resort Motel
Sanctuary Park Cottages
Sanders Apples
Seasons Restaurant
Seville Estate
Seville Hill
Sherbrooke Art Society
Shortlist Private Tours
SkyDive Yarra Valley
SkyHigh Mt Dandenong
Sir Paz Estate
Smaller Wineries
Squitchy Lane Vineyard
Soumah Wines
Steeles Creek Estate
Steels Gate Wines
Stella Tours(closed 2020)
Stonehurst of Sassafras (closed 2021)
SUP Yarra Valley
Sutherland Estate
Tall Trees Studio
Tarra Lane Cottages
TarraWarra Estate
TarraWarra Museum of Art
Taste Yarra Valley
Tea Leaves Australia
Terminus Hotel Healesville
Tesselaar Flowers Tulip and Kabloom Festivals
That Little Brewery / Ginfinity/ Killik Rum
The Big Bouquet
The Burrow at Wombat Bend
The Cellar Door, Healesville (closed)
The Deli Platter
The Farmhouse at Meletos
The Gallery B & B Olinda
The Gatehouse at Villa Raedward
The High Tea Mistress
The Little House on the Hill
The Riverstone Estate
Tokar Estate
Tommy Finns Trout Farm
Tramonto Kitchen Bar & Kitchen
Trees Adventure
Tuck Inn/ The Mechanics Hall

Yarra Ranges Business Partnerships (4)

Upwey Belgrave RSL- Running Rabbits Military Museum
Upper Yarra Community Arts Centre / The Memo Healesville
Vines Restaurant at Helen's Hill
Wandin Blacksmithing Group
Warburton Adventure Company
Warburton Arts Centre
Warburton Golf & Sports Club
Warburton Holiday Park
Warburton Lodge
Warburton Motel and Bike Hire
Warramunda Estate
Warratina Lavender Farm
Watts River Brewing
Wiggley Bottom Farm
Wild Orchid Olinda
Wild Wombat Winery Tours(closed 2021)
Whispering Hills
Woolrich Garden Accommodation
Wombat's Chai
Yarra Flats Bakery
Yarra Gables Motel
Yarra Ranges Life TV
Vines Restaurant at Helen's Hill
Wandin Blacksmithing Group
Warburton Adventure Company
Warburton Arts Centre
Warburton Golf & Sports Club
Warburton Holiday Park
Warburton Lodge
Yarra Publishing
Yarra Ranges Country Apartment
Yarra Ranges Estate
Yarra Valley A2B 43
Yarra Valley Artisan Baker
Yarra Valley Aviation (Lilydale Airport)
Yarra Valley Bike Hire and Tours
Yarra Valley Cellar Door (closed in 2020)
Yarra Valley Cherries
Yarra Valley Chocolaterie & Ice Creamery

Yarra Ranges Business Partnerships (5)

Yarra Valley Dairy
Yarra Valley Equestrian Experience
Yarra Valley Estate
Yarra Valley Flight Training
Yarra Valley Game Meats
Yarra Valley Gas
Yarra Valley Gateway Estate
Yarra Valley Getaway
Yarra Valley Grand Hotel Yarra Glen
Yarra Valley Gourmet Foods
Yarra Valley Laundry
Yarra Valley Lodge
Yarra Valley Motel
Yarra Valley Pasta
Yarra Valley Pet Resort
Yarra Valley Racing
Yarra Valley Regional Food Group
Yarra Valley RideShare
Yarra Valley Tea Company
Yarra Valley Trading Company
Yarra Valley Tours & Transfers
Yarra Valley Touring Company
Yarra Valley Wine Tasting Tours
Yarra Yering Vineyard
Yarrowood Estate
YAVA Gallery & Arts Hub
Yering Farm Vineyard and The George Accommodation
Yering Gorge Cottages at The Eastern Golf Club
Yering Meadows Golf Club
Yering Station
Yering Station Farmers' Market
Yileena Park
York on Lilydale
Your B&B Angels
Zonzo Estate

KEY STRATEGY AREA: TOURISM CRISIS RESPONSE & RECOVERY

MANAGE IMMEDIATE ACTIONS AND PLAN RECOVERY FOR COVID-19

- 1. Establish Special Sub Committee of Board to take a leadership role*
- 2. Assess direct and indirect economic impacts to local business & employment and advocate to Government for appropriate support and funding*
- 3. Keep up to date with latest government announcements impacting business*
- 4. Communicate to Industry key information relating to the crisis*
- 5. Identify key stimulus strategies when safe to do so and plan for recovery of region*

The Tourism Crisis Response and Recovery Sub Committee of the Yarra Ranges Tourism Board was formed to address the issues and actions at hand to deal with COVID-19 and met weekly throughout the first six months of the financial year before disbanding as the industry opened up again.

Communication to and from industry remained the key focus during this period of the COVID-19 crisis. With weekly communications going to industry that included all the latest information for business relating to restrictions and re-opening, support by a video message from the CEO.

The period saw a strong focus on gathering insights from the region through the CEO into a Statewide Tourism Recovery Working Group that was being developed in tandem with Government and Visit Victoria. The outcome of which saw a record \$465M four year recovery package announced at the October State budget to support the tourism sector.

Yarra Ranges Tourism promoted several key advocacy initiatives in the lead up the Budget, including our MP roundtables with the Government and State Opposition, which included business leaders from our key sectors such as Major Attractions, Tours, Transport, Accommodation, Cafes and Restaurants. These were attended by the Minister for Tourism The Hon Martin Pakula, the Deputy Premier The Hon James Merlino, Member for Eltham Vicki Ward and Member for Yan Yean Danielle Green, in the hope that our industry helped influence its position and the response by the Crisis Committee of Cabinet and the recovery programs likely to receive funding.

The Sub Committee also commissioned Decisive Consulting to prepare a Regional Economic Impact Assessment of COVID-19. Indicating that across the region there is likely to be between 2400-3400 job losses, with expected recovery to take up to 2023/24. The final report supported statewide advocacy with other regions to support tourism businesses.

Tourism Crisis Response & Recovery cont'd

Yarra Ranges Tourism one year Recovery Action Plan focussed on what could be delivered with current resources and identified a significant program of recovery initiative to support the region that will require further funding to be achieved.

The Recovery Plan is focussed on the following pillars:



Recovery Mission 2020/21

To lead regional tourism recovery of the Yarra Valley and Dandenong Ranges to get back to work and back in business, as safely and quickly as possible:

- Stimulating demand through marketing and events
- Supporting consistent and safe supply of product to the visitor
- Delivering business support to keep businesses surviving and then thriving through sustainable growth
- Advocating for appropriate government support for new infrastructure and business support programs
- Strengthening Partnerships with all levels of government and industry to achieve shared recovery outcomes

Economic Impacts of COVID-19

Yarra Ranges Tourism released the report it commissioned by Decisive Consulting to understand the likely economic impacts as a result of COVID-19 on the Yarra Valley and Dandenong Ranges tourism region. The research was conducted to support our ongoing advocacy to governments for the support that is going to be required to help the industry recovery.

The research considers two scenarios under which to model recovery, a fast and a slow option. With the current Stage 4 lockdown we are most probably finding ourselves in between the two scenarios.

Tourism Crisis Response & Recovery cont'd

The analysis forecast that in 2020/21 the region will see between -25% to -37% spending and job losses. Broadly speaking full recovery is not expected to reach 2019 spending or job levels until 2022/23 at the earliest.

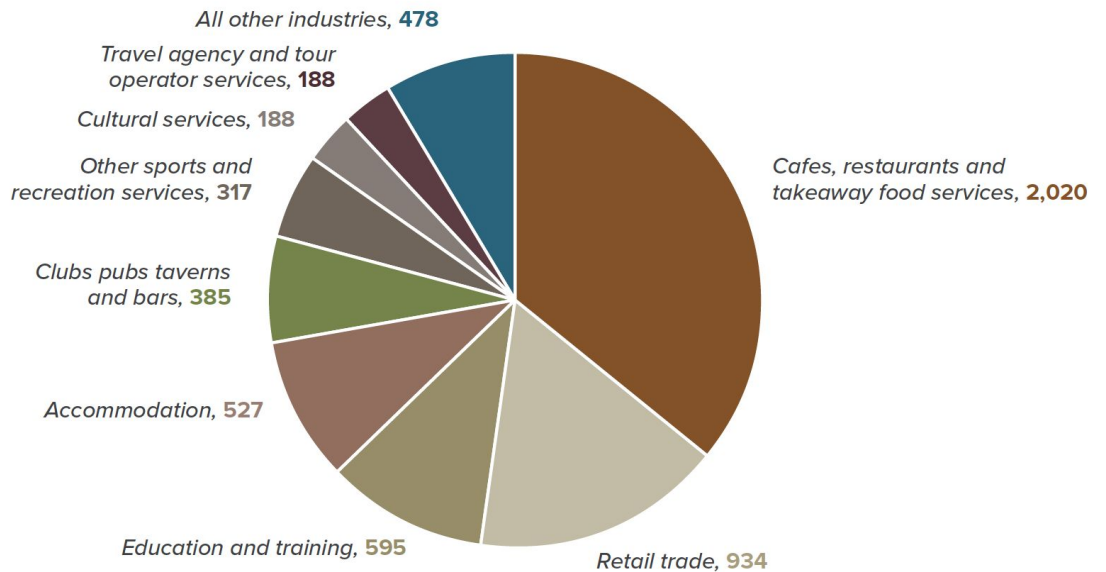
The positive news in this research is that of all the Victorian tourism regions, the Yarra Valley & Dandenong Ranges will be one of the first to recover, due to our strong brand and ability to command such a strong component of the Melbourne market. Recovery will be seen first through day trips followed by a growing trend to the return of overnight stays.

Copies of the full analysis and its summary reports can be found [here](#).

What areas are our Visitor Economy Jobs in?

Jobs directly due to visitor spending in the Yarra Valley and Dandenong Ranges region in 2017-18

Source: TRA, Regional Tourism Satellite Accounts



	Benchmark YE Dec 2019	2020/21		2021/22		2022/23	
		Fast	Slow	Fast	Slow	Fast	Slow
Economic Impact							
Spending & Jobs	610M GRP	- 25%	- 37%			6%	- 7%
Jobs	7,200	- 2,327	3,358			512	- 624
Domestic Day Trips Visitors	5.8M	- 15%	- 25%	5%	- 15%	10%	0%
Domestic VFR/Business/ Other nights	1.76M	- 25%	- 40%	0%	- 25%	5%	- 10%
Domestic holiday short break (2 nights or less) visitor nights	0.47M	- 35%	- 45%	- 15%	- 30%	0%	- 20%
Domestic holiday long break (3 nights or more) visitor nights	0.49M	- 45%	- 55%	- 25%	- 40%	- 10%	- 25%
International visitor nights	1.3M	- 60%	- 70%	- 10%	- 35%	5%	0%

The above table represent economic forecasts by Decisive Consulting, for a fast versus a slow recovery

KEY STRATEGY AREA: TOURISM CRISIS RESPONSE & RECOVERY

MANAGE IMMEDIATE ACTIONS AND PLAN RECOVERY FOR COVID-19 & IMPACT OF JUNE 9 STORM EVENT

A summary of what we are up to:

- Leading Business engagement during the response and relief phases the emergency. We met consistently with Tourism Business Associations in the Dandenong Ranges including Villages of Mt Dandenong and Dandenong Ranges Tourism. Sharing information from the Daily Situation Reports and listening to their top businesses priorities and personal issues, taking these to relevant agencies.
- We attended the Eastern Metro Region - Emergency Management Team meetings
- Our Partnership Manager, Sally Coyle conducting outreach calls to all Dandenong Ranges partners along with some YV Partners who were affected by floods and fallen trees.
- State requests for small business mentoring support for storm impacted partners. With a dedicated mentor made available to the Dandenong Ranges.
- Connecting in with the Economic Development team at Yarra Ranges Council to coordinate request on behalf of Business leaders who are trying to access their business interruption insurance but are having problems in collating and providing the necessary evidence that insurers are requiring to make claims. A request was been made of council's Municipal Recovery Manager to create a one page summary on the outages and road closures that support the necessary evidence that the roads are shut to businesses. That was then circulated to business groups in the affected postcodes and members.
- Our Marketing team prepared communications for the the short term and medium term to balance the sensitivity of keeping people away from the hardest hit and closed off areas against encouraging visitation to the areas that could open.
- Hosted a key forum for Business at the Olinda Tea House with Council with Emergency Services.
- Attended the Yarra Ranges Council Recovery meetings for the Dandenong Ranges



KPI: MARKETING

Increase Visitor Numbers, Length of Stay and Spend

1. *Grow Mid-Week Overnight Visitation*
2. *Create New Reasons to Visit*
3. *Build Brand Awareness*
4. *Engage Our Visitor Through Storytelling*

The Yarra Ranges Tourism Strategic Plan identifies the above key focus areas to activate visitation to the region. This is delivered by an integrated One Year Action Plan that delivers domestic, international and business events marketing for the region.

Our actions are guided by our Marketing Strategy 2017-20, which is monitored by our marketing Sub Committee that includes Board members, local industry and independent advisors.

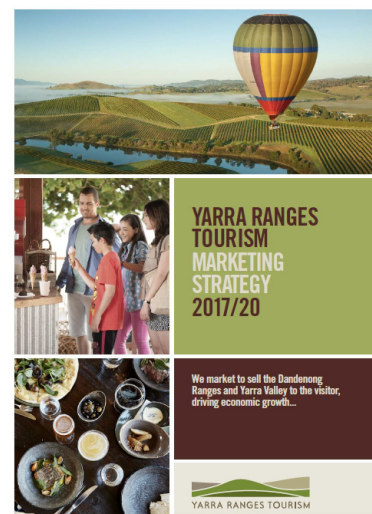
We focus our branding of the region through the campaign message Find Your Self. It has been a very successful tool in bridging the two brands of the Yarra Valley and Dandenong Ranges.

All our marketing promotes a call to action wherever possible for consumers to go to our websites, which are one of the key tools in driving visitor awareness, consideration and intent to travel. It is also used to encourage dispersal to more tourism products. We have adopted a focus on driving bookings direct to Partner businesses to increase their profitability whenever possible.

Due to the effects of COVID-19, Yarra Ranges Tourism has been in a responsive role for the last 12 months with a heightened focus on communications to our industry. Our objective of attracting visitation to our region has been informed by consumer sentiment reports and our observations of our channels has been sensitive to reader response. This has been managed by our team while keeping our partner stories live, relevant and the regional brand amplified via appropriate channels.

Yarra Ranges Tourism has developed material to support online shopping, shop local and has actively supported virtual experiences via our social channels, consumer eDMs and our industry partnerships.

FIND YOUR SELF	MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES
FIND YOUR SELF	MELBOURNE'S DANDENONG RANGES visitdandenongranges.com.au
FIND YOUR SELF	MELBOURNE'S YARRA VALLEY visityarravalley.com.au



VISIT VICTORIA ENGAGEMENT

RTB + VISIT VICTORIA BRIEFING

Each year YRT has the opportunity to take three partners with new product into Visit Victoria offices to present across multiple Visit Vic teams. Due to COVID this year it was done as a virtual event and actually increased the audience to international offices as well as our own.

Yarra Ranges Tourism Marketing presented:

- Golden Hills Brewery
- Montague’s Orchard
- Puffing Billy - Museum

With over 40 people present from domestic and international marketing, publicity, product development and events, this was terrific exposure for our region. YRT marketing has already had enquiries for more information on these businesses and others presented by us.

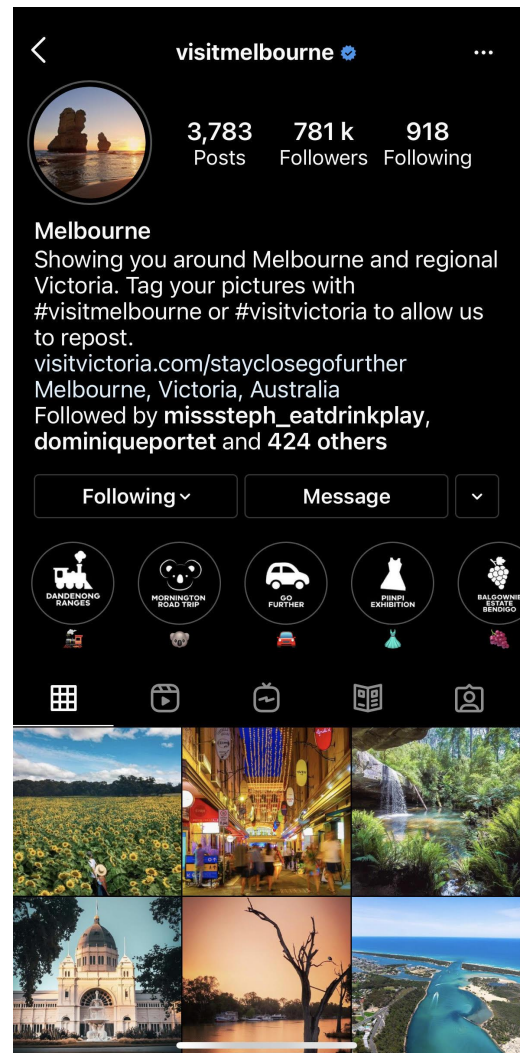
VISIT VICTORIA SOCIAL TEAM VISITED

Three members of Vist Victoria’s social team came out the the Dandenong Ranges and stayed overnight to capture usable social content.

Partner venues visited were:

- The General Food Store - Emerald
- Proserpina Bakery - Sassafras
- Puffing Billy
- Yarra Ranges Getaway
- Olinda Teahouse - Olinda
- Cloudehill Gardens - Olinda
- Rayners Orchard
- Mary Eats Cake

Dandenong Ranges now has a ‘Highlights’ Button on the Visit Melbourne Insta page.



VISIT VICTORIA PARTNERSHIP WITH MELBOURNE SUMMER SERIES

The Australian Open has continued to provide a significant platform to promote the state following the challenges faced due to both bushfires and the pandemic. Thanks to Visit Victoria and its close relationship with Tennis Australia in leveraging opportunities to showcase Victoria to a global audience.

This year Melbourne will not only host the AO (from 8 Feb) but also a number of pre tournaments that were played under the banner of the **Melbourne Summer Series**.

Visit Victoria has worked with Tennis Australia to help name five lead-up tournaments being played in Melbourne, using each one to recognise a key region of Victoria. This provided signage and broadcast of these regions to global audiences in the lead up to the Australian Open. The names are as follows as announced by Tennis Australia:

WTA events:

- Yarra Valley Classic*
- Gippsland Trophy*
- Phillip Island Trophy* (AO week two event)

ATP events:

- Great Ocean Road Open*
- Murray River Open*

The Yarra Valley Classic received massive coverage locally with Aussie Ash Barty taking out the trophy.

All player trophies for the Series were designed by Indigenous Artists.

ASH BARTY WINS YARRA VALLEY CLASSIC TITLE

Ash Barty's stunning four-peat return culminates in winning the Yarra Valley Classic singles title at this week's Melbourne Summer Series.

Melbourne, Australia, 7 February 2021 | Leigh Rogers



Ash Barty has capped a perfect return to professional tennis by claiming her sixth career WTA singles title.

The world No.1 secured the Yarra Valley Classic title today with a 7-6(3) 6-4 victory over world No.15 Garbiñe Muguruza at Margaret Court Arena.

9NEWS

Home | Coronavirus | Rock/Off | Politics | World | Business | Analysis | Sport | Science | Health

YARRA VALLEY CLASSIC: Ash Barty wins the title today at the Margaret Court Arena.

Ash Barty beats Garbiñe Muguruza to win Yarra Valley Classic on Australian Open eve

By Luke Bonney of Melbourne 7.5 | Photo: Frank Ruediger/Flag



Ash Barty gives classy Yarra Valley Classic winner's speech

After winning the Yarra Valley Classic against Garbiñe Muguruza, Ash Barty gives her respect to Melbourneans after months of lockdown.

February 7, 2021 | Luke Bonney



DIGITAL MARKETING: Influencer Engagement

We have seen some great traction and partner participation through various influencer/media famils The Guest Blog post deliverable is showing some great results with @thewanderingwagners page read being an average of 3:18 mins and @sallysees an average of 4:18 mins.



1. [@thewanderingwagners](#) spent 3 nights and 4 days photographing and posting about the *Wander to Warburton Trail*.

Total partners involved: 14

Visits to the Observation Tour and the Peninsula Tunnels

Deliverables:

- 20 images ([see them here](#))
 - [Guest blog](#) post hosted on Visit Yarra Valley
 - [2 min Video](#)
 - Posting on socials throughout stay - on feed and stories
2. [@jessica_nguyen](#) stayed 3 nights and 4 days on a food and wine visit.

Total partners involved: 12

Deliverables: *Still to be delivered*

3. We participated in the [@shamlesspodcast](#) 12 days of Christmas giveaways with a Yarra Valley Getaway inc. Kangaroo Ridge Retreat, Four Pillars & Helen and Joey. Our giveaway was their best performing out of the 12 days and we have managed to retain 90% of followers entering the competition 2 months on. This also shifted a key demographic whilst increasing our footprint on other states.
4. [@jennyzhou](#) visited the Dandenong Ranges and covered Cherry Hill, Alfred Nicholas Gardens, DR Botanic Gardens and Puffing Billy.

Partners involved: 2

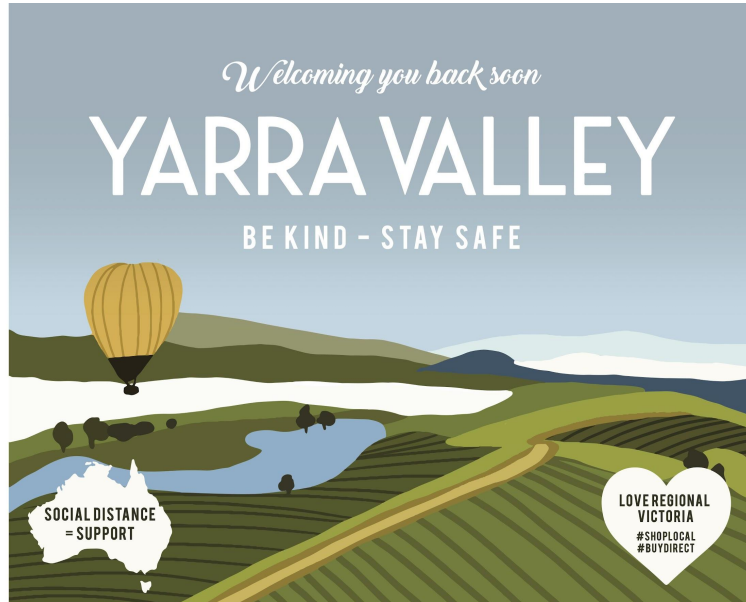
Locations: 2

Deliverables:

- Shared content
 - Social posting
 - Youtube Video
5. [@okmotels](#) and [@hellokateberry](#) visited to supply alternate images for YRT usage.

KEY STRATEGY AREA: MARKETING

July we led with a *Welcoming You Back Soon - Be Kind* message:



The **Welcoming You Back Soon** campaign was launched for these COVID times. We felt it was important for each of us to *actively* support local community as much as possible. Sometimes that is as simple as a kind word - other support can be ordering the wine, buying that takeaway, shopping with your local small business or as easy as sharing a social post.

This campaign was our response to the **anti-visitation campaign** that went out in mid-July. We were concerned by the tone and implication - so we responded. We were also concerned about the knock to the already fragile morale messaging like this could have on our industry and more immediately - our Partners.

Visitors to our region help stimulate our economy and provide over 7 000 locals with jobs. We did not want to push them away - just put them on pause (inline with Government restrictions) and welcome them all back (socially distanced) as soon as we can.

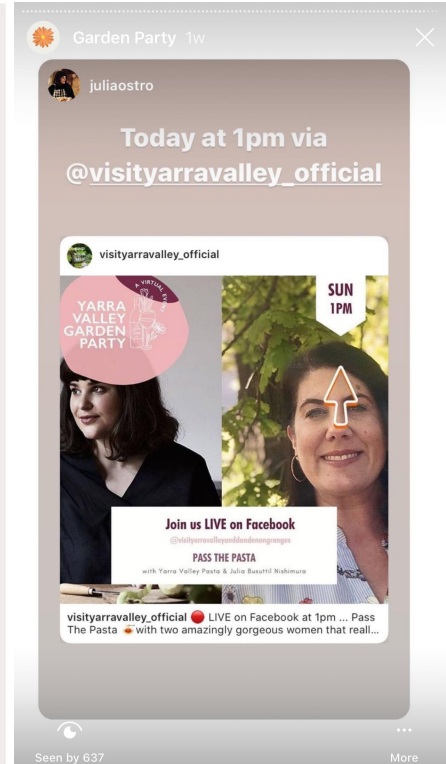


Civic Guides have sponsored the campaign across 6 different sites throughout metropolitan Melbourne.

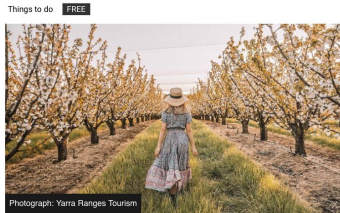
Garden Party Campaign to run 14 September- 31 November 2020

Garden Party Campaign - includes a mixed spring 6 pack sold with:

- A Spotify Playlist for a party or a Road Trip that has access via QR code
- Recipes for a garden party consisting of 6 canapes matched to each wine curated and written by A Bit of Jam & Pickle
- High quality printed itinerary for "Most Instagrammable Gardens"
- Copy of Cool Climate Gardens Top Trail
- Diggers Club seeds to plant your own Sweet Peas
- Tesselaar Tulips being sent in January as a second touchpoint
- Recipes from participating wineries on the website



Yarra Valley Garden Party



Influencers and media have picked up on this story and both our earned and purchased media have been successful in driving awareness and sales.



Time Out says

Travel to the Yarra Valley this spring without leaving your house
Springtime is usually the time to hit the road, but this year we will have to delay travelling to places like the Yarra Valley until later in the season. That doesn't mean we can't celebrate the warmer weather among the vines, as the Yarra Valley is hosting a virtual garden party, and everyone is invited.

The free garden party will be held between October 2-4, and it will include things like virtual cooking classes, live yoga, virtual tours, garden workshops, wedding suggestions, cocktail classes, wine tastings, gardening tips and more. The events will all be virtual, but they're brought to you from the makers, innovators and creators of the Yarra Valley, who will showcase their businesses and their knowhow.

Virtual is great and all, but how do you get your mitts on real life Yarra Valley wine, perfect for spring? You can buy a Garden Party Pack, filled with six Yarra Valley wines, recipes, seeds for planting, flowers for decorating and other goodies. You can enjoy the virtual garden party without buying the pack, but everything's better with wine, isn't it?

BY: CASSIDY KNOWLTON
POSTED: WEDNESDAY SEPTEMBER 16 2020

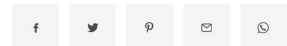
Time Out In link [HERE](#)

Get the best of spring in the Yarra

Valley delivered to your door

Yes, of course there is rose

By Cassidy Knowlton Posted: Thursday 17 September 2020, 12:51 pm



We can't wait until we can hit the road again and spend a weekend in the gorgeous Yarra Valley, tasting drops, chatting with makers and enjoying spring in one of the world's best wine regions. But while it will be a little while longer until we can visit IRL, you can get the essence of spring in the Yarra Valley delivered to your doorstep with a new [garden party in a box](#).

The box includes sparkling wine from Coombe Farm, Savarero from Soumah Estate, the EB52 Rose from Mac Forbes, [Innocent Bystander's](#) Arneis, the Gusto Pinot Grigio from Greenstone Vineyards and the Estate Riesling from [Seville Estate](#).

It's not just wine, though. The box also includes paper flowers in various colours for you to cut out and use to make your own spring garland, as well as a little packet of sweet pea seeds to plant in your garden or balcony. There are also recipe cards of some of the

SEPTEMBER 27, 2020

02 CONTENTS

HOMESWEETHOME

Dami Im: We need Schitt's Creek

What I'm watching: Schitt's Creek. It's hilarious. It's about this family who used to be really rich, then they became bankrupt and they have to live in this small town in the middle of nowhere in a motel. Before I go to bed I watch an episode and go to sleep in peace. I'm sad they're not making it any more. I don't know why they would do that to us. It needs to continue until life goes back to normal - we need it!

I'm also watching: A Korean drama on Netflix called It's Okay to Not Be Okay. It's about this psychopath woman and a guy who works at a mental institution. I think they're going to fall in love. The actor in the series, Kim Soo-hyun, is a really famous Korean actor, plus he's hot so I'm just watching for that reason. And I've been watching all the music docs on Netflix. Quincy Jones in Quincy was amazing.

What I'm listening to: Tom Kelly's new EP, Solitude. She is very much R&B and most people that I know that are singers, they appreciate her music. She's a real singer for other singers. We know how hard it is to make music like that. I also love listening to Wafia. She's an Australian indie pop and released an EP called Good Things. She's got so many sounds that are interesting and eclectic. Her melodies are really unexpected, but still very pleasant to listen to.

What I'm reading: A Spectator's Guide to World Religions by John Dickson. I go to a Christian church and our small group did a few weeks of reading this book and learning about what other religions' core beliefs are. I also love books by Mel Robbins. She's an American motivational speaker and life coach and her Audible recordings have helped me so much, especially sorting through some insecurities and how to push forward with what you want to do. She did one for women in the workplace called Work It Out that really resonated with me.

The effect of coronavirus on the music industry has been difficult: It's been quite hard watching everything be cancelled and fall apart. My plans kind of evaporated. That wasn't easy to deal with. But I've learnt to accept it's out of our hands. Nobody can control this situation, so I'm just trying to be grateful I have a safe house to be in and can find things to do. I'm still able to make music from home, so that's been the biggest thing I can lean on. I have a few gigs coming up in Queensland, launching my new single, so that keeps me going. It gave me a sense of purpose and something to look forward to.

Dami Im's new single Paper Dragon is out now.

GIVEAWAYS

EXPERIENCE THE YARRA VALLEY FROM HOME

The Yarra Valley usually hosts a multitude of springtime festivals with the Tesselaar Tulip Festival and the Blossom Festival at Cheney Hill among the highlights. With these popular events cancelled due to restrictions, a new event, the Yarra Valley Garden Party, invites Victorians to virtually experience the region on October 3 and 4. In collaboration with Yarra Ranges Tourism and The High Tea Mistress, M readers have the chance to win the Yarra Valley hamper pack (worth \$315 and fit for the family), which comes with a six-pack of Yarra Valley wines paired with recipe ideas, DIY spring garland kit, Diggers seeds to plant at home, Tesselaar tulips delivery voucher, The High Tea Mistress pack for two plus more home ideas to experience the Yarra Valley virtually and inspire future visits. Entries received on media@yarraranges.com.au before midnight tonight will enter the draw (visityarravalley.com.au).

WINNERS
Stress Free, How to Thrive under Pressure: Alex Garwood, Manny Klaim, Blair Heading, Veronica Plozer, Peter Rodgers.



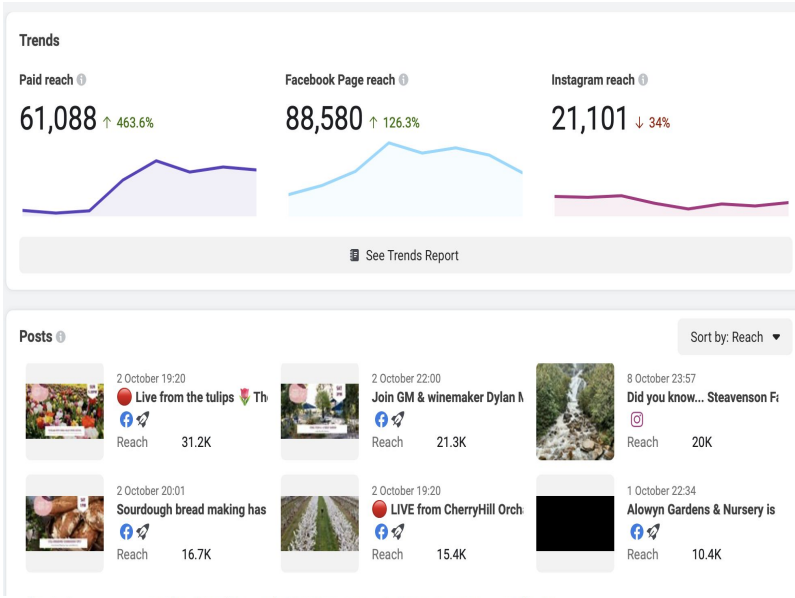
Garden Party Weekend 2 - 4 2020

- Total Video views 1 Oct - 8 Oct 2020 = **184.4K** views
- Total minutes of video watched = 87.2K
- Organic views = 80.6%

For Context:

2019 Calendar Year Views: 23.6K at 56.9% organic
 2018 Calendar Year Views: 86.9K at 45.6% organic

1 Oct - 8 Oct 2020



Video	Date added	Minutes viewed
YVGP Tesselaaar Tulip... Visit Yarra Valley and...	04/10/2020 17:37	14K
YVGP Secret Gardens Visit Yarra Valley and...	04/10/2020 12:30	11.8K
YVGP Healesville Sanctuar... Visit Yarra Valley and...	03/10/2020 09:30	9.5K
YVGP Drink Spring! Visit Yarra Valley and...	03/10/2020 17:36	8.2K
Gumbuya World Endangere... Visit Yarra Valley and...	03/10/2020 16:02	8K

Save the date **September** Words Megan Johnston

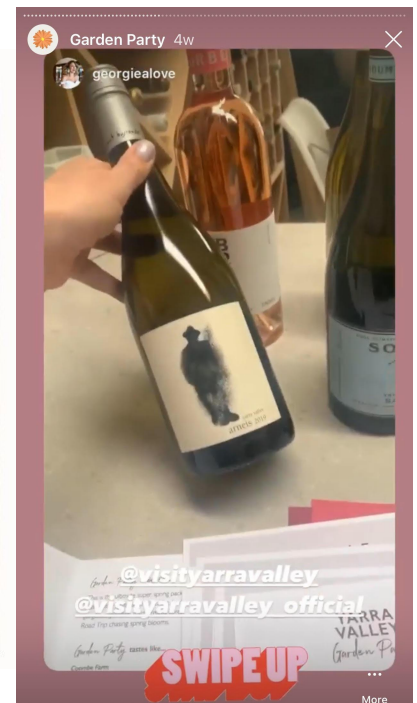
Hosting an event? Send dates and details to megan.johnston@goodfood.com.au

DIY Ice-cream
Learn how to make your own ice-cream with Foodie Trails' online cooking classes. You'll learn three methods - traditional, gelato and soft-serve, with or without an ice-cream maker - and how to serve your finished creation (think choc-dipped sticks and ice-cream sandwiches).

Escape to the high country
Stand up your senses. High Country at Home now offers fun weekends for groups of friends and family. Virtual beer tastings, growth-making classes, cocktail parties, pin appreciation nights and home spa treatments - just choose your weekend and book the date. Once a pack of essential supplies will be sent to your doorstep. victoriainthecountry.com.au

Springtime celebration
Let the Yarra Valley come to you with the Yarra Valley Garden Party - a virtual celebration of the region from October 3-4. Join an online afternoon stroll and high tea workshop under the blossoms of Cherry Hill Orchards or a cooking class with Julia Bazzilli Malabarra in which she shares a recipe from her new cookbook, *A Year of Simple Family Food*. Expert live wine tastings, music, page classes, indigenous food tours and more. Matching wine and spring gardening packs are available for \$95 from regionofyarravalley.com.au. October 3-4: visit.yarravalley.com.au/yarra-valley-garden-party

Gluten-free goodies
Stand online for this year's nationwide Gluten Free Expo online. Packed with exciting products, special deals and new exhibitors, the event kicks off on September 16 with a virtual cooking class by 4 experienced cookbook author Kim McCooker, who will demonstrate how to make shepherd's pie. On September 18, log on for an Italian cooking session with Pizzeria Volo South pizza shop. They'll be followed by a rolling series of online events. Check the website for updates. glutenfreeexpo.com.au



Garden Party weekend featured on Nine News - Click link [HERE](#)

COVID RECOVERY & MAINTENANCE STRATEGY MEANT THAT YRT STAYED AGILE AND TOOK ON A MODULAR APPROACH TO MARKETING

RECOVERY = Restriction Status + Capable Product x Consumer Sentiment

Target Audience:

- Local to broader Yarra Valley & Dandenong Ranges - VFR market
- Melbourne
- Intrastate (restriction dependant)

Message:

WELCOME BACK

- Natural Assets - open-air, outdoor activities
- Family & Friends - Return to your backyard,
- Rediscover the region
- Calmness, Patience, Care

Message drivers:

- Walks
- Drives
- Food & Wine
- Makers & Creators

Active and Applied Hashtags:

- #visityarravalley #findyourself #walkyarravalley #roadtripyarravalley #wineyarravalley #eatyarravalley #visitmelbourne
- #visitdandenongranges #findyourself #walkdandenongranges #roadtripdandenongranges #eatdandenongranges #gardendandenongranges #visitmelbourne

Activities:

- Active and consumer sensitive messaging on Yarra Ranges Tourism social media channels
- Active messaging on Digital Screens
- Hosting and partnering with Influencers
- Creating and delivering more video content
- Participating in upcoming Visit Victoria co-op)



Click For Vic - Herald Sun insert - October 2020 - Earned Media / Partnership with Visit Vic

We achieved the front cover: est. Media Value of \$60,000

The advertisement features a top blue banner with the text "Click for Vic." in large white font, "OCTOBER 2020" in smaller white font above the "for", and "SUPPORT VICTORIAN BUSINESS" in white font below the "Vic.". Below the banner is a photograph of various food items: a bottle of Yarra Valley Pinot Noir 2019 from Rochford Estate, a box of Grand Cru 70% Extra Dark Chocolate, a round of Hubert's cows' milk washed rind cheese, a round of Persian Fetta cheese, a loaf of bread, and a tray of chocolate-covered treats. The text "Delivered to your door" is written in large white font on the left, with "Discover the best our state has to offer" in smaller white font below it. The Visit Victoria logo is in the bottom left corner, and the URL "visitvictoria.com/clickforvic" is in a blue bar at the bottom.

Click for Vic.
OCTOBER 2020
SUPPORT VICTORIAN BUSINESS

Delivered to your door
Discover the best our state has to offer

Yarra Valley Pinot Noir 2019
Rochford Estate

Grand Cru
70% Extra Dark Chocolate

Cuvée
CHOCOLATE

yarra valley dairy
Hubert's
cows' milk washed rind
180g

yarra valley dairy
PERSIAN FETTA

VISIT VICTORIA

visitvictoria.com/clickforvic

Click For Vic - Herald Sun insert - October 2020 - Earned Media / Partnership with Visit Vic continued

WHAT'S ON

From online marketplaces to festivals and workshops, there are dozens of ways to enjoy everything on offer without leaving home.

WORDS CLAIRE BURKE



Virtually yours



Platytyl Chocolate, Forrest, platytylchocolates.com.au

CO-LAB PANTRY
Pantry staples from some of Victoria's most popular eateries, bars and producers include Entrecôte's secret herb and butter sauce, Fancy Hank's Original BBQ Sauce and Piccolina Gelateria's Ice Magic along with ready-made meals.

colabpantry.com.au

CLICK FOR VIC

Whether it is meals, produce, drinks, gifts or chocolate, have goods delivered from venues, producers, growers and artisans from across the state. This site showcases a curated selection of the best local products and experiences, and connects you with the maker.

visitvictoria.com.au/clickforvic

Online marketplaces

VICTORIAN COUNTRY
Shop at more than 300 online market stalls from every region across Victoria. Stock up on vegetables, dairy, meat, beer, wine, spirits, arts, crafts and homewares. It's no secret our producers have had a tough year — it's time for you to lend a helping hand.

victorianmarket.com.au

VIRTUAL CRAFT MARKETS
Miss meandering through your favourite craft markets? This virtual directory brings together stallholders registered with Craft Markets Australia. Search by product, business name or category, then connect with traders directly.

virtualcraftmarkets.com.au

EAT DRINK WEST
This directory of like-minded food and drink producers and sellers celebrates the growing sustainable food industry based across Western Victoria. Connect with bakeries, distilleries, wineries, organic farmers and more.

eatdrinkwest.com.au

FOSSEY'S GIN
This family owned and operated boutique distillery in Mildura handcrafts its distilled spirits using Australian botanicals (red gum rum, anyone?) and locally sourced products. It is showcasing its delicious gin, whisky and vodka drops further afield through live tastings on Facebook. Play along at home by buying a tasting pack in advance. The next sessions are on October 14 and 28 from 6pm. But if you miss the live tastings, never fear, you can always watch the replays on its Facebook page later.

[facebook.com/FosseysDistillery](https://www.facebook.com/FosseysDistillery)
fosseysgin.com.au

THE GREAT AUSTRALIAN CRAFT SHOW, October 19-25
Tap into your crafty festive spirit. The Christmas Spectacular-themed event replicates a live craft show with a huge range of classes and exhibitors running virtual demonstrations, event specials and online chats.

gags.craftalife.com.au

CURIOS CREATURES WEEK MINDS CHILDREN'S BOOK TRIVIA NIGHT, October 21
As part of Book Week, East Gippsland Art Gallery and the Children's Book Council of Australia are inviting children to create a curious creature mask that displays their 'wild side' and to show it off during a Zoom trivia evening. It is just one event in the gallery's Creative At Home series, a range of fun and innovative activities to what kids' artistic appetites.

eastgippslandartgallery.org.au/creativeathome

LOCAL ARTISTS JOIN FORCES
Painter and printmaker Madeleine Cruise and ceramicist Ruby Piven present The golden pantomime, a bold and vibrant celebration of domestic spaces and the rituals of everyday life. While in-person viewings are currently paused at the Art Gallery of Ballarat, you can view by works online until the gallery reopens in line with the easing of restrictions.

artgalleryofballarat.com.au



DISTILLERY TASTINGS

Morrington Peninsula's award-winning Bass and Finders Distillery has found innovative ways to keep production going and its team employed. As well as helping the healthcare industry meet demand for hand sanitiser, the family-owned business also launched At Home Gin Experiences. Bass and Finders Distillery wanted to help friends and family connect during isolation and bring enjoyment in the form of virtual tastings hosted by a Bass and Finders gin expert, head distiller and managing director Holly Klintworth says. Pre-lockdown, the ever-popular gin masterclasses had been drawing a steady crowd, giving participants the opportunity to learn about the art of gin, blend their own recipe and take home a 500ml bottle of bespoke gin. Lockdown saw the creation of the 'At Home Gin Masterclass Kit' complete with blending tools, native botanicals, instructions and a video tutorial' and 'the experience of learning how to craft a unique gin recipe and submit this to the distillery for bottling can now all be done online', Holly says. The masterclasses are held Friday mornings, Saturday mornings and afternoons, and most Sunday mornings. While nothing quite compares to enjoying a cocktail overlooking the Morrington Peninsula's picturesque green pastures, the distillery plans to continue its at-home tastings and virtual experiences for people all over Australia.

bassandfindersdistillery.com



6 • Click for Vic

Online events and masterclasses cont.

SERIOUSLY SHIRAZ FESTIVAL, October 29-30
The annual celebration moves to an exciting new format for 2020. The virtual tastings, hosted by the National Wine Centre, take you on a wine journey through the region giving you the opportunity to meet and learn from some of Australia's best winemakers. Experience and explore Grampians Shiraz on one of three tasting adventures.

grampianswine.com.au/events

NATIONAL BENALLA SHORT FILM FESTIVAL, November 7
In its sixth year, this locally funded short film festival heads online with 12 short films ranging from two to 16 minutes. Actress Krista Windy and actors Tony Bonner and John Oroski judge this year's films, which will be shown in an encore screening at Swanpool Community Theatre once restrictions are lifted.

benallashorts.com

MELBOURNE FASHION WEEK, November 23-29
Always moving with the times, the Melbourne Fashion Week runway is taking its trends online for the first time as part of a reimagined program. Tune in to support local designers and retailers at the forefront of fashion and style.

mf.melbourne.vic.gov.au

HEALESVILLE MUSIC FESTIVAL, November 28-29
Music lovers are still able to enjoy tunes from singer-songwriters such as Michael Waugh, The Weeping Willows, Tuck Shop Ladies and Liam Gerner with the free festival livestreamed via Facebook. Includes performances across various music genres and workshops such as ukulele-making.

healesvillemusicfestival.com.au

MACEDON RANGES SUSTAINABLE LIVING VIRTUAL FESTIVAL, until September 2021
The festival goes virtual for a year to showcase great tips and solutions. Real-time webinars and presentations, as well as guides and training videos are on offer. The event includes mini on-site festival days, with up to six businesses exhibiting at each Woodend Community Farmers' Market from October to December.

mrsg.org.au/slf



8 • Click for Vic

ZOOMING INTO A TASTE OF THE HIGH COUNTRY — AT HOME

WORDS LAETA CRAWFORD

I have been spending a lot more time in my kitchen this year and, to be honest, I'm sick of my own cooking. So an online cooking class seemed the perfect opportunity to up my game. As a gift to my husband, I signed us up for a gnocchi cooking class run by Katrina Pizzini, of Pizzini Wines in Victoria's picturesque King Valley. I also encouraged three couples to join us for extra fun. Katrina has been running classes for 11 years at her A Level Cooking School on-site at the Whitfield winery, but was forced to take her classes online when COVID-19 hit. She says she regularly gets eight to 10 households per class, with participants from all over Australia and even one from Germany. Ahead of our class, we received a delivery box of ingredients including home-grown potatoes, homemade produce, a handy potato riser and two bottles of Katrina's favourite Pizzini wines to match our meal. We prepped our potatoes about an hour before the class, then joined six couples via Zoom for about 90 minutes as we cooked our gnocchi. Katrina led us through every step to make mountains of soft gnocchi (don't use too much flour or handle too much) as well as two delicious sauces — a rich bolognese and a delicious burnt butter, garlic and sage sauce.



It was hectic and flour seemed to get everywhere, but we laughed our way through the class and managed to turn out a delicious meal. We even stayed online after the class to enjoy our dinner (virtually) with our mates, as well as another couple who — like us — was starving for some company. Pizzini's gnocchi classes are part of High Country at Home, a series of Zoom workshops run by operators in Victoria's north-east. Other classes have included Bright Brewery beer tastings and The Spa Beechworth's spa therapy lessons. Products and produce from more than 100 businesses are also showcased on the High Country at Home online marketplace. Restrictions permitting, The La Dolce Vita Wine and Food Festival will also offer a taste of King Valley from November 21-22.

victoriashighcountry.com.au



KATRINA PIZZINI



LOCAL ARTISTS JOIN FORCES
Painter and printmaker Madeleine Cruise and ceramicist Ruby Piven present The golden pantomime, a bold and vibrant celebration of domestic spaces and the rituals of everyday life. While in-person viewings are currently paused at the Art Gallery of Ballarat, you can view by works online until the gallery reopens in line with the easing of restrictions.

artgalleryofballarat.com.au

cont. >>

visitvictoria.com/clickforvic • 7

Continuing our season experience packs with:

Yarra Valley Canned Heat December - February



Cans in pack:

- **Golden Hills – Pale**
- Innocent Bystander – Moscato
- Helen & Joey – Dry Rose Pink Fizz
- Napoleone – Louis Apple Cider
- Coldstream Brewery – Pear & Apple Cider
- Hop Hen – Lilydale Lager

The Yarra Valley – drink at home or Road Trip to us – we’re rolling with the vibe of summer fun!

For your flavour buds – 6 brewers – 12 cans

For your ear buds – A Spotify soundtrack

Plus:

Yarra Valley Canned Summer video tasting notes

Yarra Valley experiences and curated itineraries are in the box!

Our Canned Summer pack that rolls with you on a Road Trip, in the garden or take it to the park for when you pull out the picnic and turn up the (supplied) tunes. Summer is here mates and we’re helping you to love yours.



KEY STRATEGY AREA: MARKETING

Digital Marketing: Websites

New Visitor Website.

Yarra Ranges Tourism has combined the Visit Yarra Valley & Visit Dandenong Ranges sites into one combined website. This enhances the traveller journey by allowing visitors to the website to explore the entire region in one place.

The combination of both sub-regions has meant we can focus our efforts equally across all our sub-regions and create one powerful asset, as opposed to divided and segregated messaging. Our storytelling can focus on reasons for travel and appealing to the varied traveller needs and wants.

The entry points to the website are still: <https://www.visityarra.com.au> or <http://visitdandenongranges.com.au>

1 July 2020 to June 2021

Total pageviews: **1,812,984 +26.9%**

Total users: **601,908 +23.7%**

Total referrals: **601,908 +23.7%**

FIND YOUR SELF | MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES

DISCOVER SEE & DO STAY SHOP BLOGS WHAT'S ON


FIND YOUR SELF


taking time

SEARCH




FIND YOUR SELF | MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES


DISCOVER SEE & DO STAY SHOP BLOGS WHAT'S ON 




Top Trails




Tours




Attractions




Arts & Culture




Gardens & Nurseries




Farmgate




Places to Eat




Markets & Shopping




Nature & Adventure




Walk & Cycle




Wineries




Breweries & Distilleries



Wellbeing & Spa




Itinerary Ideas



Drives

FIND YOUR SELF | MELBOURNE'S YARRA VALLEY AND DANDENONG RANGES

DISCOVER SEE & DO STAY SHOP BLOGS WHAT'S ON 

Blogs

BLOGS

ALL

SEE & DO


RECIPES

SUMMER

WINTER

BUSINESS EVENTS

ITINERARIES



Get out of bed, rug up and move it! 9 reason why the Yarra Valley is your go to winter destination.

Just because it's winter, doesn't mean you have to hibernate. The Yarra Valley is a truly spectacular winter destination, full of seasonal produce, tranquil beauty, crisp fresh air and adventure to be had.

[LEARN MORE >](#)

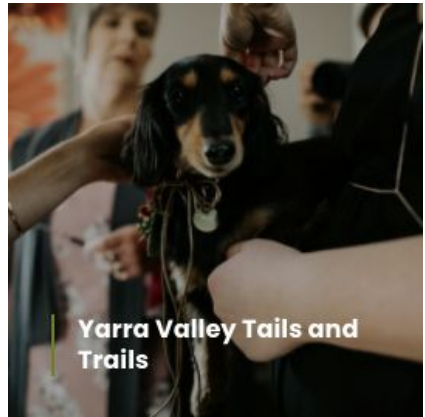
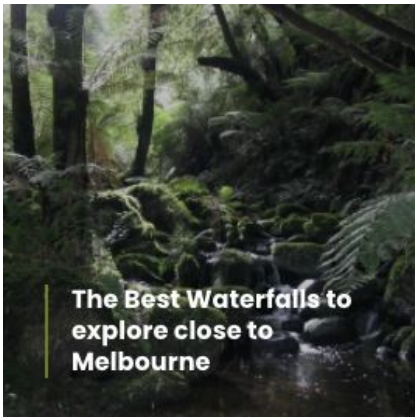
KEY STRATEGY AREA: MARKETING

Digital Marketing: Blogs

Yarra Ranges Tourism produced 122 blogs posts for our regional websites over the reporting year.

Blogs are an essential resource to our website as they provide repeat website visitation, are crucial to our websites ranking highly on Google Search results and keep visitors informed about new events and what to do during public holidays and other days of celebration.

Collectively, our blog posts were viewed 201,021 times **(+2.44%)**
Average readership per blog was 1647



Digital Marketing: What's On (ATDW)

The Yarra Valley and Dandenong Ranges 'What's On' database of 2,350 industry & consumer subscribers receive a weekly email detailing events coming up that weekend and for three weeks on, and offers a high level of exposure for their events and businesses. Yarra Ranges Tourism partner businesses who have activated their ATDW listing and uploaded their events are automatically featured on this email.

What's On events are also regularly communicated to our consumer database (over 20,000 subscribers) via a monthly EDM.

KEY STRATEGY AREA: MARKETING

Social Media: Facebook

The Visit Yarra Valley and Dandenong Ranges Facebook page had over **65.6k followers (+7.6%)** as of June 2021 and offers our partners a high level of exposure for their events and businesses.

Total reach of content to the Facebook page was **1.03 million (+0.6%)**.

Our two top performing posts represent the elements of both our purpose and our online personality that have been successfully developed: directional and purposeful information delivered with fun, humour and good nature.

TOP PERFORMING POSTS

During the weather event in June visitors and locals turned to our channels to stay across what was open, closed and available to experience. We're not a news source - but we do provide safe and informed information.

The other piece was an April Fools Day piece we did in response to issues at the Redwood and toilets. It proved immensely popular. We haven't actually made a 'poo trail' (a trail letting people know where toilets are in Warburton) but it was good humoured and shared over 140 times to very positive responses.

As always, FB is seen as part of our digital strategy to highlight and grow our website traffic as well as effectively message short term inspirational 'dreaming' content.

Visit Yarra Valley and Dandenong Ranges June 27 · 🌐

Feel like a slow wander up to the Dandenong Ranges? So much of the hill top areas need to be left to the locals while they rebuild and continue to assess (and actually - for your own safety!). However - the good news is that Sassafras has finally found its feet again and is ready to welcome you. A wintery weekend visit could include:

A long lunch at [Ripe Cafe](#)
Lush pastries, decadent hot chocolate, the ultimate in cakes and coffee from Proserpina Bakehouse
Magical shopping ... [See more](#)



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

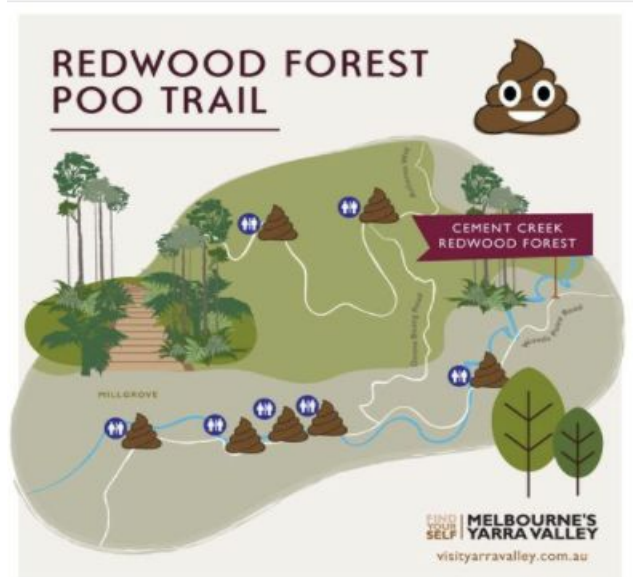
59,357 People reached **2,647** Engagements [Boost post](#)

👍👎👤 368 19 Comments 63 Shares

Visit Yarra Valley and Dandenong Ranges is at Redwood Forest. April 1 · East Warburton, VIC · 🌐

The word is that some visitors think it's ok to go #2's in our beautiful Redwood Forest, and it's 100% not ok. Kind of like 1 ply toilet paper. So, it gives us great pleasure to introduce our new top trail, the Redwood Forest Poo Trail 🍌

It outlines all the appropriate places (the public toilets 🚻) to do your #2's before heading out to the majestic redwoods. There's quite a variety!!



Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

80,050 People reached **8,977** Engagements [Boost post](#)

👍👎👤 443 104 Comments 140 Shares

KEY STRATEGY AREA: MARKETING

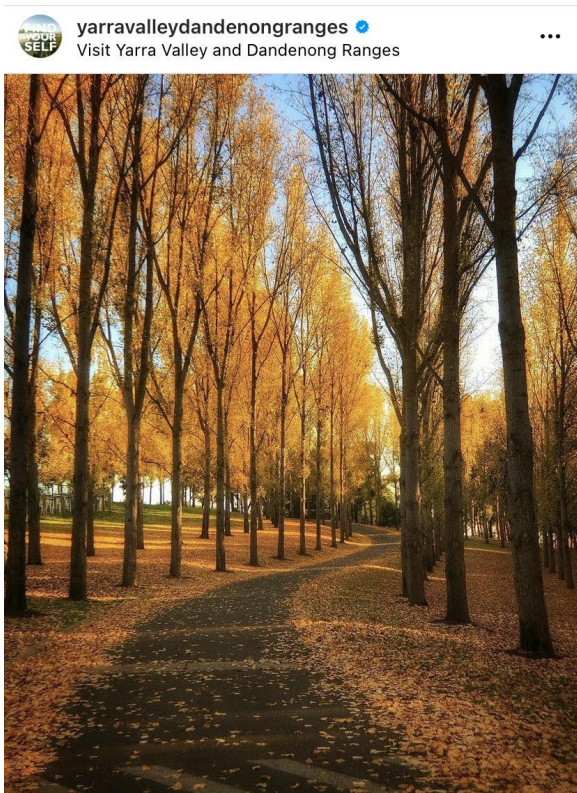
Social Media: Instagram

Yarra Ranges Tourism operates the Instagram accounts @yarravalleydandenongranges to increase awareness of regional attractions and our partners.

2020 / 21 represented a year of increased focus on Instagram to promote the region. Instagram content was designed to appeal to a younger, inner urban target market while our FB audience skews slightly older. Yarra Ranges Tourism successfully embraced the use of stories, enhanced videos, Reels and Guides on the platform. This has seen engagement and reach grow in new areas for us - even while in lockdown, a traditionally soft time for tourism products.

@yarravalleydandenongranges
 Total followers: **36 800 (+55%)**
 Image Reach: **505,567 (+490.8%)**

Top Instagram posts for @yarravalleydandenongranges



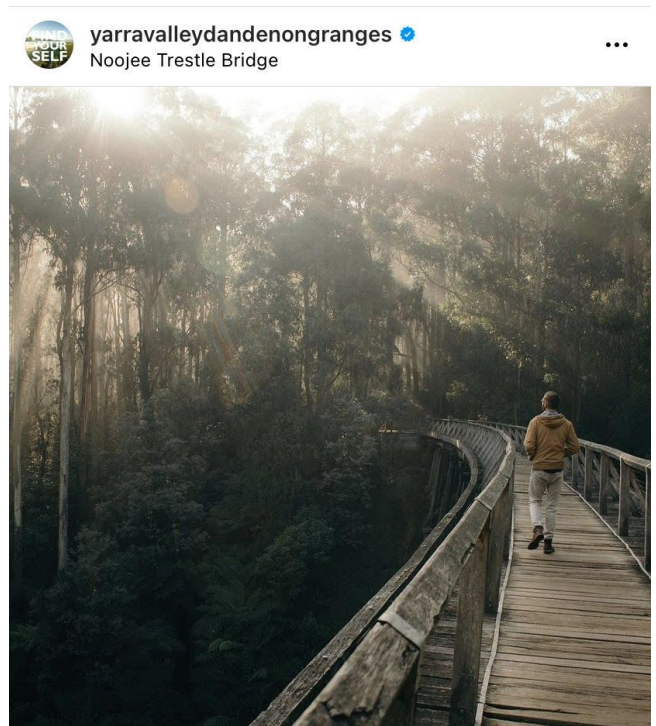
[View Insights](#)

[Boost Post](#)



Liked by chestercomms and 1,877 others

Accounts Reached: 41,752
 Likes: 1878
 Saves: 91
 Shares: 86
 Comments: 61



[View Insights](#)

[Boost Post](#)



Liked by chestercomms and 1,312 others

Accounts Reached: 50,610
 Likes: 1313
 Saves: 245
 Shares: 87
 Comments: 30

KEY STRATEGY AREA: MARKETING

Yarra Valley Business Events

The key role of Yarra Valley Business Events is to collectively market the region to potential conference and incentive buyers for:

- Conferences and business events - day and overnight
- Incentive day touring and overnight touring options
- Options for pre and post touring from Melbourne based conferences
- Virtual, hybrid and in real life experiences

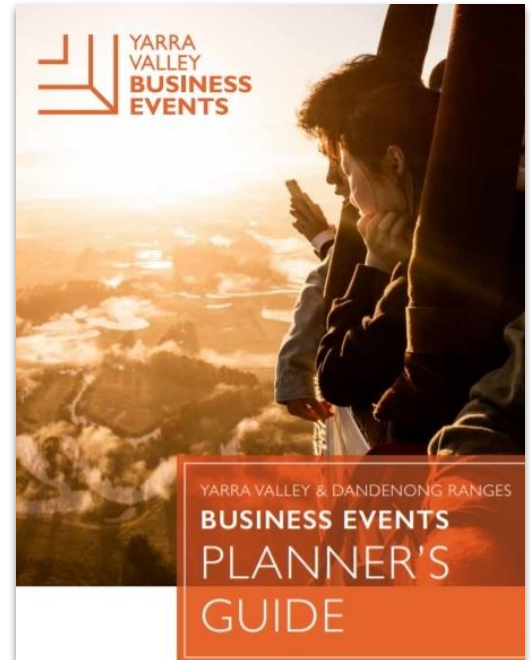
To achieve this we:

- Create partnerships to get a larger marketing pool
- Partner with Melbourne Convention Bureau
- Partner with Business Events Victoria
- Maintain a vibrant and user friendly digital presence
- Actively message through media and to trade about the opportunities in the region

Yarra Valley Business Events runs an annual Event Planner's Guide, post 3 times a week on their social media channels, create bi-monthly blogs to share on their website and social channels and run virtual and in real life family programs for media and industry.

- **Total Number of Partners:** 41
- **Download our latest Planner's Guide [HERE](#).**

Dedicated Facebook Page - 69 followers
Dedicated Instagram Page - 368 followers
OPW EDM Subscribers: 1541
Blog posts - 12



Website Numbers		November 2021
yarravalleybusinessevents.com.au	Users	755
	Page Views	2139
	Planner's Guide Downloads	52
	Outbound links to partners	61

KEY STRATEGY AREA: **MARKETING**

Off Peak Weddings

Off Peak Weddings has been created to promote our region’s wedding venues and vendors, particularly in their off peak times (weekdays and the Autumn and Winter months) to a wide range of traditional and non-traditional couples. Off Peak Weddings run a quarterly e-magazine, post daily on their Facebook and Instagram channels, create bi-monthly blogs to share via social media and through their website, and run events to increase awareness of our region and the venues and vendors within our region.

Total Number of Partners: 63
Issues available for download [HERE](#).



Issue 11 - Winter 21



Issue 12 - Spring 21



Issue 13 - Summer 21

Dedicated Facebook Page - 1111 followers

Dedicated Instagram Page - 10.5k followers

OPW EDM Subscribers: 569

Blog posts - 113

Website Numbers		October 2021
OffPeakWeddings.com.au	Users	1662
	Page Views	4603
	Magazine Downloads	35
	Outbound links to partners	16
	Mail enquiries	7

KEY STRATEGY AREA: MARKETING

International Program



Whilst all international bound tourism is shut down due to border closures, the International Program is in a maintenance phase to ensure that our region is ready to welcome back travellers when markets reopen. During this time YRT will continue to identify product and experiences that will appeal to the interstate and international traveller and assist our partner businesses to become International Ready to develop packages with commissionable rates.

Visit Victoria, Tourism Australia and the Australian Tourism Export Council (ATEC) are running online tutoring sessions and International Market Updates while Tourism Australia continues to promote the Aussie Specialist Program, aimed at overseas agents to expand their knowledge on Australian tourism products and experiences.

The International Product E-Guide was updated in time for Australian Tourism Exchange (ATE) that took place in Sydney in June 2021. As Victoria was in lockdown #5 Victorian products and Yarra Ranges Tourism attended the event virtually.

In 2020/21 there were 30 International ready tourism operators that took part in the International Program. A strong opportunity remains to grow Nillumbik businesses to be marketing in this arena, especially the businesses that have just completed the Prime mentoring Pilot Program where understanding and developing packages for the inbound travel trade was a component. YRT and GBM will be working with these business to become international ready for when the borders reopen.

KEY STRATEGY AREA: **MARKETING**

International Program & Go Beyond Melbourne Touring Route



Go Beyond Melbourne is a marketing collaboration of the four Regional Tourism Boards surrounding Melbourne - Geelong Bellarine, Morning Peninsula, Phillip Island and Yarra Valley & Dandenong Ranges. with backing from Visit Victoria. The objective is to encourage the dispersal of International Visitors with an emphasis on increasing overnight stays and spend. YRT supports this touring route with investment from their International Program.

Go Beyond Melbourne has a dedicated marketing manager, website with a trip planner, and touring map, and produces suggested themed itineraries. In 2020, these itineraries were adapted to appeal to a domestic audience.

The key messages of nature-based tourism, boutique accommodation and self drive experiences. These natural assets for our region play into the changing desire for "slow travel" (both domestic and international once borders re-open) for safe, outdoor eco-experiences and will be what we promote for the next 2-3 years.

POST COVID TRAVEL TRENDS

According to Market Updates from Visit Victoria's Regional Managers in Singapore and Malaysia, overnights in regional victoria is now preferable to Melbourne CBD accommodation.

- Prefer less crowded experiences and trends for slow travel and cultural tourism
- Road trips with longer stay and regional dispersal
- Motivation- walks, leisure hikes and cycling holidays
- Unique accommodation- self contained villas, glamping, eco retreats
- Meaningful/purposeful trips focused on sustainability and eco-friendliness
- Flexibility to allow for change of plans and less ridgid cancellation policies - will build consumer confidence.

KEY STRATEGY AREA: DIGITAL INFRASTRUCTURE

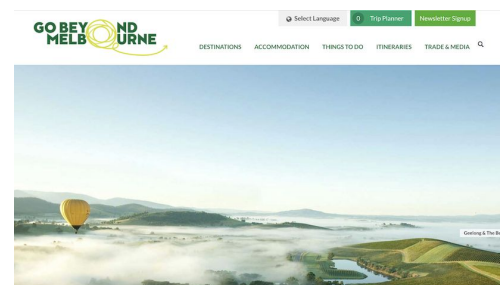
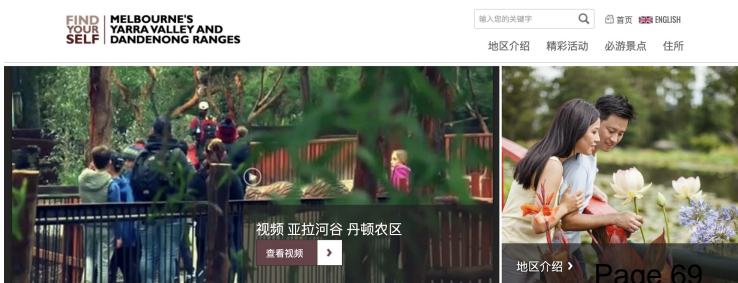
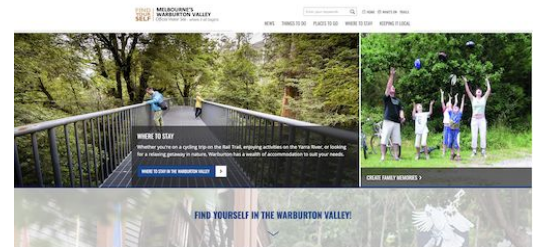
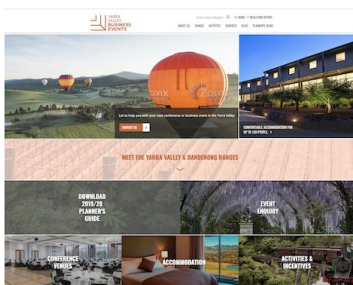
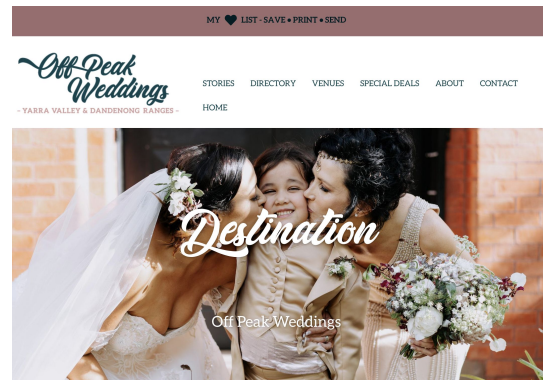
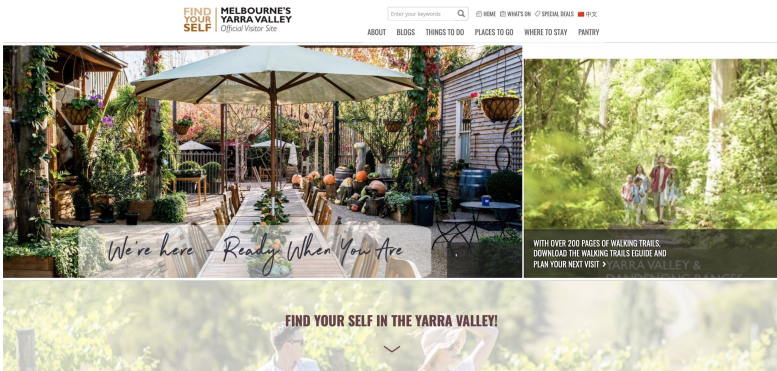
Increase visitor Engagement on our Digital Platforms through the ongoing development and maintenance of robust infrastructure.

Development of Yarra Ranges-specific content on the visityarravalley.com.au & visitdandenongranges.com.au websites.

As part of the partnership with Yarra Ranges Council, Yarra Ranges Tourism has engaged with multiple operators in the Yarra Ranges catchment area to promote the region. Yarra Ranges Tourism has maintained a close working relationship with the trade and tourism partners, including constant communication on how to best promote their product/service, workshops, etc. With the power of collaborative marketing, trade and tourism partners in the region have found that their product has been boosted considerably through Search Engine Optimisation (SEO) which, in turn, has led to increased sales leads to our Industry partners.

In addition to our work managing our own sites we have offered in-kind support for the operation of visitwarburton.com.au

Our Digital Infrastructure is a crucial tool in delivering on our organisational KPIs, as seen below:



KEY STRATEGY AREA: VISITOR SERVICING & TOURISM EXCELLENCE

Developing efficient and effective visitor services

Visitor Information Carousels

The Visitor Information Carousels developed by Yarra Ranges Tourism are proving extremely popular according to venues who are hosting them. An email is sent out once a month to all operators asking if extra stock is requested and this is delivered by our Contractor when he does his regular rounds to re-stock and service the carousels, of which 27 are located across the region including major Metropolitan railway stations such as Ringwood and Box Hill, as well as in Nillumbik and Manningham council areas.

The Carousels stock Yarra Valley Touring Maps, Dandenong Ranges Touring Maps, various A4 trails such as Top Picnic Spots, Month of Sundays, Art Lives Here and Top Views. Carousel locations include:

- Lilydale Library
- Lilydale, Belgrave, Upper Ferntree Gully, Box Hill & Ringwood stations
- SkyHigh
- Grants Picnic Grounds
- Puffing Billy
- The Memo, Healesville
- Beechworth Bakery
- Burrinja Cultural Centre
- Montsalvat
- Nillumbik Shire Council
- Healesville Sanctuary
- Manningham Civic Centre
- Tesselaars
- Warburton Main street
- Yarra Valley Chocolaterie
- Ranges Cafe
- Dark Horse Cafe



Digital Visitor Information Kiosks



The aim of this project is to deliver Australia's first pilot network of interactive touch screens to support visitor dispersal. Locations are chosen based upon their existing visitor traffic numbers, ease of installation, partnership with land owner and open surveillance.

Thanks to a significant grant from the State Government of \$250,000 we have successfully built the network up to 27 Kiosks to integrate with our Digital Web Platform (visityarravalley.com.au & visitdandenongranges.com.au). The infrastructure continues to offer a highly visual solution that can be placed at the region's top attractions to push advice to visitors on where to go next.

Kiosks located in Yarra Ranges Council include:

- Domaine Chandon
- SkyHigh Mt Dandenong
- Rayners Orchard
- Healesville Sanctuary
- Grants Picnic Ground
- Puffing Billy
- Country Place
- York on Lilydale
- Cherry Hill Orchards / Tesselaar Flower Festivals
- Healesville Main St
- Matilda Bay
- Blue Lotus Water Garden
- Yarra Valley Lodge
- Balgownie Estate
- Yarra Glen Main St
- Box Hill Institute
- Lillydale Lake (installation pending in July)
- Sassafras (installation pending in July)
- Warburton
- RACV Country Club Healesville

There are still opportunities to identify locations for the 3-5 more Kiosk however further support is required to access power in streetscapes.

The Digital Visitor Information Kiosk network creates value for the visitor by:

- Providing a highly visual solution on where to go next
- Promoting categories of attractions and things to do in close proximity to visitor location
- Pushing advice to mobile devices to assist regional way-finding

Equally, this project creates value to the Regional Tourism Industry by:

- Capturing valuable data about visitor journey patterns through the tracking of Wi-Fi signals
- Capturing new databases of SMS contacts for re-marketing
- Creating increased data on key information and activities sought by visitors
- Creating an asset for the promotion of regional tourism partners and associated supporters

The key focus at this stage is delivering the infrastructure to meet the priority goal of servicing the visitor in as many high traffic locations as possible.

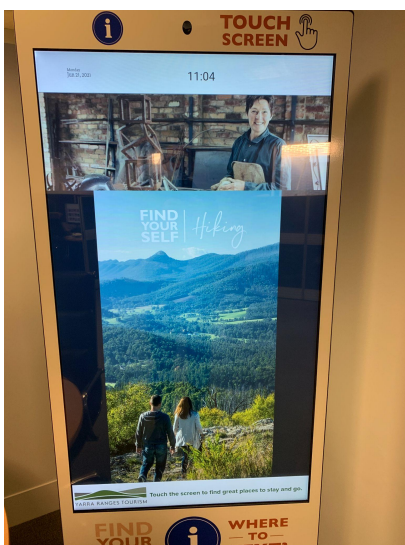
Digital Visitor Information Kiosk Stats from April 2020 to May 2021

*Conversions are visitors who stayed longer than 5 minutes
 ^ Unit moved from Blue Lotus to Rayners and was down for a few days

Walkbys = people within an 80 metre radius
 Visits = people within a 10 metre radius

	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Walkbys (outside traffic)	276,338	86,607	114,529	184,476	148,416	130,477	218,341	277,554	288,464	289,635	235,630	275,243	353,310	364,464
Visits (traffic)	121,168	0	0	0	0	54,675	69,384	110,748	99,822	12,127	12,116	153,954	115,715	115,092
Conversions *	228%	167%	132%	152%	177%	239%	314%	269%	288%	119.43	114.4	178%	305%	235%
Total Screen sessions	11,525	10,371	10,254	10,262	12,023	10,620	9,914	10,455	10,103	14,335	14,650	11,331	18,044	20,413
SMS Downloads	70	23	17	31	20	10	15	30	35	98	105	88	41	120

There has been some challenges over the last couple of months with power to the units being turned off or units failing. Enplug have sent technicians to review the units and replaced parts where needed. New designs and advertising layout options are being prototyped as part of our new web platform.



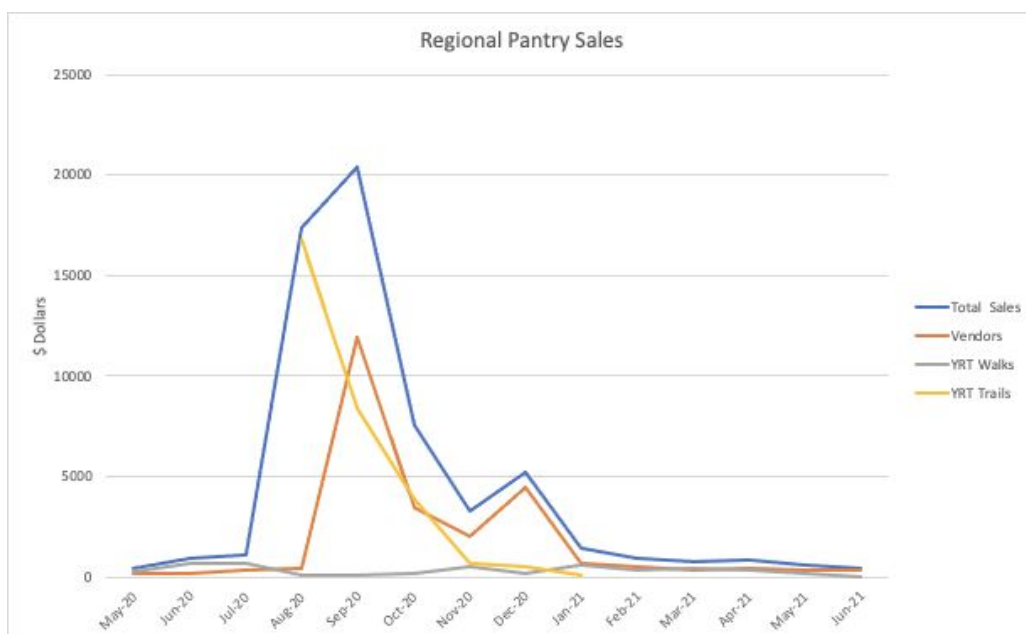
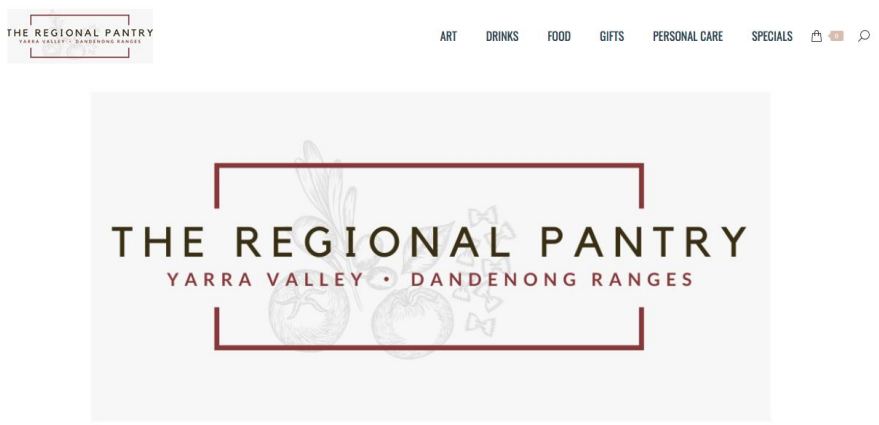
The Regional Pantry

The Regional Pantry (<http://regionalpantry.com.au>) was launched on 4 May 2020 with two product offerings: Walks eGuide and Warratina Lavender Farm products. The site also saw Yarra Ranges Tourism obtain a restricted liquor licence to allow sales of regional drink product.

Since then, 64 operators (partners and non-partners) signed up to sell their products through the Pantry website.

The Yarra Ranges Tourism Board continued to support commission free sales through this platform, given the repeated lockdowns that Melbourne and Victoria continued to experience. Since its inception there has been a proliferation of new market entrants in the regional online product market. Whilst making early impacts with this initiatives its support tailed off.

Whilst an evaluation is yet to be finalised by the Board this service may move back to use by Yarra Ranges Tourism initiatives only. The general sentiment is that whilst we were an early adopter and innovator in this area, the marketplace has responded with tailored offerings that Yarra Ranges Tourism cannot compete with ongoing.



Official Touring Maps & Illustrated Trails

Touring Maps

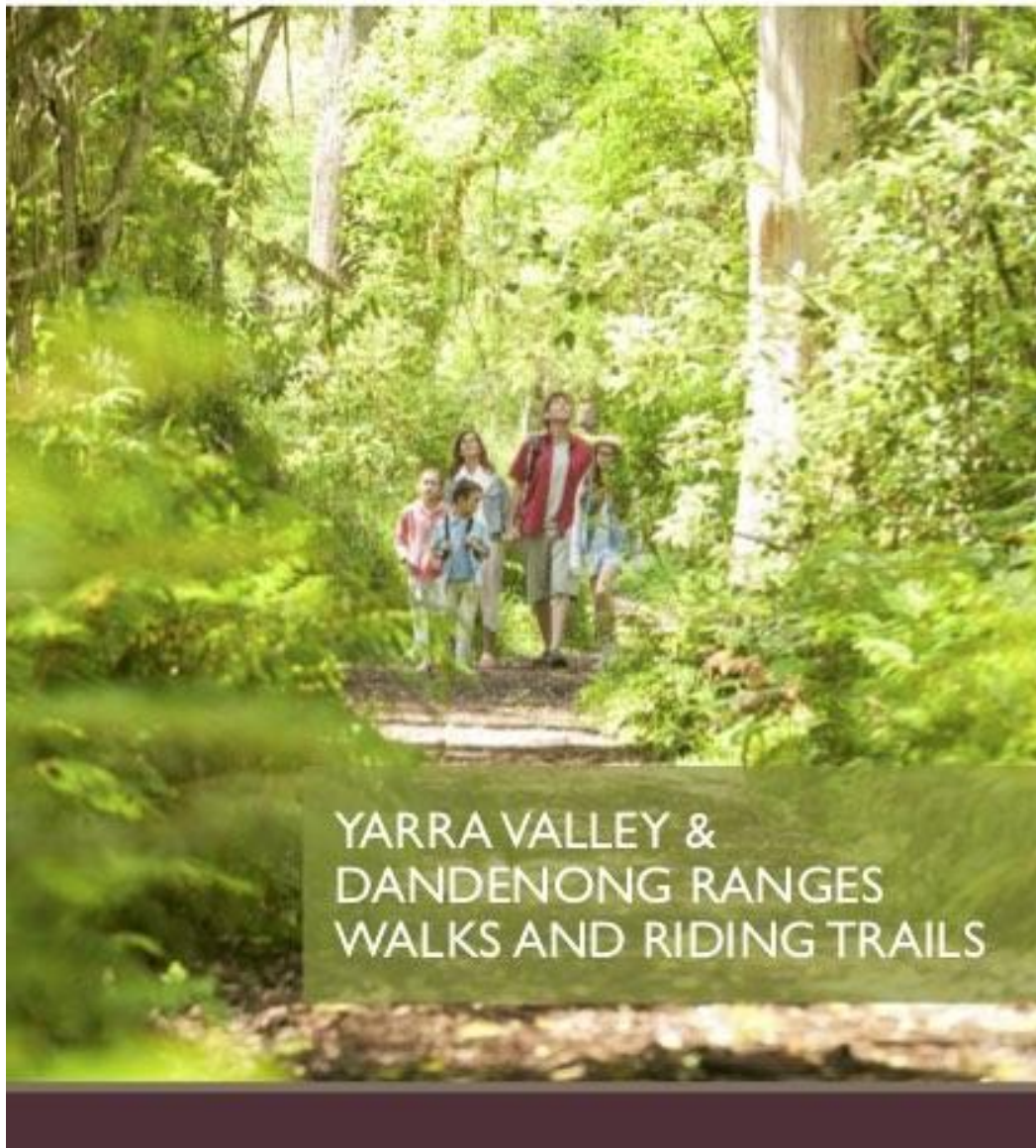
With ample stock coming into the pandemic both the Yarra Valley and Dandenong Ranges tourism map updates have been postponed, until all remaining supply has been distributed across our network of in region displays an out of region at the airport and city hotels.



Walks and Riding Trails eBook

The Walks and Riding Trails eBook continues to be the top selling item on the Regional Pantry, with a prices tag of \$15 per download. Further work to develop specific titles for walks and rides separately will be considered for the future.

**FIND
YOUR
SELF** | **MELBOURNE'S
YARRA VALLEY &
DANDENONG RANGES**



KEY STRATEGY AREA: INDUSTRY AND STAKEHOLDER ENGAGEMENT

Actively engage industry in our activities for the benefit of the region in growing the visitor economy

Chair and CEO Business Meetings

James Robinson and Simon O'Callaghan normal engages with Yarra Ranges Partners through several visits to the area. This activity forms part of Yarra Ranges Tourism commitment to meeting, listening and learning from industry with the aim of building collaborative rapport, however business visits were postponed repeatedly due to the Pandemic.

Annual Industry Summit, Originally scheduled for June 2021 had to be cancelled due to Covid-19 restrictions. A special session with The resilience Project was held online as an alternative with around 65 businesses participating.

Industry Communications

Yarra Ranges Tourism communicates with Partner Businesses on a regular basis through:

- Email
- SMS
- One-on-one business visits and phone calls
- Video Blogs from the CEO



KEY STRATEGY AREA: SUSTAINABLE ORGANISATION

Providing strategic industry leadership, governance and accountability

New Strategic Plan 2021-2026

The Yarra Ranges Tourism Board finalised a new Strategic Plan in June 2021 and released the the summary document to Industry shortly after.

The Board has refreshed its Vision:

Through Yarra Ranges Tourism's leadership, the Yarra Valley and Dandenong Ranges will be Australia's preferred destination for integrated food, wine, cultural, nature and activity-based experiences.

Mission YRT26:

As the lead tourism organisation, Yarra Ranges Tourism will market and facilitate the development of the Yarra Valley and Dandenong Ranges visitor economy, maximising the economic and social benefits that flow to the region.

The Plan represented a simplification of the existing strategy and sees four focus areas of the organisation:

- Marketing
- Product Development
- Visitor Servicing
- Strategic Partnerships

The Plan has also identified priority projects as a focus for the next five years:

- Supporting pandemic recovery and resilience
- Destination management research, planning and implementation
- Regional alliances, collaborating with strategic partners to inform influence and guide leadership of our regional visitor economy
- Multi-Channel marketing enhancement, delivering our marketing program and digital servicing
- Regional dispersal program ensuring visitors see more, do more, and stay more
- Product renewal and development of our visitor offer with a particular focus in events and first nations experiences
- Regional workforce development strategy



KEY STRATEGY AREA: SUSTAINABLE ORGANISATION

Providing strategic industry leadership, governance and accountability

Partnership with Yarra Ranges Council

- A one year extension was offered for Yarra Ranges Tourism by Yarra Ranges Council 2020/21, in light of the pending outcome of the State Government's Regional Tourism Review.
- The Yarra Ranges Tourism Chair and CEO presented at Council Forum on:
 - 2 March 2021
- Our team provide ongoing input into a variety of Council working groups and projects.
- Yarra Ranges Tourism has continued to foster positive relationships with local tourism associations and industry groups as the peak body for tourism in the Dandenong Ranges and Yarra Valley. We adopt a professional approach to these relationships to ensure that local groups are connected to our opportunities and are aware of relevant information for their membership. This is facilitated by Board representation and additional forums that we hold inviting all local associations who work in areas of the visitor economy.
- Ongoing monthly meetings are held with the Economic Development, Creative Communities and Recreation and Active Living teams of Council to discuss relevant operations and strategic opportunities.
- Yarra Ranges Tourism refers all relevant investment enquiries from potential investors to Council's Economic Development team.

KEY STRATEGY AREA: ADVOCACY

Advocacy is a process that challenges inequities by collaboratively and actively working with communities and key stakeholders to bring about change.

To bring about improvements for the Tourism Industry in support for:

- *Reliable Utility Infrastructure*
- *Funding support for key Tourism Infrastructure Projects that will grow the Visitor Economy*

Infrastructure

- An additional \$244M fund will be rolled out for tourism infrastructure over the coming three years as part of the State Government Tourism Recovery package which will provide further opportunities for the region to accelerate both public and private tourism development projects.
- The State Government has appointed TRC to develop the Statewide Destination Plan and consultation will be taking place with Yarra Ranges Tourism around this and needs of our region. Secondary to this we will be expecting financial support for a DMP for the Yarra Valley and Dandenong Ranges and additional support for local area plans.

Industry Strengthening

During the pandemic, RTBs developed individual recovery plans which identified their support needs. While the requirements are different depending on individual RTBs and the makeup on industry in each region, three key categories were identified as useful areas to target industry strengthening initiatives:

- Digital – Social Media, Content Creation, E-Commerce;
- Business Management – Planning, Finance, Risk, OTA engagement; and
- Product Development and Customer Experience

Expert Taskforce Panel Report- Commonwealth Government Reimagining the Visitor Economy

The CEO met with The Hon. Martin Ferguson - the Expert Panel Chair, for a dedicated Regional Victoria session to specifically consult on the key issues and opportunities facing the Yarra Valley and Dandenong Ranges as they relate to the report being prepared for the Federal Minister for Tourism on behalf of the Government. Unfortunately this meeting was over Zoom instead of face to face due to the Victorian lockdown.

A survey of ideas was also submitted to the Expert Panel by Yarra Ranges Tourism.

Secondary to this the CEO chaired several statewide meetings with industry as part of the shared VTIC submission. Further to these consultations a larger forum attended by the CEO that was hosted by the VTIC Chair Matt McDonald and Martin Ferguson on Friday 18 June to go over the findings and likely content of the VTIC submission that is being finalised on behalf of VTIC members for consideration by the taskforce. This forum included industry leaders from key attractions, Regional Tourism Boards, accommodation, Business Events.

LOOKING AHEAD: ONE YEAR RENEWED

Marketing

- To implement a staged Marketing recovery program, capable of being rolled back to meet current and changing conditions. This includes finding key messaging and content in response to community sentiment and prevailing restrictions.
- Consistently looking at off-peak periods of trade for the tourism industry and working with local business to address these opportunities.
- Continue to support and engage partners in the Mid Week campaigns when possible and appropriate.
- Growing our Off Peak Wedding's marketing program.
- Continuing the focus on attracting mid-week business events and stays to the region.
- Planning how to target international travellers from western and eastern markets when longer term restrictions are eased.

Dedicated Partnership Wellbeing Support

- An ongoing focus to engage with partners directly through outreach mental health support and business mentoring

Digital Infrastructure

- Ongoing investment in our Digital Platform is required to ensure that it remains a top performing source of information for visitors to the Yarra Valley and Dandenong Ranges.
- One on One Digital mentoring support for improved digital literacy.

Visitor Servicing

- Completion of phase 2 of our network of Digital Visitor Information Kiosks, which will take the total sites to 33.
- Continued service of our 27 point of sale displays across the region including Melbourne Metro stations at Ringwood and Box Hill.

Destination Management Plan

- Finalisation and endorsement of our Destination management Plan Brief with support the state government and local government partners.

Tourism Enterprise Scholarship Program

- Delivery of a new Pilot Program that will seek to reposition the tourism industry as a great place for a career to work and live local in the outer east.

Visitor Economy Recovery and Reform Plan



Minister for Tourism, Sport and Major Events foreword

Victoria is home to some of Australia's best tourism offerings.

Our capital, Melbourne, is a vibrant metropolis, renowned for its culture.

Our diverse regions, from the sea to the snow, provide experiences and escapes that welcome millions of visitors annually.

In the year ending December 2019, tourism contributed \$32.5 billion to the state's bottom line.

It employed 263,300 people, delivering 6.5 per cent of gross state product.

However, 2020 dramatically changed the landscape, with bushfires and the ongoing impacts of the global pandemic resulting in a \$19.5 billion decrease in visitor expenditure last year.

The Victorian Government recognises the critical need to support the tourism and travel sector as a significantly impacted industry and the Visitor Economy Recovery and Reform Plan confirms that commitment.

It will serve as a whole-of-state visitor economy strategy, with a goal of reaching \$35 billion in annual visitor spend and generating 300,000 additional jobs by June 2024.

Informed by the findings of the Regional Tourism Review, the Visitor Economy Recovery and Reform Plan will strengthen the state's enviable tourism offering by developing new experiences, products and infrastructure and attract more international, interstate and intrastate visitors by making the most of our marketing expenditure. It will enhance regional tourism boards and ensure statewide collaboration and planning.

Our investment of \$633 million across four years will develop and improve the visitor experience and, as the tourism market grows more competitive, encourage public and private investment to not only grow the visitor base, but inspire them to stay longer and spend more. It's a holistic look at how Melbourne and Victoria can achieve ambitious targets as we continue to work with industry, the community and other key stakeholders.

We are proud of what our state has to offer, and we are delighted to present the future of tourism in Melbourne and regional Victoria.



The Hon Martin Pakula MP
*Minister for Tourism, Sport
and Major Events*

Minister for Regional Development foreword

Regional tourism plays a vital role in creating jobs, supporting thriving regions and strengthening communities.

As the Special Adviser for the Regional Tourism Review, and now the Minister for Regional Development, it was a privilege to travel to all corners of regional Victoria to find new ways to grow tourism and support regional Victoria.

Through an extensive consultation process with industry and government stakeholders, the Regional Tourism Review delivered a wealth of advice that has informed this Visitor Economy Recovery and Reform Plan.

Although our consultation took place before the bushfires and the global pandemic, the findings are the foundation for ensuring our critical tourism and visitor economy sectors come back stronger and more enviable than ever.

We heard from enthusiastic and committed visitor economy stakeholders across our diverse regions, including local business owners and government, Regional Tourism Boards and their partners, Traditional Owners, community groups and residents from Gippsland to the Grampians, from the Murray to the Mallee.

The findings of the Regional Tourism Review and the Visitor Economy Recovery and Reform Plan will ensure that regional Victoria is offered the best support and opportunities to increase visitation, boost local business and build a resilient sector that enables the long-term growth of our visitor economy.



The Hon Mary-Anne Thomas MP
Minister for Regional Development
Special Adviser, Regional Tourism Review

About the Visitor Economy Recovery and Reform Plan and the Regional Tourism Review





The Visitor Economy Recovery and Reform Plan (the plan) considers the unique, combined effects of the 2019–20 bushfires and the 2020 COVID-19 pandemic on the Victorian visitor economy.

It examines the uncertainties of the economic outlook and the likely effects on the industry as we recover from the pandemic.

The plan provides a framework for industry and the Victorian Government to work together to restore and grow this vital sector.

It is informed by detailed analysis and extensive consultation about the impacts of the bushfires and the pandemic – and the pathways for recovery.

The plan also concludes the Regional Tourism Review (the review), which was commissioned by the Victorian Government in March 2019 to ensure our regions get the support and opportunities they need to grow in the tourism market.

Consultation with stakeholders during the review identified five key themes that present opportunities for regional tourism:

1. Strengthening our tourism offering
2. Making the most of our marketing spending
3. Supporting industry
4. Enhancing Regional Tourism Boards
5. Better coordinating efforts.

Given the events of 2020, we did further work to confirm these themes remain valid, and to consider new implications for our state.

We held nine stakeholder consultation workshops in May to July 2020 with participants from local councils, regional tourism organisations and representatives from the tourism industry. We also met with industry representatives from the Victoria Tourism Industry Council and Regional Tourism Boards, and across government.

This plan is the result of that work. It provides a statewide response to the challenges.

It addresses the clear message from consultation and analysis: Victoria needs a long-term reform strategy to support growth and resilience.

The plan outlines this strategy.

It also recognises that it takes its place as one of several Victorian Government initiatives underway to support economic survival and recovery.

Victoria's visitor economy

The economic impact of the COVID-19 pandemic on the visitor economy is severe and the recovery trajectory remains uncertain.

Sector baseline

Victoria is considered a leader nationally in the visitor economy. The industry contributes significantly to Victoria's economy, with \$32.5 billion in visitor expenditure in 2019.

Impact of coronavirus (COVID-19)

▼ **60%**

Fall in visitor expenditure between 2019 and 2020

▼ **58%**

Decline in visitor nights between 2019 and 2020

▼ **\$19.5bn**

Impact of COVID-19 on visitor expenditure for 2020 (of which \$5.4 billion is in regional Victoria)

Recovery trajectory

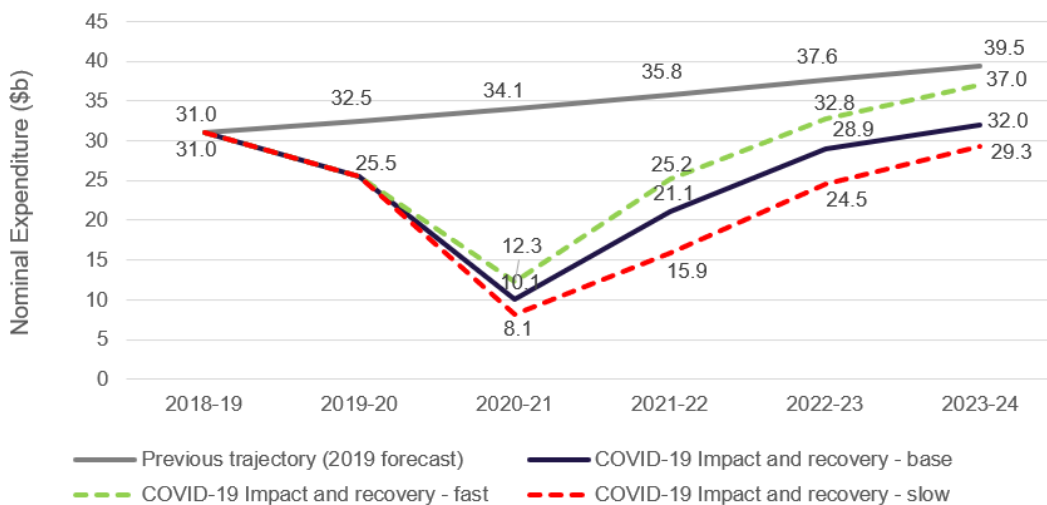
The events of 2020 will likely be felt for years to come, with continued low levels of international travel and continued necessary public health safeguards. The sector's recovery trajectory remains uncertain.

Broader economic conditions may also dampen demand for travel.

Tourism is discretionary spending, and it will take time to recover until households feel more confident in the economy.

Depending on a range of factors, domestic markets may not return to normal until 2022, while international markets may take until 2024 to return to 2019 levels – but these estimates are speculative.

Tourism Expenditure (\$ billion)





Challenges to the recovery of Victoria's tourism industry

Our recovery

As we recover from the events of 2020, tourism is expected to face continuing hardship in the short to medium term.

The COVID-19 pandemic halted international travel completely and put domestic tourism into hibernation.

This will have significant economic impacts for both metropolitan Melbourne and regional Victoria.

Melbourne is more dependent than the regions on the international market and major events calendar. This means its visitor economy will be more affected, and for longer.

This also has statewide implications, because Melbourne is the main driver of Victoria's visitor economy.

Regional Victoria will likely recover more quickly because of its appeal to the domestic market. However, several regions with a high dependence on tourism will continue to be affected if key products, services and events are not available.

Regional Victoria's recovery is also more vulnerable to underlying organisational and structural challenges, particularly on the supply side.

While these challenges are currently impacting the sector and there is some uncertainty moving forward, we have a plan to address them.

Challenges facing tourism in Victoria

Growing competition

There is increased competition from other Australian destinations for visitor spend in the immediate term, and this will be followed by international competitors in the future.

Australian destinations have invested significantly over several years to develop new tourism offerings, and have developed distinctive brands that resonate with visitors.

Victoria's response requires immediate efforts to build a strong pipeline of demand-driving infrastructure to increase the supply of high-quality tourism products.

Marketing activity will need to be uplifted and reimagined to cut through a crowded marketing landscape.

Victoria will also face a highly competitive market for major events, regional events and business events. This is because other jurisdictions will also seek to propel their events industries out of the hibernation they also experienced during 2020.

Leveraging and supporting Melbourne

Melbourne plays an important role in the visitor economy. It is a key interstate and international brand for Victoria, and a stepping-stone for visitors to regional Victoria.

There is an opportunity to refresh the city experience, and particularly to adapt to a COVIDSafe world.

Melbourne's branding incorporates diverse and authentic experiences throughout the city, which will need to adhere to COVIDSafe principles.

Supporting major and business events is also a priority to drive recovery.

These events are a major part of the Victorian brand, and attract many interstate and international travellers.

The Regional Tourism Review

In 2019, the Victorian Government commissioned the Regional Tourism Review to identify opportunities to grow regional tourism.

The review received 533 formal submissions in response to a discussion paper published in July 2019, and it heard from 662 participants at regional consultations.

The review consulted broadly, including with local businesses, industry leaders, local government, Regional Tourism Boards, Regional Partnerships, Traditional Owners and First Peoples communities, community groups and residents.

The plan delivers on the review's key findings.

The findings are organised into five themes.

Strengthening our tourism offering

Victoria's tourism offering is strong, but we can strengthen the experience for visitors.

This includes bolstering our unique, artisanal and authentic local offerings, as well as local 'hidden gems', history and heritage, and First Peoples' led experiences.

Victoria can further leverage its strengths in natural attractions, arts and culture, epicurean experiences, and sport and events.

Separate work has identified design, fashion and retail as strengths for Melbourne.

Regional Victoria has many competitive strengths with significant growth potential. These include a nature-based strategy to extend tourism beyond existing icons, and a plan to develop First Peoples' led tourism experiences.

However, we need a more refined understanding of how visitors access information so we can better match their needs. This could include face-to-face or better digital offerings for pre-visit planning.

Regional Victoria also needs further investment in accommodation to increase the level of high-end and boutique accommodation.

Making the most of our marketing spending

Our marketing activities need to be better resourced and better coordinated.

All marketing activities undertaken by Visit Victoria, Regional Tourism Boards, local tourism organisations and councils should be done collaboratively. We need to focus on the bigger picture, and make sure marketing funds are not spread across smaller campaigns that have less impact.

Visit Victoria should play a key role in setting the strategic marketing plan for Victoria, while Regional Tourism Boards should provide a means for industry, councils and communities to have a voice in statewide branding activities.

Supporting industry

The 2020 bushfires and the COVID-19 pandemic have highlighted the importance of crisis management and planning. They have also shown us the need to ensure businesses are resilient so they can bounce back from disasters and other shocks.

Two key issues for small businesses are:

- *labour and skills challenges*, including attraction and retention, industry seasonality, housing affordability, and the perception of tourism as a career
- *digital capability*, such as connecting to sales channels, promoting businesses and regions, and understanding markets.

Businesses and investors also want direction and support from government to ensure important tourism projects can be delivered through the planning and approvals system.

Providing this support will help unlock significant new opportunities.

There is also potential to improve community engagement, supporting industry to both maintain and gain social licence for tourism projects.

Enhancing Regional Tourism Boards

There is broad support for Regional Tourism Boards from stakeholders and across government, with some working well and others showing some strengths and potential for improvement.

People described the following key ingredients for success for Regional Tourism Boards:

- clear roles and responsibilities across boards, local councils and Visit Victoria to reduce duplication and support long-term success
- a collaborative, cross-regional approach led by boards, working with councils, industry and local tourism organisations to feed through to state government
- skills-based boards with senior local council and industry participation
- transparent priority setting, including strategy and advocacy that reflects the local community
- capability training programs to strengthen and rebuild industry
- increased capacity and capability supported by scale and resources to deal with complex issues.



Overall, board remit, capacity and resources are vital for meeting regional tourism objectives.

Boards need to be given authority by councils and government to deliver clear outcomes for their region – and to have skilled staff and the means to deliver those outcomes.

Boards should also be able to reform their operations and coverage to ensure they are performing optimally.

Any changes to boards will recognise they are a partnership between government and industry, and we need to bring all our partners along with us.

Better coordinating effort

Tourism relies on many people across government, industry and the community, however, there is a sense we are not working together.

Stakeholders overwhelmingly called for a clearer strategic direction for tourism in the form of a more detailed statewide plan. This strategic planning should be collaborative, include all levels of government, and engage the community, industry and visitors to drive priorities.

There are also opportunities to improve relationships and collaboration. Clarity of roles and responsibilities at all levels is critical to avoid duplication and conflicting outcomes.

Regional Tourism Review recommendations

In response to consultation, the Regional Tourism Review recommended reforms that will unlock the long-term potential of regional Victoria.

These recommendations, and government's work to implement them, are outlined below.

Build a new pipeline of tourism products that align with an agreed, long-term approach to regional tourism development. The pipeline will be informed by new regional master planning that focuses on competitive strengths and outlines the Victorian Government's vision for regional tourism.

The government has developed a statewide Visitor Economy Recovery and Reform Plan that will guide private and government investment, and clarify roles and responsibilities across state and local government, industry and other relevant stakeholders. Subsequent plans will be developed for product strengths, such as nature-based tourism and First Peoples' led experiences.

Support new private investment in significant projects in regional Victoria. These projects will be supported to understand and navigate their way through the planning and approvals framework and take advantage of opportunities for streamlined approvals.

The government has established a new team in the Department of Jobs, Precincts and Regions to support the delivery of high-priority tourism projects. Work is also underway across government to deliver streamlined planning pathways for priority projects.

New government investment in infrastructure and projects to activate tourism opportunities, including opportunities for the private sector to leverage these investments.

The government recently announced flagship projects, and the Regional Tourism Investment Fund will support enabling infrastructure and projects to activate key tourism opportunities.

Deliver better regional marketing through more effective and coordinated marketing activities, and a co-designed and reinvigorated public brand for Victoria.

Visit Victoria is developing a statewide brand framework to drive marketing activities and lift visitation within Victoria, from interstate, and internationally once borders open.

Improve enabling supports for regional tourism. Regional Tourism Boards will be reformed to enhance their capacity and capabilities and clarify their remit. Businesses will be supported to strengthen their resilience and ability to grow.

The government is progressing reform activities to enable all regions to be included in the board network. Additionally, it will support vital industry development activities, including crisis management support, digital capability, and workforce skills planning.

The Visitor Economy Recovery and Reform Plan in the next section includes more detail on these activities and further initiatives to implement the Regional Tourism Review.

Visitor Economy Recovery and Reform Plan



Visitor Economy Recovery and Reform Plan

This plan will be delivered by government and industry working together to ensure the tourism and events sector recovers strongly, drawing on industry and government consultation and analysis in the wake of the 2020 bushfires, the global pandemic and from the Regional Tourism Review.

Vision

Victoria's visitor economy and tourism industry quickly recovers from the combined impacts of bushfires and the COVID-19 pandemic by growing and rebuilding its domestic visitor economy market share and preparing for growth and resilience when international borders reopen.

Objectives

The plan aims to ensure Victoria maintains and grows its visitor economy market share through and beyond recovery, quickly increasing economic activity. It will do this with new projects, a speedy recovery of the domestic market, and by building a resilient industry that supports long-term growth.

The plan focuses on supply and demand pillars and core enablers of the visitor economy.

Key themes



Action areas



Products and infrastructure to strengthen our tourism offering

Invest in and develop experiences that attract more visitors, who spend more during their stay.

Strategic statewide planning

While continuing to support traditional products, we will focus on key experience pillars that are sustainable competitive strengths for Victoria, and which provide significant opportunities for growth.

These are:

- nature
- epicurean
- arts and culture
- First Peoples' led experiences
- design, fashion and retail
- sport and events.

We will deliver a statewide destination master plan underpinned by priority sector plans, with \$4.8 million to support strategic planning. We will also partner with regions to deliver regional and local destination planning.

The first sector priorities to be developed will be the Nature-Based Tourism Plan and the First Peoples' Tourism Plan.

We will also explore better facilitating tourism opportunities, including on public land.

This strategic statewide approach will leverage key growth opportunities and efficiently allocate efforts to improve the state's tourism offering, while regional and local plans will capture community priorities..

Outcomes:



A new strategic direction and a coordinated approach to investment in tourism products and experiences



Strong offering of visitor products and experiences supported by tourism infrastructure



Product and infrastructure development that aligns with recovery priorities

Products and infrastructure to strengthen our tourism offering

Infrastructure and investment

We are building a strong pipeline of demand-driving infrastructure, providing investment and planning facilitation.

We are also strengthening public infrastructure to encourage private investment and enable timely commencement of construction for new tourism products, including:

- investing \$46 million in smaller-scale shovel ready tourism products
- investing \$149 million to deliver flagship projects across Victoria that can create a halo effect and spur private investment and new products in surrounding areas
- establishing a \$100 million Regional Tourism Investment Fund with support available for enabling infrastructure, priority private-led projects and nature-based products on public land
- establishing a \$10 million Enabling Tourism Fund to explore new and innovative investment, and provide investment facilitation to unlock private investment.

To support these investments, we will facilitate priority tourism projects, including using the planning process to facilitate timely and consistent decision-making for nominated tourism projects.

These funds are in addition to the \$100 million Melbourne City Recovery Fund partnership between the Victorian Government and the City of Melbourne, to support the CBD as it recovers.

Delivering a strong pipeline of demand-driving tourism infrastructure will generate construction jobs in the immediate term. In the longer term, it will help stimulate the economy and provide high-quality tourism products for industry, investors and visitors.

Flagship projects

The Victorian Government has provided \$149 million for key regional tourism infrastructure projects to support jobs and local communities:

Wilson's Prom Revitalisation

- Strengthen Victoria's iconic Wilson's Prom as a protective habitat for endangered native animals and enhance visitor facilities and infrastructure.

Maximising Investment in Grampians Peaks Trail

- Invest in the trail heads in the four LGA's of Ararat, Southern Grampians, Horsham Rural City and Northern Grampians Shire. The project will also include an upgrade of facilities at the iconic Mackenzie Falls.

Falls to Hotham Crossing – Stage 1

- Create an iconic facilitated walk across the high plains between Falls Creek and Mount Hotham ski resorts.

Murray River Adventure Trail

- First stage investment in a long-distance cycling, walking and aquatic trail along and on the Murray.

Brambuk Cultural Centre Revitalisation

- Refresh Brambuk facilities and develop new visitor experiences that complement regional First Peoples' led attractions.

Maximising Mallee Art Silo

- Improved visitor experiences, visitor servicing and enabling infrastructure needed to capitalise on silo art visitation to the region.

National Centre for Photography, Ballarat

- Deliver a Centre that will be Australia's leading photographic destination with innovative year-round programming and international peer networking and collaboration.

Prosecco Road

- Deliver early infrastructure works such as outdoor art along 'Prosecco Road' (Wangaratta to Whitfield Road), township directional and interpretive signage and a visitor experience at Dal Zotto Wines.

Gippsland Tourism Recovery Package

- Create a vibrant destination of choice for visitors, including providing more options for visitors to get close to nature and relax in luxury surrounds.

Great Ocean Road

- Funding for a coastal trail from Fairhaven to Skenes Creek, including five swing bridges, upgrading visitor facilities and increasing camping spots on the Surf Coast.

Regional Tourism Investment Fund – stimulus projects

The Victorian Government has funded 30 new infrastructure projects to help the sector recover, drive visitation and create jobs from the \$46 million stimulus round of the fund.

Daylesford and Macedon Ranges

- Hammon Park Trail Head & Bike Park, Creswick
- 1001 Steps All Accessibility & Sculpture Trail – Stage 2 Master Plan, Bacchus Marsh

Geelong and the Bellarine

- Bellarine Railway Rehabilitation Project, Drysdale

Gippsland

- Gurneys "The Arches" Experience, Foster
- Haunted Hills MTB Stage 2, Latrobe Valley
- Gabo Island Light House Accommodation Upgrade
- Thomson River Camping and Canoe Experience, Walhalla

Goldfields

- Goldfields Track Transformation - Stage 1 (Signage & Interpretation) - Ballarat to Bendigo
- Little Lon Distillery at the Goods Shed, Ballarat
- Welcome to Dja Dja Wurrung Country, Castlemaine
- Central Goldfields Art Gallery Upgrade - Stage 2 & 3, Maryborough
- Great Stupa Event & Tourism Infrastructure, Bendigo

Grampians and Wimmera Mallee

- Peshurst Volcanoes Discovery Centre
- Murtoa Stick Shed Visitor Experience Upgrade

Great Ocean Road

- Blow Hole Viewing Platform, Loch Ard

Greater Melbourne

- Royal Botanic Gardens Cranbourne, Eco-Tourism

Victoria's High Country

- All Saints Estate, Cellar Door & Restaurant
- Mt. Buller Mountain Biking Trails
- Blue Gums to Eildon Rail Trail, Alexandra
- Great Victorian Rail Trail - Art Installations & Signage

Mornington Peninsula

- Point Nepean Camping Development

Murray and Goulburn Valley

- Port of Echuca Discovery Centre Refurbishment
- Bonegilla Migrant Experience & Rail Trail, Lake Hume/Wodonga
- Swan Hill Pioneer Settlement Sound and Lightshow
- Visitor facility at the new Victorian Fisheries Authority Acadia Native fish hatchery, Shepparton

Phillip Island

- Rusty Water Brewing Experience, Phillip Island Brewing

Yarra Valley and the Dandenong Ranges

- Yarra Trail Northern Loop
- Warburton Redwoods Experience Uplift
- Dandenong Ranges Botanic Garden Rebuild of the 2013 Chelsea Best in Show Garden
- "Big Jeezley" Raptor Rehabilitation Facility, Healesville Sanctuary

Industry strengthening

Rebuild and strengthen the industry and workforce to support high-quality visitor experiences and build resilience. Funding of \$8 million is being provided to support businesses to improve their digital and business capabilities and to support skills and planning.

Building digital and business capabilities

We will deliver local capability building programs to upskill businesses to adapt to COVIDSafe principles, address industry-specific challenges and build industry resilience.

We will establish tourism-specific digital capability building and business capability development programs.

These programs will advise and mentor in the use of digital platforms, digital marketing, business sustainability, crisis management and experience/product development.

New Visitor Economy Partnerships and partners in greater Melbourne will be supported to deliver tailored, localised versions of capability development programs.

Skills and workforce planning

We will collaborate with industry in a strategic and coordinated way to undertake a Workforce Planning and Skills Audit, to identify critical gaps and potential opportunities in the workforce as we recover from the pandemic.

Based on the recommendations of the Workforce and Skills Audit, funding will be available for Visitor Economy Partnerships to develop and implement tailored local workforce plans.

Visitor services

Funding of \$3 million will support partnerships with industry to implement improved approaches and technology for visitor services that meet contemporary visitor needs.

Outcomes:



Businesses have the capabilities to adapt to new market conditions, engage more effectively with consumers and develop innovative tourism products.



Tailored workforce plans informed by detailed understanding of tourism workforce and skills needs are in place across the state.



Visitor Economy Partnerships have the capacity and strategic focus to support businesses to recover.

Destination marketing

Rebuild demand through effective collaborative marketing so Victoria becomes the top choice for visitors.

Marketing

As domestic and international travel returns, there will be unprecedented competition for travellers' interest and increased marketing spending by Victoria's competitors.

Through the Click for Vic campaign, we have encouraged Victorians to purchase produce, wines, bespoke brews and spirits, and craft products from local Victorian businesses as a way of stimulating business for the tourism industry.

Funding of \$58 million will support Visit Victoria's marketing activities through the plan. Activities will be driven by a long-term post-coronavirus strategy to cut through a crowded marketing landscape and flexibly adapt to changing domestic and international travel conditions.

- As Melbourne reopens, an integrated intrastate recovery campaign – Stay close, go further – is being rolled out, including strategic partnerships with accommodation and travel organisations.
- A new interstate and New Zealand marketing campaign is underway to position the state as creative, cultural and progressive, and focus on new experiences for people who have been to Melbourne before.
- Major international markets will be targeted ahead of travel restrictions being lifted, based on consumer confidence and the aviation outlook, positioning Melbourne as the gateway to Australia.

Travel vouchers

Intrastate marketing is being supported by a \$44 million campaign to drive immediate demand through travel vouchers. 200,000 vouchers (160,000 in regional Victoria and 40,000 in Melbourne) are being made available to Victorians to support travel across the state.

Industry partnerships

We will partner with Regional Tourism Boards, new Visitor Economy Partnerships, local government and industry to deliver marketing activity.

Brand framework

We will develop a new consumer-facing brand framework for Victoria, in collaboration with key stakeholders.

Outcomes:



Melbourne and Victoria remain top-of-mind for future travel, supporting recovery of intrastate and interstate visitation as restrictions are lifted.



Leverage Victoria's brand as a safe and trusted destination to promote Victoria on the global stage.



Victoria has a strategic and coordinated approach to destination marketing that responds to market conditions.



A cohesive and collaborative new brand for Victoria.



Events

Revive Victoria's calendar of world-class events and strengthen our position as an events destination.

Events attraction

Events are a core part of Victoria's destination brand, and they drive visitation.

Visit Victoria, the Melbourne Convention Bureau, and Business Events Victoria are actively planning for a strong forward calendar of events to help underpin recovery of the visitor economy.

Victoria's major events calendar will be strengthened by an investment of an additional \$152 million over four years. This funding will allow Victoria to pursue new and innovative events that are being developed, and target events that have become more footloose, in a COVIDSafe world.

In addition, renewed investment in the Regional Events Fund of \$20 million will support regional events across the state over four years, developing major iconic regional events and building the capability and capacity of regional communities to deliver strong and sustainable events.

Future funding will focus on Victoria's competitive strengths in nature-based, sport, design and fashion, creative, and culinary events and festivals.

A more flexible Business Events Program will make funds available to attract domestic events, until international conferences return.

Event business development activities will be staged based on COVIDSafe requirements and reopening of intrastate, interstate and international markets, with a preliminary focus on regional and domestic events and alternative event delivery methods.

Outcomes:



Visit Victoria and the Melbourne Convention Bureau have the flexibility to target events that will best support recovery of the visitor economy.



Focus on national events supports intrastate and interstate visitation while international borders are closed.



Strong forward pipeline strengthens Victoria's brand as an events destination and rebuilds longer-term demand.

Strategic collaboration and planning

Collaborate and coordinate across community and industry, and local, state and Commonwealth governments

Transition Regional Tourism Boards to Visitor Economy Partnerships

During the next three years, the Victorian Government will support the transition of the existing network of Regional Tourism Boards into a new network of Visitor Economy Partnerships.

Visitor Economy Partnerships will play a more significant role by 2023.

This transition will involve the formation of transition committees with representatives from Regional Tourism Boards, councils, government and industry. This reform is supported by \$15.4 million to commence the transition so these organisations have greater scale, capability and coverage.

Under the new model, Visitor Economy Partnerships will:

- have a clear sense of purpose and defined responsibilities
- encourage local and industry leadership, with senior local council, industry and skills-based board membership
- include all regions, with boundaries co-designed and agreed in collaboration with local councils
- leverage benefits of scale
- have local ownership and flexibility with the broad geographic coverage to deliver region-wide initiatives.

Enhance leadership and coordination to drive recovery outcomes

The government is improving leadership and coordination through the Greater Melbourne Tourism Recovery Forum. This forum engages industry to re-activate tourism in Greater Melbourne.

A Visitor Economy Recovery and Reform Ministerial Advisory Council will also be established, bringing together industry leaders to provide guidance on whole-of-government management and implementation of this plan. It will be supported by the Department of Jobs, Precincts and Regions, and will report through the Minister to government on progress and any additional reforms needed to realise the plan's objectives.

We will work with industry to coordinate research and data insights with improved sharing to inform and measure progress in implementing this plan at state and regional levels.

Outcomes:



Visitor Economy Partnerships have the capacity and strategic focus to support businesses to recover.



Visitor Economy Partnerships provide strong leadership and links between community, councils, government and industry.



Local stakeholders effectively coordinate and collaborate with Visit Victoria and government.

Outcomes 2020-24



A strategic whole-of-state approach to visitor economy recovery and reform

The Victorian Government is working to attract more tourists to the state, supporting regional jobs and delivering a significant recovery from the combined effects of bushfires and the COVID-19 pandemic in 2020.

With a commitment of \$633 million over four years, the Victorian Government will invest in infrastructure, marketing and major events, destination planning, industry development, and the transition of Regional Tourism Boards to a Visitor Economy Partnership model.

The Victorian Government will collaborate with Visit Victoria, the Victoria Tourism Industry Council, Regional Tourism Boards, new Visitor Economy Partnerships, Local Government Authorities, the Greater Melbourne Tourism Recovery Forum, industry, and local communities to deliver strategic actions outlined in the Visitor Economy Recovery and Reform Plan. The plan will provide cohesive and compelling statewide tourism offerings for visitors and strengthen the visitor economy.

Outcomes

\$35 billion

Annual visitor expenditure by June 2024

\$12.4 billion

Annual regional visitor expenditure by June 2024

300,000

Jobs supported by the visitor economy in June 2024.

2020-21

2020–21 will focus on immediate recovery efforts that support quick wins. We will support businesses with domestic marketing and events campaigns, deliver support programs for business and commence smaller- scale infrastructure projects that provide immediate stimulus.

We will:

- Start delivering Regional Tourism Investment Fund stimulus projects and flagship projects
- Deliver an Enabling Tourism Fund
- develop an expanded major events calendar
- deliver tourism digital capabilities and tourism business skills and resilience programs
- commence tourism workforce audit to understand needs
- deliver a Regional Travel Voucher Scheme and Melbourne Travel Voucher Scheme
- activate intrastate and interstate marketing
- reopen the Regional Events Fund
- focus short-term on domestic business events
- commence transition planning for Regional Tourism Boards to Visitor Economy Partnerships
- establish the Visitor Economy Recovery and Reform Ministerial Advisory Council
- establish a Greater Melbourne Tourism Recovery Forum.

Outcomes (continued)

2021-22

Through 2021-22, domestic markets will continue returning to normal and it's likely some international markets will start to open. Smaller infrastructure projects will be completed. Some flagship projects will commence, and other priority projects will be identified and facilitated, consistent with the statewide plan.

We will:

- start delivering flagship projects
- start delivering the Regional Tourism Investment Fund
- release a statewide destination master plan
- release a Nature-Based Tourism Plan
- release a First Peoples' Tourism Plan
- start developing regional and local action plans
- improve visitor engagement services
- when feasible, activate international marketing on a case-by-case basis
- develop a consumer-facing brand framework
- finalise establishment of Visitor Economy Partnerships.

Outcomes

2022-23

Domestic markets will have returned to pre-2020 levels by 2022–23, with international markets progressively recovering. Visitor Economy Partnerships will begin operating across regional Victoria. More recovery projects will be completed, and further infrastructure projects will commence. We will continue to deliver reforms and initiatives as recovery continues.

2023-24

All markets will have returned to pre-2020 levels and will continue to grow.

Unique tourism offerings will be developed and marketed by each region, led by Visitor Economy Partnerships. New private investment will continue to support the development of new and enhanced experiences.



PLANNING SCHEME AMENDMENT REQUEST – 27-33 OLD HEREFORD ROAD, MT EVELYN

Report Author: Executive Officer Strategic Planning
 Responsible Officer: Kath McClusky – Director Planning Design and Development
 Ward(s) affected: Billanook

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

SUMMARY

A request to amend the Yarra Ranges Planning Scheme has been received by the owner of land at 27-33 Old Hereford Road, Mount Evelyn, to enable a two-lot subdivision. A concurrent application for a two-lot subdivision has also been submitted under Section 96A of the *Planning and Environment Act 1987*.

While a permit can be sought for a second dwelling on a lot, as has occurred on this property, the land is in the Low-Density Residential Zone (LDRZ) which has a minimum subdivision size of 4,000 square metres for any new lot created. Hence subdivision is not possible on the subject site which is 5,160 square metres. The amendment request seeks to create an exemption in the planning scheme to allow a reduced lot size through the application of a Specific Controls Overlay.

In order to commence the amendment process, the proponent is requesting Council to seek authorisation from the Minister for Planning to prepare and exhibit an amendment (Amendment C208).

The proponent has now submitted the required information to support an authorisation request.

RECOMMENDATION

That Council

- 1. Request the Minister for Planning authorise the preparation and exhibition of Amendment C208 to apply a Specific Controls Overlay and draft planning scheme permit for the two-lot subdivision of 27-33 Hereford Road, Mt Evelyn, generally in accordance with the attachments to this report.***

- 2. Subject to the Minister's authorisation, exhibit Amendment C208 to the Yarra Ranges Planning Scheme.**
- 3. Receive a further report considering submissions.**

RELATED COUNCIL DECISIONS

At the Council Meeting of 28 October 2014, Council resolved an amended motion in relation to Amendment C143 that proposed to reduce the minimum lot size in the Low-Density Residential Zone in the Yarra Ranges Planning Scheme as follows:

That Council:

1. *Write to the Minister for Planning advising him of Council's decision to support the removal of the schedule to the Low Density Residential Zone to enable consideration of subdivision of land from a minimum lot size of 4000 square metres to 2000 square metres provided it is connected to reticulated sewer in all Low Density Residential Zone areas with the exception of:*
 - (a) *The suburbs of Belgrave, Belgrave Heights, Belgrave South, Tecoma, Upwey, Selby and Upper Ferntree Gully*
 - (b) *Areas within the Bushfire Management Overlay as shown in Attachments 3-10 with the exception of Warburton (Attachment 5).*
 - (c) *Areas within the Erosion Management Overlay that are susceptible to debris flow, shown in Attachment 11.*
 - (d) *Areas of uniform subdivision as identified in Attachment 8*
 - (e) *The Bickleigh Vale subdivision (HO75), shown in Attachment 8*
 - (f) *12 lots outside of the Urban Growth Boundary shown in Attachment 3*
2. *Request the Minister for Planning implement the associated Planning Scheme amendment to introduce the changes to the Yarra Ranges Planning Scheme outlined in this report.*
3. *Request the Minister for Planning implement any associated amendment that may be required to the Upper Yarra Valley and Dandenong Ranges Regional Strategy Plan to achieve consistency with Council's decision.*
4. *Direct staff to review existing policy on subdivision to address further subdivision of low-density areas, with a view to amending the Planning Scheme via the Planning Scheme Review and rewrite of the Municipal Strategic Statement.*
5. *Write to all submitters advising them of Council's decision.*

The subject site was not included in 1(b) at the time of the 2014 resolution, however, was subsequently added into the Bushfire Management Overlay through a Ministerial Amendment.

DISCUSSION

Purpose and Background

Purpose

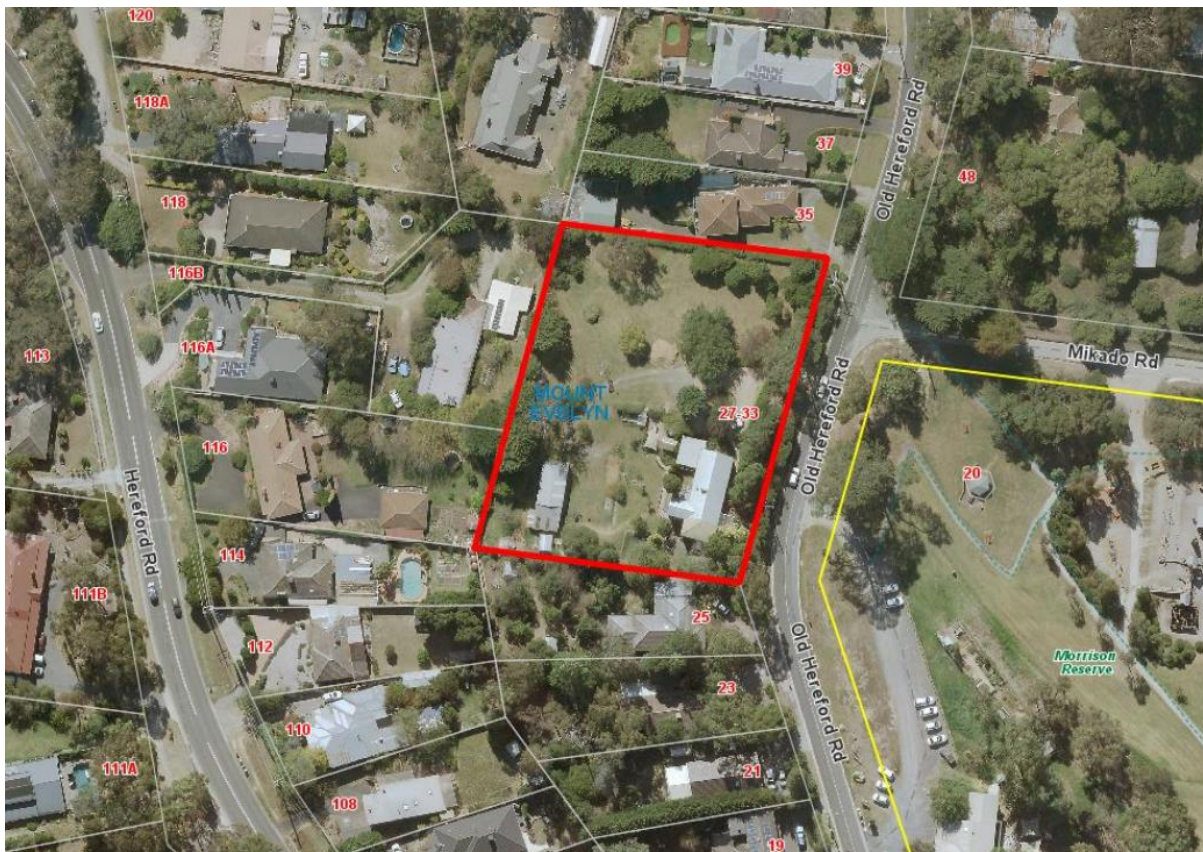
The amendment request submitted by consultants on behalf of the landowner, proposes to:

- Apply the Specific Controls Overlay (SCO) to the site, to exempt the land from the minimum subdivision requirements of the LDRZ to enable subdivision of the land into one 2200sqm and one 2967sqm lot. The detailed requirements of the SCO would be included in a new Incorporated Document to the Yarra Ranges Planning Scheme (Attachment 1). Further details of the amendment proposal is outlined below and in the Explanatory Report (Attachment 2).
- Concurrently apply for a planning permit for a two-lot subdivision under Section 96A (combined amendment and permit process) of the *Planning and Environment Act 1987* (Attachment 3).

Background

The owner of 27-33 Old Hereford Road, Mount Evelyn, has requested that Council amend the Yarra Ranges Planning Scheme to allow subdivision of the land.

The land is 5,160 square metres in size, and in accordance with the provisions of the Low Density Residential Zone can't be subdivided into two lots of at least 4000 square metres each.



Amendment C143

In July 2013, the Minister for Planning amended the minimum subdivision size for lots in the Low Density Residential Zone (LDRZ) from 4000 to 2000 square metres through Amendment VC100. Concurrent with the change, the Minister introduced a schedule to the LDRZ in the Yarra Ranges Planning Scheme to retain the 4000 square meter subdivision size on an interim basis to allow Council time to further consider the change and develop the required rigorous strategic justification to support applying the reduction in Yarra Ranges.

An analysis, that included community consultation, was subsequently undertaken. The report concluded that some areas of Yarra Ranges should retain a 4000 square metre minimum lot size due to a range of factors such as environmental hazard, heritage and neighbourhood character. At this stage the subject site was not affected by one of these factors.

Council subsequently resolved on 28 October 2014 to apply the new 2000sqm lot size to several areas that at the time were outside the Wildfire Management Overlay (now Bushfire Management Overlay), including parts of Mount Evelyn.

Amendment C143 to implement the Council resolution was subsequently prepared as a Ministerial amendment request. The Minister for Planning agreed to consider the amendment and appointed an Advisory Committee to provide advice and consider written submissions on C143.

The Committee report, dated 13 September 2017, recommended that:

- The CFA and the Council should jointly review the proposed LDRZ2 areas together with any proposed or anticipated BMO schedules at a 'desk top' level;
- Where, without the need for further analysis, it is considered that a satisfactory outcome will be achieved through the combination of the LDRZ2 and the BMO, the areas can be included in the LDRZ2; and
- Where further analysis is considered necessary, the areas should not be included in the LDRZ2 until that analysis is undertaken and the outcome demonstrated to be satisfactory.

After considering the recommendations of the Advisory Committee's Report (that was provided directly to the Minister and not Council), the Minister wrote to Council in November 2017 advising that he had determined to refuse Amendment C143, primarily due to the need to prioritise the protection of human life from bushfire. By this time, the Minister had approved an amendment that increased the application of the BMO to a number of areas including 27-33 Old Hereford Road, Mount Evelyn, which by implication placed the site back into the minimum 4,000sqm areas.

The Minister, in refusing Amendment C143, also advised Council to review:

- The housing strategy to identify the need for additional housing in specific towns or areas better suited for growth, rather than a broad application (of LDRZ changes) across most of Yarra Ranges' townships; and

- Review the appropriateness of locating more housing in LDRZ areas at a township level rather than site specific level before considering any additional subdivision.

Planning Permit YR-2018/1032

In April 2019, Council approved a planning permit to allow a second dwelling at 27-33 Old Hereford Road, Mount Evelyn. The land already contained an established dwelling.

In the LDRZ, it is permissible to apply for a second dwelling on a single lot. It does not, however, enable subsequent subdivision of the land.

As part of the permit application, a bushfire assessment was submitted, showing the land could safely accommodate a new dwelling, providing the new dwelling was constructed to a Bushfire Attack Level of at minimum BAL-29, which has been applied as a construction response to a characteristic within the landscape. This requirement now forms part of the planning permit.

The policy at Clause 21.04-1 of Yarra Ranges Planning Scheme also directs that a second dwelling in the LDRZ “should” only be constructed on a site which has an area of at least 8000 square metres. Hence the granting of a permit is possible even if it does not meet the minimum lot size policy.

An extension of time has now been approved for this permit, specifying that the development must commence by 15 May 2023 and be completed by 15 May 2025. Under this permit the land-owner can build a second dwelling regardless of whether an amendment to the planning scheme to enable subdivision is progressed.

Department of Environment, Land, Water and Planning (DELWP) Advice on the Amendment Proposal

Council officers contacted DELWP to obtain their preliminary views. DELWP expressed, in summary:

- Consistent with the Minister’s decision on C143, changes to the LDRZ to allow for more housing should be considered at a strategic level, rather than a site level;
- The Minister is unlikely to support any amendment to reduce the current minimum lot requirement without a detailed township-level assessment that demonstrates the need for additional housing and identifies the most suitable locations, taking into account bushfire risk; and
- If the proponent wishes to proceed to seek authorisation, they will need to provide appropriate amendment documentation, showing how the proposal is strategically justified.

Issues

Strategic Justification

As explained above under 'DELWP Advice on the Amendment Proposal', a key aspect of DELWP's position in relation to the Low Density Residential Zone, is that any changes to subdivision requirements should be considered at a strategic and township level, rather than a site level. DELWP expressed that it was unlikely to approve a site specific request to change subdivision requirements without a detailed township-level assessment of housing need, which has been communicated to the applicant.

The proponent have acknowledged this risk, yet have advised that they believe the amendment is strategically justified and consistent with both State and local planning policy in the Yarra Ranges Planning Scheme. In particular:

- Clause 16.01-5S Rural Residential Development:
 - The site is located within a fully developed residential precinct of Mt Evelyn and is connected to reticulated infrastructure (water, sewerage, power, telecommunications) and close to social and community infrastructure.
- Clause 21.04-1 Residential:
 - The subdivision of the current site to create a second site for a single storey dwelling is consistent with the residential strategies of the planning scheme of containing infill development within established residential areas.
 - The "character" of Old Hereford, Hereford & Kookaburra Lane is a fully developed residential precinct consisting of 53 lots which range in area from 1000-1500m². The creation of a new lot (2200m²) for the approved dwelling is consistent with the existing settlement pattern of this fully developed residential precinct.
 - The subdivision and subsequent development of a dwelling would not change the overall character of this developed residential precinct.
 - The subdivision of the site to create a 2200m² lot is consistent with the zone of low-density single dwelling residential use.
 - The proposal does not alter the zoning of the land but merely allows for the subdivision of an approved dwelling at a density consistent with the neighbouring properties.
- Clause 21.08 Subdivision:
 - The design of the subdivision for the location of the approved dwelling is within the established garden area of the site and lower than road level (19m setback) which ensures no impact on any landscape values.
 - The proposal will provide for a range of lot sizes in appropriate locations to meet the needs of a diverse range of household types. The creation of a 2200m² lot is consistent with the existing settlement pattern of this precinct.

- Clause 42.03 Significant Landscape Overlay Schedule 22 - Foothills and Rural Township:
 - The creation of a 2200m² lot is consistent with the SLO which identifies that the foothill areas at the base of the Dandenong Ranges contain houses which, although occurring at more suburban densities, are well integrated into an environmental setting.

Supporting Documentation

Council officers have worked in close communication with the proponent over the past two years to assist them in making an appropriate amendment request.

The proponent has now resolved and submitted the required documentation to support the amendment proposal.

Bushfire Risk

In submitting an amendment for land in an identified area of bushfire risk, a proposal must address Clause 13.02-1S Bushfire Planning of the Planning Scheme, which includes a number of assessment criteria.

One of the criteria in Clause 13.02 states that population should be directed to low-risk locations, being those with a radiant heat flux of 12.5 kilowatts/square metre. The applicant has submitted a bushfire report that suggests the site can adhere to this requirement.

Based on the potential for bushfire risk, the draft planning permit for subdivision also includes a condition that the new lot include a building envelope that is capable of achieving a setback from a bushfire hazard to enable construction standard of BAL 12.5. Other conditions relating to bushfire risk management have also been included in the draft permit.

If authorisation is provided by the Minister for Planning to prepare and exhibit Amendment C208, the amendment and bushfire report will be sent to the CFA for formal comment.

Options considered

Option 1 – Seek authorisation to commence a planning scheme amendment

The proponent has worked with Council over the past two years to prepare a site-specific amendment request and has addressed matters relating to strategic justification, bushfire and draft planning permit conditions. It is reasonable that the amendment now be progressed to the Minister for Planning for further consideration.

Option 2 – Not support the amendment request until the completion of a new Housing Strategy

Council officers are currently preparing a new Housing Strategy to replace the existing 2009 Strategy. A planning scheme amendment will be prepared to implement the land use actions of the Strategy following its adoption by Council.

The strategy will provide a clear strategic framework for where further residential development should be located in Yarra Ranges and Mt Evelyn. DELWP has advised that it would prefer Council prepare a township-level assessment that demonstrates the need for additional housing and identifies the most suitable locations, rather than a site-specific approach.

Recommended option and justification

It is recommended Option 1 be pursued. The proponent has responded to previous feedback and provided the strategic justification and amendment documentation to support the request at the standard required. The proponent is aware of the previous advice from DELWP and has confirmed they still intend to proceed.

In considering the request the Minister for Planning will need to consider if a site-specific amendment is appropriate.

FINANCIAL ANALYSIS

As the request is sought by an individual (rather than initiated by Council) all costs associated with the amendment, including statutory fees required under the *Planning and Environment (Fees) Regulations 2016* and advertising costs must be paid for by the proponent.

Use of Council resources will be limited to Council officer time.

APPLICABLE PLANS AND POLICIES

The proposal relates to the following objective of the Council Plan 2021-2025:

- Quality Infrastructure and Liveable Places - Quality facilities and infrastructure meets current and future needs. Places are well planned and are hubs of activity that foster wellbeing, creativity, and innovation.
- Clauses 21.04:Land Use, 21.08:Subdivision and 32.03:Low Density Residential Zone of the Yarra Ranges Planning Scheme.
- Housing Strategy 2009. While the Strategy does consider Mount Evelyn suitable for housing growth, the area of Mount Evelyn described for growth in the Strategy did not include LDRZ land. Council is now preparing a new Housing Strategy which will consider future housing need across the municipality.

RELEVANT LAW

The proposed planning scheme amendment has been prepared in accordance with the legislative requirements of the *Planning and Environment Act 1987*.

SUSTAINABILITY IMPLICATIONS

Environmental Impacts

The proposal must address bushfire risk in an acceptable way as discussed above. No other environmental implications are anticipated.

Social Impacts

There would be no direct social impacts of the proposal, if approved. However, a precedent of inappropriate subdivision within the LDRZ may result in an undesirable development pattern.

Economic Impacts

The approval of the application would have negligible economic impacts on Mount Evelyn.

COMMUNITY ENGAGEMENT

If Council supports the amendment proposal, and resolves to seek authorisation from the Minister for Planning to prepare and publicly exhibit an amendment, and the Minister grants authorisation, the amendment would be subject to standard notification requirements for planning scheme amendments as required under the *Planning and Environment Act 1987*, including:

- Notification in a local newspaper;
- Letters to affected property owners and other key stakeholders;
- Information available on Council's website and Council offices; and
- Direct notification to relevant government agencies and departments.

A further report would be prepared for Council to consider all submissions received through the exhibition process.

COLLABORATION, INNOVATION AND CONTINUOUS IMPROVEMENT

Council and the proponent have both informally consulted with the CFA on the Bushfire report prepared to support the amendment request.

If the amendment is authorised for public exhibition, Council will seek formal comments from the CFA.

RISK ASSESSMENT

If the amendment proceeds and is approved, there is a risk that other site-specific amendments of a similar nature may follow, creating a precedent. Considering these

issues on a site by site and piecemeal way, would be contradictory to the Minister's letter directing Council to consider the issues on a broad strategic level.

The preparation of a new Housing Strategy that is currently underway, will consider future housing need across the municipality at a broader strategic level.

CONFLICTS OF INTEREST

No officers and/or delegates acting on behalf of the Council through the Instrument of Delegation and involved in the preparation and/or authorisation of this report have any general or material conflict of interest as defined within the *Local Government Act 2020*.

ATTACHMENTS TO THE REPORT

1. Specific Controls Overlay Incorporated Document
2. Amendment C208 Explanatory Report
3. Draft Planning Permit
4. Proponents Planning Report

Yarra Ranges Council
27-33 Old Hereford Road Mount Evelyn
Specific Controls Incorporated Document
May 2022

1. Introduction

This document is an Incorporated Document in the schedule to Clause 45.12 (Specific Controls Overlay) and Clause 72.04 (Documents Incorporated in this Planning Scheme) of the Yarra Ranges Planning Scheme (the planning scheme) pursuant to section 6(2)(j) of the *Planning and Environment Act 1987*. The land identified in clause 3.0 of this document may be used in accordance with this incorporated document.

This incorporated document has the effect of allowing for matters as identified in this incorporated document that would otherwise be prohibited under Clause 32.01 Low Density Residential Zone Schedule 1 of the Planning Scheme.

All other provisions of the Planning Scheme must be met.

2. Purpose

To allow the subdivision of the land into two (2) lots in accordance with the planning permit **YR-2022/X**.

3. Land

This document applies to 27-33 Old Hereford Road, Mount Evelyn shown on the planning scheme maps as SCO4 on the Yarra Ranges Planning Scheme Map 41SCO.

The land will be subdivided in accordance with Appendix 1.

4. Use of Land

The subject land may be subdivided into two lots subject to the grant of a planning permit.

5. Conditions to be met

- 5.1 The subdivision of the land into two lots must be undertaken in accordance with the conditions of planning permit **YR-2022/X**.

6. Decision Guidelines

The following decision guidelines apply to an application for a permit which must be considered, as appropriate, by the responsible authority:

- Whether the proposal is consistent with the purpose of this Incorporated Document.

YARRA RANGES PLANNING SCHEME

AMENDMENT C208

PLANNING PERMIT APPLICATION YR-2022/X

EXPLANATORY REPORT

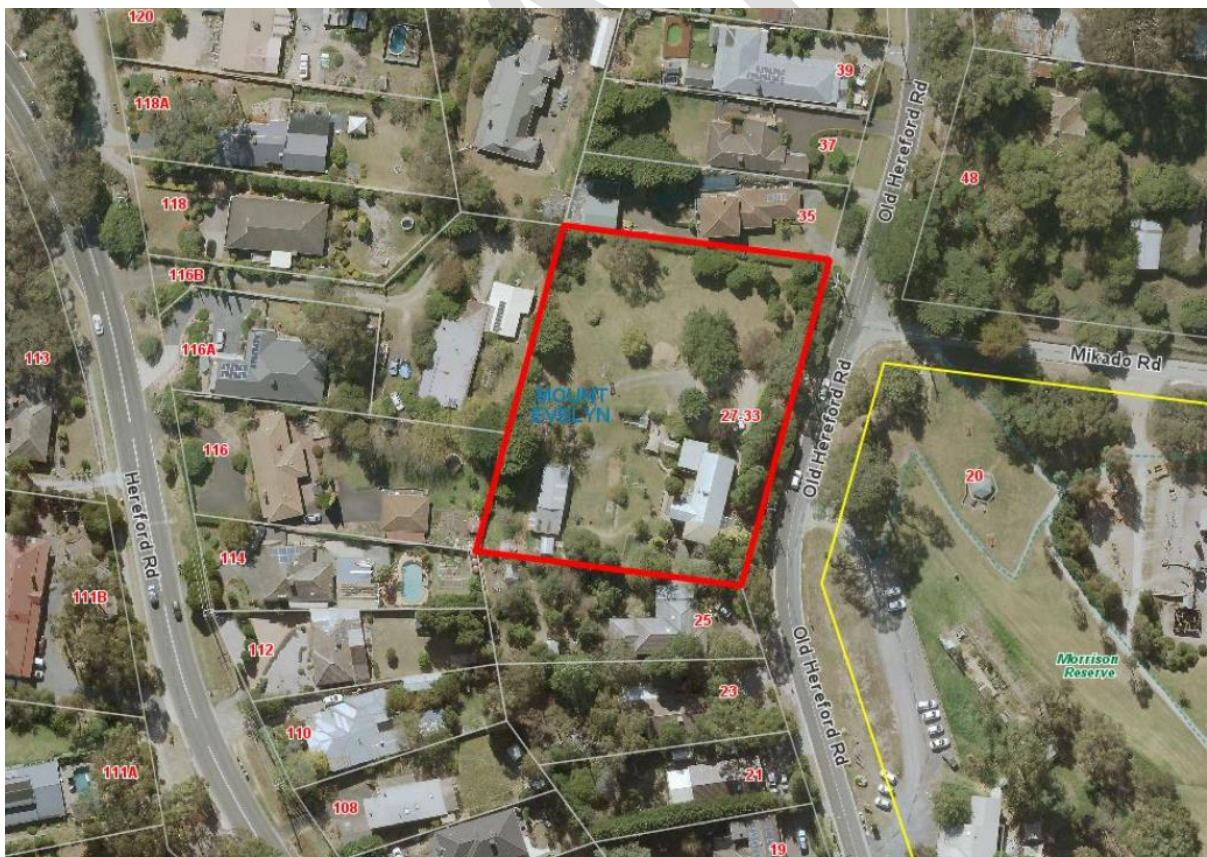
Who is the planning authority?

This amendment has been prepared by the Yarra Ranges Shire which is the planning authority for this amendment.

The amendment has been made at the request of Mr John & Lucia Baulch (owners) of 27-33 Old Hereford Road, Mount Evelyn.

Land affected by the amendment

The amendment applies to Lot 1 TP 187625X, being 27-33 Old Hereford Road Mount Evelyn.



What the amendment does

The amendment seeks to apply the Specific Controls Overlay Schedule 4 to the land. This overlay allows specific controls to be applied to particular land and permits the exclusion of other planning scheme requirements.

The SCO4 will allow for the creation of a 2200m² site subject to a permit, to facilitate the construction of a dwelling approved by planning permit YR2018/1032. The existing dwelling is to be retained on a site of 2967m² in area.

More specifically the amendment will:

- Apply Specific Controls Overlay – Schedule 4 (SCO4) to the land.
- Amend the Schedule to Clause 45.12 Specific Controls Overlay to include the Incorporated Document 27-33 Old Hereford Road, Mount Evelyn - May 2022.
- Amend the Schedule to Clause 72.04 Documents Incorporated in this planning scheme to include the Incorporated Document 27-33 Old Hereford Road, Mount Evelyn - May 2022.

Concurrent with the preparation of the planning scheme amendment a planning permit application is made pursuant to Section 96A(1)(a) of the Planning and Environment Act 1987.

Division 5 of Part 4 of the Act provides for a combined permit and amendment process. This provides for a planning authority to consider an application for a planning permit concurrently with an amendment to a planning scheme.

The permit is for the subdivision of Lot 1 TP 187625X, being 27-33 Old Hereford Road Mount Evelyn into two lots.

The planning permit is attached as a separate document to this Explanatory Report.

Strategic assessment of the amendment

Why is the amendment required?

The amendment is required to facilitate the subdivision and creation of a lot (2200m²) to accommodate a new dwelling as approved by YR 2018/1032.

How does the amendment implement the objectives of planning in Victoria?

The Amendment supports the following objectives of planning in Victoria, set out in Section 4 (1) of the *Planning and Environment Act 1987*:

- *To provide for the fair, orderly, economic and sustainable use, and development of land.*
- *To secure a pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria;*
- *To balance the present and future interests of all Victorians.*

The amendment implements these objectives by allowing for the sustainable use and development of an approved dwelling on the land within an established low-density residential zone.

How does the amendment address any environmental, social and economic effects?

There would be no detrimental environmental effects as a result of the proposed two lot subdivision to facilitate the development of an approved dwelling. The delineation of a new title boundary will not have any social or economic effects.

Does the amendment address relevant bushfire risk?

The amendment is supported by a detailed Bushfire Assessment (*Tree Wishes - September 2021*). The addendum to the Bushfire Management Assessment (12 May 2022) specifically responds to the criteria in Clause 13.02-1S (Bushfire Hazard Identification and Assessment) that requires bushfire hazards (such as vegetation, topographic and climatic conditions) are identified and that an

appropriate risk assessment is performed.

Specifically, and as required by Clause 13.02-1S, this has now been performed at the following scales:

- Landscape conditions up to 20km
- Local conditions up to 1km
- Neighbourhood conditions up to 400m
- The site

The assessment is included in Addendum 1 of the 'Tree Wishes' report.

The bushfire assessment demonstrates that the subject land is exposed to a relatively low bushfire risk, with the overall Bushfire Attack Level (BAL) for the site determined as BAL-Low (12.5) given:

- Residential landscape surrounded to the north, west and south by higher density residential landscape;
- Vegetation assessments indicate a low threat in all directions within 150 m of site;
- Landscape scenario – type 2 'broader landscape type' representing the second lowest landscape risk;
- Defendable space is being provided for a distance of 50 metres, or the property boundary whichever is the lesser, for buildings constructed to all bushfire attack levels;
- Access to and from Mt Evelyn;
- Morrison Public Reserves lies to the immediate south east; and,
- A neighbourhood safe place is located within 100m of the site.

Conditions ensuring how bushfire risk is managed for the proposed dwelling have been placed within the existing planning permit for development as recommended by the CFA. Proposed conditions ensuring how bushfire risk is managed for the proposed two lot subdivision have been included in the draft planning permit for subdivision in consultation with the CFA.

This approach is consistent with Clause 13.02-1S (Bushfire Planning), Strategies, Protection of human life which gives priority to directing development into low-risk locations and ensuring the availability of and safe access to area where human life can be protected. The approach is also consistent with conditions included in recent amendments supported by DELWP to address bushfire risk (Casey C231-DPO24; Campaspe C118 – DPO11).

Based on the potential for bushfire risk, the draft planning permit for subdivision to the site requires (among other things), that the new lot includes a building envelope that is capable of achieving a setback from a bushfire hazard to enable construction standard of BAL 12.5; or that it be located a sufficient distance from the hazard vegetation that a building may be sited on the lot to achieve compliance with a BAL 12.5 construction standard.

The site is considered to be of sufficient size and dimensions to incorporate any appropriate bushfire design responses.

The CFA has been consulted on the proposal and will also be formally notified of the amendment and given the opportunity to provide comment at exhibition.

Does the amendment comply with the requirements of any Minister's Direction applicable to the amendment?

Ministerial Direction on Form and Content of Planning Schemes

The amendment is consistent with the Ministerial Direction on the Form and Content of Planning Schemes pursuant to section 7(5) of the *Planning and Environment Act 1987*.

Ministerial Direction No. 9 Metropolitan Planning Strategy

The Amendment is affected by Ministerial Direction No. 9 – Metropolitan Strategy under Section 12 of the *Planning and Environment Act 1987*. Plan Melbourne is the adopted Metropolitan Strategy for the Melbourne region and Yarra Ranges Council. The amendment is consistent with the following Directions within Plan Melbourne:

Direction 4.5 Plan for Melbourne’s green wedges and peri-urban areas

- Avoid development in locations where there is risk to life, property, the natural environment and infrastructure from natural hazards such as bushfire and flooding.
- Accommodate additional housing and employment in established towns that have the capacity for growth.

Ministerial Direction No. 11

The requirements of Ministerial Direction No. 11 - Strategic Assessment of Amendments have been considered in the preparation of Amendment C208Yran and form the basis of this Explanatory Report.

Ministerial Direction No. 17 – Yarra Ranges Localised Planning Statement (27 June 2017)

The Yarra Ranges Localised Planning Statement applies to all land in Yarra Ranges Council. The Amendment is consistent with Section 6.1 of the Statement which seeks to:

- Provide and support a density of housing across Yarra Ranges urban areas;
- Ensure development within existing settlements will be of a type and scale that respects the existing character of each area.

How does the amendment support or implement the Planning Policy Framework and any adopted State policy?

The amendment is consistent with the following state policies:

11 Settlement:

- *Planning is to facilitate sustainable development that takes full advantage of existing settlement patterns and investment in transport, utility, social, community and commercial infrastructure and services.*

11.01-1S Settlement Strategies

- *Limit urban sprawl and direct growth into existing settlements.*
- *Promote and capitalise on opportunities for urban renewal and infill redevelopment.*

16.01-2S Location of Residential Development

- *Facilitate residential development that is cost effective in infrastructure provision and use, energy efficient, water efficient and encourages public transport use.*
- *Identify opportunities for increased residential densities to help consolidate urban areas.*

16.01-5S Rural Residential Development

- *Encourage the consolidation of new housing in existing settlements where investment in physical and community infrastructure and services has already been made.*

In respect to these state policies, the following is relevant:

- The site at 27-33 Old Hereford Road is located within a fully developed residential precinct of Mt Evelyn (population 9700) connected to reticulated infrastructure (water, sewerage, power, telecommunications) and close to social and community infrastructure.
- The subdivision of the site:
 - Takes full advantage of the existing Mt Evelyn residential area, within the UGB;
 - Allows subdivision within existing residential areas;

- Is consistent with the consolidation of development in existing settlements that are serviced with physical and community infrastructure.

How does the amendment support or implement the Local Planning Policy Framework, and specifically the Municipal Strategic Statement?

The following elements of the LPPF are relevant to the proposal.

Clause 21.01-1 The Upper Yarra Valley and Dandenong Ranges Regional Strategy Plan

Planning that seeks to minimise fire risk

Clause 21.03-1 Strategic Framework

This Clause adopts the urban designations of metropolitan, foothills, rural towns and rural/green wedge areas when guiding use and development to the most appropriate and sustainable locations.

Some of the Foothills Areas (Belgrave, Tecoma, Upwey, Montrose) do not have fully constructed roads with larger areas not connected to reticulated sewerage, which is why these areas are designated as having limited potential for more intensive development. This is further articulated within Clause 21.04-1 which identifies areas by zone and overlay designation.

Clause 21.04-1 Residential

This clause articulates the residential framework for urban development to be:

- Housing location in consolidated residential development areas (e.g., Chirnside Park, Lilydale) and infill development within the General Residential Zone of Mooroolbark, Kilsyth, Healesville. Mount Evelyn and Yarra Glen;
- Incremental Change areas within Neighbourhood Residential Areas (NRZ);
- Least change areas within:
 - NRZ and Design & Development Overlay (NRZ5) and
 - Low-Density Residential Areas, (LDRZ3);
- Low Density & Rural Residential Areas are to ensure land remains committed to low density single dwelling residential area as the primary function of the area.

This part of Mount Evelyn, in contrast to other foothills areas, is a fully developed residential precinct and is connected to both reticulated sewer and water.

The proposal is considered consistent with these clauses in that:

- The subdivision of the site to create a site for a single storey dwelling is consistent with the residential strategies of the planning scheme of containing infill development within established residential areas.
- The “character” of Old Hereford, Hereford & Kookaburra Lane is a fully developed residential precinct consisting of 53 lots which range in area from 1000-1500m². The creation of a new lot (2200m²) for the approved dwelling is consistent with the existing settlement pattern of this fully developed residential precinct.
- The subdivision and subsequent development of a dwelling cannot change the character of this developed residential precinct.
- The subdivision of the site to create a 2200m² lot is consistent with the zone of low-density single dwelling residential use.
- The proposal does not alter the zoning of the land but merely allows for the subdivision of an approved dwelling at a density consistent with the neighbouring properties.

Clause 21.08 Subdivision Objective 1 Subdivision in Residential Areas has strategies that seek to:

Ensure subdivision proposals for remaining large lots are designed to retain the environmental and landscape values, particularly within the Foothills and Rural Townships areas.

The proposal is considered to be consistent with this aspect of Clause 21.08 as:

- The design of the subdivision for the location of the approved dwelling is within the established garden area of the site and lower than road level (19m setback) which ensures no impact on any landscape values of the SLO2.

- It provides for a range of lot sizes in appropriate locations to meet the needs of a diverse range of household types. The creation of a 2200m² lot is consistent with the existing settlement pattern of this precinct;

The proposal is also consistent with the “Policy guidance” for subdivision in residential areas at Clause 21.08 by providing a development plan showing the building envelope and how development arising as a result of subdivision addresses existing feature, such as slope, terrain, substantial areas and any vegetation.

Clause 21.08 Subdivision Objective 2 Subdivision Design seeks to:

Promote subdivision that is functional and enhances the existing neighbourhood character.

The proposal is considered to be consistent with this aspect of Clause 21.08 as:

- The Policy Guidance for Objective 2 requires application for subdivision to be supported by a development proposal. In this context, the development of a dwelling on the proposed lot has already been approved.
- The Section 96A application includes the incorporated document including appendices (subdivision plan, endorsed development plans, copy of title)
- This information is provided by way of an Incorporated Document.

Clause 42.03 Significant Landscape Overlay Schedule 22 – Foothills and Rural Township

The creation of a 2200m lot within SLO22 is also consistent with the Significant Landscape Overlay which identifies that the foothill areas at the base of the Dandenong Ranges contain houses which, although occurring at more suburban densities, are well integrated into an environmental setting.

Is the amendment consistent with the Upper Yarra Valley and Dandenong Ranges Regional Strategy Plan?

Section 46F of the *Planning and Environment Act 1987* requires that any amendment to the Yarra Ranges Planning Scheme must not be inconsistent with the *Upper Yarra Valley and Dandenong Ranges Regional Strategy Plan (RSP)*. The site is located within Township A and clause 3.14 subdivision for Township Policy Areas applies to the subdivision of land:

- Ensure that all subdivision is compatible with the special features and character of the township policy areas;
- Provide a range of lot sizes which allow for the creation of diverse and interesting township areas and to improve housing choice;
- Maintain environmental and landscape qualities and residential amenity;
- Adequately control subdivision of land which is subject to environmental constraints and/or which cannot be adequately serviced;
- Ensure the efficient utilisation of existing hydraulic and human services and the adequate provision of new services;
- Protect site so natural significance and/or site of cultural significance; and
- Ensure subdivision is of a scale and in locations that will not generate traffic demands that would lower the environmental amenity in the locality of in the region.

The approval of the site for the use and development of the land for a second dwelling addressed the issues of environment and landscape constraints, and gave detailed consideration to the overlays that apply to the site (BMO2 & SLO2).

Clause 3.14 Subdivision Policies also identifies the need for lots to be connected to reticulated sewerage and provision of underground services (power, telecommunication). This developed residential precinct is already connected to all urban infrastructure, with reticulated sewerage being provided to this residential precinct in 1985.

It is considered that the amendment is consistent with the above policies of the Regional Strategy Plan.

How does the amendment support or implement the Municipal Planning Strategy?

Yarra Ranges Planning Scheme does not currently include a Municipal Planning Strategy at Clause 02.

Does the amendment make proper use of the Victoria Planning Provisions?

The amendment makes the proper use of the VPP's through the addition of this site to the existing Specific Controls Overlay schedule.

Have the views of any relevant agency been addressed?

The prescribed government agencies will be notified of the amendment and will be given an opportunity to make a submission.

The CFA were consulted on the approved dwelling application and have also been informally consulted on the proposed two lot subdivision.

Does the amendment address relevant requirements of the Transport Integration Act 2010?

Public transport to the township of Mount Evelyn is provided by bus routes which provide connection to the Principal Public Transport Network. The Amendment reinforces the consolidation of residential areas served by public transport.

Resource and administrative costs

What impact will the new planning provisions have on the resource and administrative costs of the responsible authority?

The Amendment is not expected to generate additional resource and administrative costs, as it is limited to one site.

Where you may inspect this amendment

The Amendment is available for public inspection, free of charge, during office hours at the following Yarra Ranges Community Link Centres:

- Lilydale – 15 Anderson Street, Lilydale
- Monbulk – 21 Main Road, Monbulk
- Healesville – 110 River Street, Healesville
- Upwey – 40 Main Street, Upwey
- Yarra Junction – 2442-2444 Warburton Hwy, Yarra Junction

The Amendment can also be inspected free of charge at the Department of Environment, Land, Water and Planning website at www.planning.vic.gov.au/public-inspection

Submissions

Any person who may be affected by the amendment may make a submission to the planning authority. Submissions about the amendment must be received by TBC.

A submission must be sent to Design and Place, Yarra Ranges Council, PO Box 105 Lilydale VIC 3140, or at mail@yarraranges.vic.gov.au.

Panel hearing dates

In accordance with clause 4(2) of Ministerial Direction No.15 the following panel hearing dates have been set for this amendment:

- directions hearing: Week beginning TBC
- panel hearing: Week beginning TBC

DRAFT

PLANNING PERMIT

GRANTED UNDER SECTION 96I OF THE
PLANNING AND ENVIRONMENT ACT 1987

Permit No.: YR-2022/X

Planning scheme: Yarra Ranges

Responsible authority: Yarra Ranges Council

ADDRESS OF THE LAND: 27-33 OLD HEREFORD ROAD, MOUNT EVELYN

THE PERMIT ALLOWS: THE SUBDIVISION OF LOT 1 TP 187625X INTO TWO LOTS (Lots 1 and 2)

THE FOLLOWING CONDITIONS APPLY TO THIS PERMIT:

1. The subdivision as shown on the endorsed plans must not be altered unless with the further written consent of the Responsible Authority.
2. The owner of the land must enter into agreements with the relevant authorities for the provision of water supply, drainage, sewerage facilities, electricity, gas and telecommunication services to each lot shown on the endorsed plan in accordance with that authority's requirements and relevant legislation at the time.
3. All existing and proposed easements and sites for existing or required utility services and roads on the land must be set aside in the plan of subdivision submitted for certification in favour of the relevant authority for which the easement or site is to be created.
4. The plan of subdivision submitted for certification under the *Subdivision Act 1988* must be referred to the relevant authority in accordance with Section 8 of that Act.
5. Lot 2 must include a building envelope that is capable of achieving a setback from a bushfire hazard to enable a construction standard of BAL 12.5 (equivalent to a radiant heat exposure of 12kilowatts/square metre) under AS 3959-2018 (*Construction of Buildings in Bushfire-prone Areas - Standards Australia, 2018*); or that is located a sufficient distance from the hazard vegetation that a building may be sited to achieve compliance with a BAL 12.5 construction standard.
6. Any vegetation located in the setback between a future dwelling and a bushfire hazard must be managed in accordance with defendable space standards as set out in Table 6 of Clause 53.02.
7. The bushfire protection measures forming part of this permit at Conditions 5 and 6 or shown on the endorsed plans, including those relating to construction standards, defendable space, water supply and access, must be maintained to the satisfaction of the responsible authority on

Date issued:

Date permit comes into operation:

(or if no date is specified, the permit comes into operation on the same day as the amendment to which the permit applies comes into operation)

Signature for the responsible authority:

a continuing basis. This condition continues to have force and effect after development authorised by this permit has been completed.

8. The owner of the land must enter into an agreement with:
 - a telecommunications network or service provider for the provision of telecommunication services to each lot shown on the endorsed plan in accordance with the provider's requirements and relevant legislation at the time; and
 - a suitably qualified person for the provision of fibre ready telecommunication facilities to each lot shown on the endorsed plan in accordance with any industry specifications or any standards set by the Australian Communications and Media Authority, unless the applicant can demonstrate that the land is in an area where the National Broadband Network will not be provided by optical fibre.
9. Before the issue of a Statement of Compliance for any stage of the subdivision under the *Subdivision Act 1988*, the owner of the land must provide written confirmation from:
 - a telecommunications network or service provider that all lots are connected to or are ready for connection to telecommunications services in accordance with the provider's requirements and relevant legislation at the time; and
 - a suitably qualified person that fibre ready telecommunication facilities have been provided in accordance with any industry specifications or any standards set by the Australian communications and Media Authority, unless the applicant can demonstrate that the land is in an area where the National Broadband Network will not be provided by optical fibre.
10. Prior to the issue of the Statement of Compliance, each lot shown on the endorsed plans must be drained to the satisfaction of the Responsible Authority.
11. Prior to the issue of the Statement of Compliance, the new crossover and garage for Lot 1 must be fully constructed to the satisfaction of the Responsible Authority.
12. The owner of the land must enter into agreements with the relevant authorities for the provision of water supply, drainage, sewerage facilities, electricity and gas services to each lot shown on the endorsed plan in accordance with the authority's requirements and relevant legislation at the time.
13. All existing and proposed easements and sites for existing or required utility services and roads on the land must be set aside in the plan of subdivision submitted for certification in favour of the relevant authority for which the easement or site is to be created.
14. The plan of subdivision submitted for certification under the *Subdivision Act 1988* must be referred to the relevant authority in accordance with Section 8 of that Act.
15. This permit will expire if one of the following circumstances applies:

Date issued:	Date permit comes into operation: (or if no date is specified, the permit comes into operation on the same day as the amendment to which the permit applies comes into operation)	Signature for the responsible authority:
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- a. The Plan of Subdivision is not started within two (2) years of the date of this permit, as evidenced by the plan of subdivision being certified (all stages) by the Council within that timeframe; or
- b. The registration of the subdivision is not completed within five (5) years of the date of certification.

In accordance with Section 69 of the *Planning and Environment Act 1987*, an application may be submitted to the Responsible Authority for an extension of the periods referred to in this condition.

<i>Date of amendment</i>	<i>Brief description of amendment</i>	<i>Name of responsible authority that approved the amendment</i>

Date issued:	Date permit comes into operation: (or if no date is specified, the permit comes into operation on the same day as the amendment to which the permit applies comes into operation)	Signature for the responsible authority:
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IMPORTANT INFORMATION ABOUT THIS PERMIT

WHAT HAS BEEN DECIDED?

The Responsible Authority has issued a permit. The permit was granted by the Minister under section 96I of the **Planning and Environment Act 1987** on approval of Amendment No. *[insert amendment number]* to the *[insert name of planning scheme]*.

WHEN DOES THE PERMIT BEGIN?

The permit operates from a day specified in the permit being a day on or after the day on which the amendment to which the permit applies comes into operation.

WHEN DOES A PERMIT EXPIRE?

1. A permit for the development of land expires if—
 - the development or any stage of it does not start within the time specified in the permit; or
 - the development requires the certification of a plan of subdivision or consolidation under the **Subdivision Act 1988** and the plan is not certified within two years of the issue of a permit, unless the permit contains a different provision; or
 - the development or any stage is not completed within the time specified in the permit, or, if no time is specified, within two years after the issue of the permit or in the case of a subdivision or consolidation within 5 years of the certification of the plan of subdivision or consolidation under the **Subdivision Act 1988**.
2. A permit for the use of land expires if—
 - the use does not start within the time specified in the permit, or if no time is specified, within two years after the issue of the permit; or
 - the use is discontinued for a period of two years.
3. A permit for the development and use of land expires if—
 - the development or any stage of it does not start within the time specified in the permit; or
 - the development or any stage of it is not completed within the time specified in the permit, or, if no time is specified, within two years after the issue of the permit; or
 - the use does not start within the time specified in the permit, or, if no time is specified, within two years after the completion of the development; or
 - the use is discontinued for a period of two years.
4. If a permit for the use of land or the development and use of land or relating to any of the circumstances mentioned in section 6A(2) of the **Planning and Environment Act 1987**, or to any combination of use, development or any of those circumstances requires the certification of a plan under the **Subdivision Act 1988**, unless the permit contains a different provision—
 - the use or development of any stage is to be taken to have started when the plan is certified; and
 - the permit expires if the plan is not certified within two years of the issue of the permit.
5. The expiry of a permit does not affect the validity of anything done under that permit before the expiry.

WHAT ABOUT REVIEWS?

- In accordance with section 96M of the **Planning and Environment Act 1987**, the applicant may not apply to the Victorian Civil and Administrative Tribunal for a review of any condition in this permit.

Yarra Ranges Shire Council

27-33 Old Hereford Road
MOUNT EVELYN

Applying Special Control Overlay 16
(SCO16) to facilitate a proposed two lot
subdivision of the land

Planning Assessment Report

May 2022

I. Overview

- Subject site:** 27-33 Old Hereford Road, Mt. Evelyn (Lot 1 LP187625)
- Site dimensions:** 81.08m (frontage)
64.31m (depth)
5167m² (site area)
- Zoning:** Low Density Residential
- Overlays:** Bushfire Management (BMO2)
Significant Landscape (SLO22)
- Proposal:** Apply Special Control Overlay Schedule 16 (**SCO16**) to the land to facilitate a two-lot subdivision of the land.

Planning permit YR-2018/1032, issued in May 2019 and later extended until 15 May 2023 (commencement date) and 15 May 2025 (completion date) allows for the construction of a second dwelling on the site.

The purpose of the amendment is to facilitate the subdivision of the site into two lots (2200m² and 2967m²).

Lot 1 will contain the proposed dwelling.

Lot 2 will contain the existing dwelling.

2. Site Description

The subject site is Lot 1 on Title Plan I87625X.

The site is rectangular and has a frontage to Old Hereford Road of 81.08m and a depth of 64.31m giving a total area of 5167m².

There are no restrictions, covenants, easements or Section 173 Agreements applying to the land.

The subject site is located on the west side of Old Hereford Road, Mt. Evelyn.

Topographically, the site slopes to the west (rear) and is currently developed with a single dwelling and associated outbuilding. The lot gains access via a gravel crossover off Old Hereford Road and contains scattered vegetation.

The attached aerial image identifies the subject site and the surrounding area.



All reticulated services [sewer, water, electricity, Telstra] are available to the site and surrounding area.

3. Surrounding area

The subdivision pattern along Old Hereford Road is typically one of 1200-1500m² lots, serviced by reticulated infrastructure which are clearly developed for conventional residential purposes. No nearby lots (other than the subject site) conform to the conventional 0.4ha sized lots of the Low Density Residential Zone (LDRZ). The application of the LDRZ was seemingly a response being in response to the fact that these areas were not sewered in the 1970's.

The LDRZ areas of Mount Evelyn were serviced with reticulated sewer throughout the mid to late 1980's (1985-88).

The wider surrounding area is host to a variety of allotment sizes and configurations. However, the area predominantly contains allotment sizes in the order of 1,000-2,550m² characterised by single family dwellings. The subject site is one of the largest sites within this residential precinct

In that context, the immediate land use pattern in the area is as follows:

- North: 35 Old Hereford Road is a 1,165m² lot that contains a single dwelling and associated outbuilding.
- Northwest: 112 Hereford Road is a 2,548m² lot that contains a single dwelling and associated outbuilding. The site contains scattered vegetation.
- West: 116B Hereford Road is an irregular shaped, 2,127m² lot that contains a single dwelling and associated outbuilding. The site contains scattered vegetation.
- West: 116 Hereford Road is a 2,172m² lot that contains a single dwelling and associated outbuilding.
- Southwest: 114 Hereford Road is a 1,226m² lot that contains a single dwelling and associated outbuilding.
- South: 25 Old Hereford Road is a 1,400m² lot that contains a single dwelling and scattered vegetation.

4. Yarra Ranges Planning Scheme

The Yarra Ranges Planning Scheme (YRPS) obliges the planning authority to decide whether the proposal will produce 'acceptable outcomes' in terms of the decision guidelines of Clause 65, which identify:

- The Planning Policy Framework and the Municipal Planning Strategy;
- The purpose of the zone, overlay or other provision;
- Any matter required to be considered in the zone, overlay or other provision;
- The orderly planning of the area;
- The effect on the amenity of the area.

Of particular local relevance is the MSS at Clause 21.

At **Clause 21.4** - Objective 1 (Housing Location), the strategy for Low Density residential areas seeks to ensure that land in the LDRZ remains committed to low density, single dwelling residential use as the primary function of the area.

The proposal is considered consistent **Clause 21.04-1** in that:

- The proposal does not alter the zoning of the land but merely allows for the subdivision of a Council approved dwelling at a density consistent with the neighbouring properties.
- In that context, the “character” of Old Hereford, Hereford & Kookaburra Lane is a fully developed residential precinct consisting of 53 lots which range in area from 1000-1500m². The creation of a new lot (2200m²) for the approved dwelling is therefore consistent with the existing settlement pattern of this fully developed residential precinct.
- The subdivision of the site to create a site for a single storey dwelling is consistent with the residential strategies of the planning scheme of containing infill development within established residential areas.
- The subdivision and subsequent development of a dwelling will not change the character of this developed residential precinct.
- The subdivision of the site to create a 2200m² lot is consistent with the zone of low-density single dwelling residential use.

At **Clause 21.8** - Objective 1 (Subdivision in Residential Areas) seeks to ensure that subdivision in (among other places) the Foothills, retains environmental and landscape values. At **Clause 21.8** - Objective 2 (Subdivision design) seeks to promote subdivision that enhances neighbourhood character. As noted above, the proposed lot sizes of 2200m² and 2967m² comfortably align with the prevailing settlement pattern and allow for dwellings in a spacious and vegetated setting.

Council also requires that applications be supported by a development proposal. In this instance, the request is supported by the Council approval of YR 2018/1032.

It is considered that the subdivision is therefore consistent with Clause 21 of the YRPS which identifies the strategy for LDRZ as ensuring these areas remain committed to low density single dwelling use, which is reflected in the issue of planning permit YR 2018/1032.

5. Regional Strategy Plan

The Upper Yarra and Dandenong Ranges Authority established under the *Upper Yarra Valley and Dandenong Ranges Authority Act 1976* prepared the Regional Strategy Plan, enabling increased protection for the special features and character of the region. The 'Regional Strategy Plan' (RSP) historically provided the basis for protection of the unique character of much of the residential area in the Shire. The RSP when developed in the late 1970's through to the early 1990's focused on:

- Improving the current social and community facilities of the urban areas, through the containment and restriction of growth within the urban areas (consolidation); with expansion of the economic base for both agriculture and tourism.
- Restricting the region's growth was implemented through the application of "Township Policy" areas, which represented the "strategic" basis that was overlaid on top of the local government planning scheme zones.
- Delivering a strategic approach given that it was developed well before the introduction of planning strategy into local government planning schemes. The VPP's were only developed after local government amalgamation (1995 onwards) which introduced strategy and local policy into planning schemes
- Limiting township expansion, although the confinement of the boundaries would limit development to the renewal or redevelopment (intensification) of the existing urban areas.
- The efficient provision of infrastructure through township policy areas (Areas A and B) although these had been removed by 1992, given the sewer program that had been implemented throughout the region in the mid 1980's.

In summary, the purpose of the RSP was to define the extents of the various townships throughout the region by containing urban development, well before the Urban Growth Boundary (UGB) was ever considered for Melbourne (2003).

The subsequent development of local strategy within the YRPS now has to accord with Plan Melbourne while the UGB contains metropolitan development.

The introduction of the UGB has in effect superseded but is obviously consistent with the UYDRVA Strategy in the confining of urban areas within existing residential zones. Hence all strategies within Clause 21 of the YRPS will automatically comply with both Plan Melbourne and the UYVDRVA Regional Strategy Plan (RPS).

The purposes of the Low-Density Residential Zone are satisfied as:

- The subdivision of the site into 2 lots is consistent with the RSP given that subdivision is contained within the existing zone and the UGB (i.e. “there is no expansion”);
- In regard to “*the containment of urban development to a level compatible with the conservation and environmental features of the region*”, the issue of the planning permit for the dwelling demonstrates that there would be no impact on these “features” as it would merely create a “new boundary line”.

Within the zone, a permit is required to subdivide land. The zone notes that each lot to be created in the LDRZ must be at least the area specified in the schedule to the Zone being:

- 0.2ha if each lot is to be connected to reticulated sewer.
- 0.4ha if there is no sewerage connected.

While the proposal no longer seeks to modify the zone or schedule, it is considered relevant that Ministerial amendment VCI00 (2013) introduced a two-tiered subdivision regime into the LDRZ depending on the availability of sewerage to the site.

The Ministerial *Residential Advisory Committee* found that the minimum lot size of 0.4ha in sewered areas is not required for effluent disposal and that in some cases smaller lots might be appropriate.

As noted, the entire LDRZ precinct that includes No. 27-33 Hereford Road Mt. Evelyn is connected to reticulated sewer and so qualifies for consideration for subdivision to lots of 0.2ha.

Notably, two neighbouring Councils to Yarra Ranges have modified their LDRZ schedules to reflect the changes introduced by VCI00:

- **Cardinia Shire Council** amended its scheme via Amendment C188 in October 2016 to permit subdivision to 0.2ha where land “had not yet been subdivided/developed into existing low density residential at 0.4ha lot size and therefore an established residential had not been established and where land is not affected by significant environmental or topographic constraints¹”.

¹ Independent Panel Report

- **Casey City Council** amended its scheme via Amendment C198 to implement the Housing Strategy in November 2019. Part of this amendment also introduced a LDRZ schedule “to allow smaller minimum lot sizes in areas that are connected to reticulated sewerage and that are relatively unconstrained by landscape character, environmental or biodiversity values²”.

6.2 Overlays

The site is also within a **Bushfire Management Overlay (BMO2)**.

BMO2 stipulates the following relevant requirements for an application to construct a single dwelling on a lot:

- The dwelling must be constructed to BAL-29;
- Defendable space is to be provided for a distance of 30 metres around the dwelling or to the property boundary, whichever is the lesser and maintained in accordance with the vegetation management requirements of Clause 52.47 with a variation that canopy of trees must be separated by at least 5 metres.

(See Sections 10 and 11 below for further details).

The site is finally within a **Significant Landscape Overlay (SLO22)** which covers the ‘Foothills and rural townships’ of the Shire. It is acknowledged that Yarra Ranges is committed to preserving the unique areas of the municipality.

Schedule 22 has been informed by the Shire of *Yarra Ranges Neighbourhood Character Study*, the purpose of which is to preserve and enhance the special residential areas of the Shire.

SLO22 identifies (among other townships) Mt Evelyn as being a foothills area at the base of the Dandenong Ranges containing houses which although occurring at more suburban densities are well integrated into an environmental setting. Private gardens are spacious with a mix of native and exotic vegetation.

Insofar as it is relevant to the proposal, the purposes of SLO22 include:

- To recognise and conserve the environmental and visual sensitivity of residential areas
- To maintain vegetation as a dominant element of the landscape and encourage retention and regeneration of native vegetation

² Independent Panel Report

- To ensure development is sensitive to the natural characteristics of the land including slope, terrain and any existing vegetation
- To ensure setbacks are generous, consistent with nearby dwellings and allow sufficient space for mature plantings
- To ensure site cover maintains the ambience and sense of spaciousness
- To ensure that buildings and works retain an inconspicuous profile and do not dominate the landscape
- To ensure that the health of existing trees is not jeopardised by new development
- To maintain an absence of front fences and informal rural character with either open style front fencing or an absence of front fencing

It is acknowledged that the landscape significance of residential areas in the Shire is attributed to the quality of the environment which includes the vegetation and its relationship to the broader landscapes which contribute to a 'sense of place'. The above purposes are satisfied by the approved dwelling and the proposed subdivision.

7. Proposed Planning Controls

A **Special Control Overlay (SCO16)** is to be applied the land.

The purpose of the SCO is:

To apply specific controls designed to achieve a particular land use and development outcome in extraordinary circumstances.

Land affected by the SCO may be used or developed in accordance with a specific control contained in the incorporated document. The specific control may:

- Allow the land to be used or developed in a manner that would otherwise be prohibited or restricted.
- Prohibit or restrict the use or development of the land beyond the controls that may otherwise apply.
- Exclude any other control in this scheme.

The Incorporated Document is attached to this Planning Report.

8. Subdivision assessment

The Low Density Residential Zone at Clause 32.03-5 (**Application requirements**) for 'Subdivision' identifies the following information to be provided:

An application must be accompanied by a site analysis, documenting the site in terms of land form, vegetation coverage and the relationship with surrounding land, and a report explaining how the proposed subdivision has responded to the site analysis.

Among other things, the report must show for each lot a building envelope and driveway to the envelope; and any existing vegetation. It also must show how the proposed subdivision relates to the existing or likely use and development of adjoining and nearby land. A site analysis is attached at Appendix I and it illustrates the location of:

- Existing dwelling and outbuildings;
- Vegetation;
- New driveway access for the existing dwelling, with lot 2 to utilise the existing driveway;
- Proposed lot boundary to follow the existing driveway with a boundary of 66.68m and frontage to Old Hereford Road of 29m to give an overall area of 2200m²;
- Lot 1 for the existing dwelling would be located on a lot of 2967m² with a frontage of 52m;
- The site for lot 2 is relatively flat.

As already noted, in terms of the “relationship with the surrounding land”, this part of Mt Evelyn comprises of 53 lots between Old Hereford, Hereford and Kookaburra Lane and it is a fully developed residential precinct.

In terms of the building envelope, the endorsed plans for planning permit YR – 2018/1032 identify the new dwelling as being:

- Setback 19m from the frontage;
- Setback 18.5m from the rear boundary;
- Setback 3.0m metres from the north boundary;

A new garage would be located at the end of the existing driveway, approx. 28metres from the north boundary.

At Clause 32.03-6, the **Decision guidelines** for subdivision include:

- *The protection and enhancement of the natural environment and character of the area including the retention of vegetation and faunal habitat and the need to plant vegetation along waterways, gullies, ridgelines and property boundaries.*
- *The availability and provision of utility services, including sewerage, water, drainage, electricity, gas and telecommunications.*

With respect to the initial decision guideline, Lot 2 (2200m²) is located within the garden of the subject site being occupied by perimeter planting and lawn areas.

The arborist report that accompanied the planning permit application for the dwelling identified a total of 18 trees of which:

- Seven (7) had nil retention values (recognised weed species);
- Five (5) low retention;
- Three (3) with moderate
- Three (3) with high retention value

Five trees would be required for removal around the building envelope for the dwelling, while 5 of the 6 trees identified as high & moderate retention would be retained.

The Decision guideline regarding the provision of utility services is met as the site and surrounds are located in a fully developed residential neighbourhood with access to all reticulated infrastructure.

Stormwater drainage is connected to lot 1 and the new dwelling and garage would be connected to the existing outfall located in the south-western corner of the site.

Both drainage and sewerage infrastructure are located within the common easement that is located at the rear of all lots within LP 14736.

9. Planning Permit

Council's assessment of the planning permit application for a second dwelling on the subject site is also considered relevant to the request for a two-lot subdivision.

Planning Permit YR-2018/1032 has been issued by Council for the development of the land for a dwelling.

The delegate report of the Responsible Authority identified as follows:

Given that that the subject site is situated near the periphery of the Neighbourhood Residential Zone (approx. 360m away), and the majority of surrounding lots are below the minimum subdivision size of 4,000m² (typically 1,000-2,000m²) the site lends itself for more intensive development..... the site benefits from urban infrastructure including sewerage and a sealed road. Based on these considerations and the context of the surrounding area, the proposed use of a second dwelling is deemed appropriate in this circumstance.

The siting of the proposal is reasonable as it is generously setback with a frontage of 19m and a minimum side boundary of 3m. This is acceptable as it will soften its impact on the streetscape and have greater separation between dwellings than the existing pattern of development. The proposal will have a maximum height of 7m; however, this is largely

unavoidable due to the east-west 1.2m fall of the land. Nevertheless, the height is considered acceptable in this circumstance as it is consistent with the height requirements of the Significant Landscape Overlay Schedule 23, and will be shorter and less bulky than the double storey dwelling to the north (35 Old Hereford Road). The proposal will also contain non-reflective materials with a muted colour scheme that will help it blend with the natural tones of the surrounding environment.

The proposal will be situated within 4m of the base of a significant tree (tree #15), however based on the findings of the Arborist Report it was determined that it will remain viable as it will have a minor TPZ encroachment. The proposal otherwise complies with all of the other buildings and works requirements under Schedule 23 of the Significant Landscape Overlay.

10. Bushfire consultations

The above delegate report assessment under clause 53.02 for the dwelling application identified that the CFA had no objection to the proposed development subject to the following condition:

- The Bushfire Management Plan prepared by Fire Front Consultancies, Version 1 and dated 04/07/2018, must be endorsed to form part of the permit and must not be altered unless otherwise agreed in writing by the CFA and the Responsible Authority.

A BAL assessment³ has been completed for both the proposed and the existing dwelling and it identifies (at Section 5.1 of the assessment):

- The data outlined in Bushfire Hazard Assessment and Bushfire Management Statement (section 4) above reveal that the defendable space appropriate for the subdivision of this land is 50 metres of property boundary. This exceeds the defendable space minimum requirement of this BMO2 clause.
- Section 4.2.4 identifies that the vegetation on the site is such that tree canopy separation is readily achieved and will not require the removal of native vegetation.
- The combination of the factors of:
 - the endorsed BAL -29 standard for the new dwelling;
 - defendable space being well accommodated on site; and
 - tree canopy management being readily met on site,
 all being met shows that Clause 44.06 of the YRPS is satisfactorily applied to this subdivision proposal.

³ Tree Wishes Pty Ltd – 27 Old Hereford Road, Mount Evelyn – Sept 2021

The proposal is considered to satisfy the objectives and mandatory standards of the clause. The following can be concluded from the above assessment:

- The dwelling is located in an area mostly cleared of vegetation. The level of risk is acceptable due to acceptable vegetation management requirements and allowable vegetation removal within the defendable space distances. [L] [SEP]
- The defined defendable space requirements can be practically implemented for the site in accordance with the recommendations of the CFA. [L] [SEP]
- The location, type and layout of existing vegetation will not increase the bushfire risk to the proposed development or the adjacent area. The surrounding area includes dwellings in a residential setting. [L] [SEP]
- Static water supply and access to the water supply meet the requirements of the CFA.
- Access meets the requirements of the CFA. [L] [SEP]

The existing dwelling at 27-33 Old Hereford Road was constructed prior to 2009. As the property is covered by a Bushfire Management Overlay the 10/50 rule applies.

At the request of Council, an addendum to the Bushfire Management Assessment (**12 May 2022**) specifically responded to the criteria in Clause 13.02-IS (Bushfire Hazard Identification and Assessment) and it noted that that clause requests that bushfire hazards (such as vegetation, topographic and climatic conditions) are identified and that an appropriate risk assessment is performed.

Specifically, and as required by Clause 13.02-IS, this has now been performed at the following scales:

- Landscape conditions up to 20km [L] [SEP]
- Local conditions up to 1km [L] [SEP]
- Neighbourhood conditions up to 400m [L] [SEP]
- The site [L] [SEP]

The assessment is included in Addendum I of the attached report of 'Tree Wishes'.

11. Proposed Bushfire permit conditions

Proposed conditions ensuring how bushfire risk is managed for the proposed two lot subdivision have been included in the draft planning permit for subdivision in consultation

with the CFA. This is consistent with Clause 13.02-IS (Bushfire Planning) which gives priority to directing development into low-risk locations and ensuring the availability of and safe access to area where human life can be protected.

The conditions are also consistent with recent amendments supported by DELWP to address bushfire risk (see Casey C231-DPO24; Campaspe C118 – DPO11).

Based on the potential for bushfire risk, the draft planning permit for subdivision that has been applied to the site requires (among other things) the following:

- Lot 2 must include a building envelope that is capable of achieving a setback from a bushfire hazard to enable a construction standard of BAL 12.5 (equivalent to a radiant heat exposure of 12kilowatts/square metre) under AS 3959-2018 (*Construction of Buildings in Bushfire-prone Areas - Standards Australia, 2018*); or that is located a sufficient distance from the hazard vegetation that a building may be sited to achieve compliance with a BAL 12.5 construction standard.
- Any vegetation located in the setback between a future dwelling and a bushfire hazard must be managed in accordance with defensible space standards as set out in Table 6 of Clause 53.02.
- The bushfire protection measures forming part of the dwelling permit shown on the endorsed plans, including those relating to construction standards, defensible space, water supply and access, must be maintained to the satisfaction of the responsible authority on a continuing basis.

These conditions are consistent with the existing permit (YR-2018/1032) and with Casey DPO24 and proposed Campaspe DPO11.

12. Conclusion

The proposal to apply the Special Control Overlay (SCO16) to land already zoned LDRZ will facilitate the subdivision into two of an uncharacteristically large 5167m² lot in Mt. Evelyn to create a lot for a dwelling that has already been approved by Council. This outcome is consistent with the assessment by the Responsible Authority of YR-2018/1032 based on:

- The site analysis and design response plans;
- Opportunities and constraints of the site;
- Other Planning Scheme overlays that have been assessed (BMO, SLO) which has demonstrated that the site can be developed.
- The location within the BMO which has been assessed and approved by the C.F.A. as being suitable for a dwelling.

The creation of a 2200m² site within the fully developed residential precinct of Old Hereford Road Mt. Evelyn is consistent with the subdivision pattern and neighbourhood character and would address the anomaly of having two dwellings on a single lot.

Based on the potential for bushfire risk, the draft planning permit for subdivision that has been applied to the site requires (among other things) that the new lot includes a building envelope that is capable of achieving a setback from a bushfire hazard to enable construction standard of BAL 12.5; or be located a sufficient distance from the hazard vegetation that a building may be sited on the lot to achieve compliance with a BAL 12.5 construction standard.

The inclusion of the site within the SCO schedule is considered appropriate and cannot create an undesirable precedent, given the planning approval for the development of this site for a dwelling.

The proposed subdivision does not rely on the application of the minimum standards, but will provide for a generous lot and building envelope designed to allow for the approved dwelling to be constructed to meet the BMO standards.

In that sense, the design represents an “reasonable and acceptable outcome” that results in a net community benefit.

Attachments

Copy of Title
Approved Planning Permit and Endorsed Plans
Site Analysis and Subdivision Plan of the land
Draft Planning Permit
Draft Incorporated Document
Tree Wishes Report

STORM AND PANDEMIC RECOVERY UPDATE

Report Author: Executive Officer Evaluation & Service Planning

Responsible Officer: Jane Sinnamon, Director Recovery

Ward(s) affected: All

The author of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

SUMMARY

This report provides Council with an overview of Yarra Ranges' approach to the storm recovery across the past year, updates on recent pandemic and storm recovery activities, and highlights arising issues.

Updates highlight the diversity of recovery initiatives that collectively aim to assist the Yarra Ranges community and local business in its recovery from the pandemic and the June storm event last year.

Four Regional Community Recovery Committees, established to cover both the pandemic and COVID 19, continue to focus on engaging with the community and learning about priorities that are important for recovery. To this end, members are actively having conversations with community groups and individuals.

A financial update has also been provided which indicates that as at the end of April 2022, \$15.6 million has been expended on the recovery effort. This compares with a total of \$13.6 million that has been received to date. It should be noted that while the advance received on claims under the Disaster Recovery Funding Arrangements (DRFA) are welcomed, Council is still no clearer on the overall level of funding support that will be made available by State and Commonwealth Governments.

It should also be noted that a fully reviewed version three of the Municipal Recovery Plan will be presented to Council for endorsement in July detailing the recommended actions for 2022/23.

Information on events, support services and resources are available on Council's 'Support Yarra Ranges' website: [Home Support Yarra Ranges](#) or can be reached by contacting our Community Recovery Team via 1300 368 333 or mail@yarraranges.vic.gov.au

RECOMMENDATION

That Council notes

- 1. The current issues relating to the recovery from the June 2021 storm event and pandemic.***

2. *The updates on recovery activities undertaken by Council over recent months.*

RELATED COUNCIL DECISIONS

Yarra Ranges Council meeting on 12 April 2022

- Item 7.1 Municipal Recovery Plan Update for noting

Yarra Ranges Council meeting on 14 December 2021

- Item 7.1 Municipal Recovery Plan for endorsement and Storm Recovery Update for noting

Yarra Ranges Council meeting on 14 September 2021

- Item 7.5 Draft Financial Plan 2021/22 – 2030/31 for adoption in principle
- Item 7.6 Community Recovery Committees

Yarra Ranges Council meeting on 27 July 2021

- Item 9.1 Special Resident Storm Branch Kerbside Collection

Yarra Ranges Council meeting on 13 July 2021

- Item 9.1 Urgent Motion – Storm Recovery Assistance

Purpose and Background

The purpose of this report is to summarise the community supports that have been offered by Council and its partners in the last year, to provide Council with updates on recent pandemic and storm recovery activities, and to give an overview of current issues pertaining to recovery.

The Yarra Ranges and its people have weathered many natural disasters over the past few decades. However, the combination of the COVID 19 pandemic and the catastrophic storms of June 2021 brought the land and many of its people to breaking point.

It was on the 9th of June 2021 that the Yarra Ranges experienced the epicentre of one of the most violent storms in Victoria's history. Extreme winds came from a direction so rare that there are almost no records of it in Victoria's history. And the winds continued for 7 hours – equally unprecedented. The result left the Yarra Ranges community, and in particularly the communities of Mt Dandenong, Olinda, Sassafras, Kalorama, Mount Evelyn and Monbulk, in complete devastation.

Although the most severe impact was centred on the Dandenongs, most of the municipality was blacked out for the first 24 hours and there was extensive tree damage and floods creating access issues across the municipality, further exacerbating the sense of isolation and mental anxiety created by the pandemic.

Overview of the past 12 months

Following the June storm event, the community has shown incredible fortitude in its ability to respond to the worst impacts of both the storm and the pandemic. However the coordinated response delivered by Council, particularly toward those that are most in need, has been critical.

Over the last 12 months, Council has delivered a range of response, relief and recovery services. On 16 July 2021, management of the incident was formally transitioned from the State Emergency Service (SES) to Yarra Ranges Council with an emphasis on the continued provision of relief services and the coordination of municipal recovery services. The time taken to transition was a week longer than following the Black Saturday Bushfires in 2009.

In response, Council structured itself to oversee and undertake the delivery of recovery services for both the pandemic and storm response, and to support a coordinated approach with the State Government, support organisations and the community. Much of which is funded through the State Government's Council Support Fund.

The State Government advised that a Municipal Recovery Plan (MRP) was required to secure further funding support via the State Budget for items that are outside the immediate response activities. As such, the first version of the Municipal Recovery Plan was submitted and endorsed by Council at its meeting on 14 December 2021 and the second and current version was endorsed on 12 April 2022.

Actions and initiatives delivered by Council over the past 12 months

People, Culture and Wellbeing – In response to many of the serious social impacts coming from the pandemic and June storm (mental health, access to mental and physical health services, family violence, hardship), Council has delivered a number of targeted activities including:

- Conducting community debrief sessions at relief hubs;
- Running mental health and wellbeing sessions headed by psychologist Rob Gordon;
- Holding community sessions on lessons learnt from the June storm emergency response;
- Providing a mental health first aid training program;
- Coordinating service providers to respond to pandemic and storm related community needs;
- Contracting Windemere to provide case management services to storm affected residents which included undertaking outreach calls to approximately 1600 residents recorded in Council's emergency management database;
- Undertaking an extensive storm recovery door knocking and outreach program to better understand ongoing recovery needs of community members;

- Establishing four Regional Community Recovery Committees to support recovery that is community led – a key tenant of community recovery following disaster events; and
- Implementing the ‘Art Attack’ program which has resulted in 35 arts and cultural experiences provided by local artists to enliven public places and encourage social connection.

Business, Tourism and the Economy – Local businesses have faced numerous issues over recent years due to extended lockdowns in 2020 and 2021, the decrease in expenditure that occurred following the June storm, labour market shortages along with ongoing issues with internet outages.

In response, Council has implemented a number of programs and initiatives designed to address these issues, including:

- Yarra Ranges JobLink - the online employment portal that connects jobseekers with employers in the Yarra Ranges.
- Hospitality training through a partnership with educators including CIRE and the Box Hill Institute.
- Advocacy for improvements to the local telecommunications network across a range of forums including direct advocacy to State and Commonwealth governments, NBN Co and mobile carriers.
- Buy/Enjoy/Employ Local – a marketing campaign developed to encourage the community to support local business.
- Have a Yarra Ranges Christmas 2021 – a marketing campaign delivered to encourage the community to support local business at Christmas.
- Temporary Outdoor Dining – Businesses create appealing outdoor dining areas for their patrons using the \$5,000 State grant.
- Region of Choice (RoC) initiative that promotes businesses in the Yarra Ranges that practise ‘employer of choice’ qualities.

Built and natural environment – In response to the extensive damage caused by the June storm to the built and natural environment, Council delivered a series of extensive works programs over the last twelve months that have included:

- The kerbside storm branch collection which picked up huge amounts of branch debris from across the municipality including the urban, valley and hills regions;
- The private property clean-up program for community members who are financially or physically unable to clean up the extensive volume of storm related green waste on their properties. This work is supported by Council and is undertaken by two not for profit organisations – Habitat for Humanity and Treasuring our Trees;

- Processing the larger green debris material collected by Council through the storm clean-up and returning it to the public as a resource. This includes provision of logs for community groups, more than 50 hollow bearing logs being distributed across parks and bushland to enhance amenity while other logs have been milled into products such as planting stakes and fencing materials;
- Other large tree debris has been processed into firewood and distributed at no charge to the community. More than 1,100 residents across all regions in the Yarra Ranges took advantage of the free firewood which was distributed in two locations - Healesville and Wandin. The total volume of firewood distributed to residents was more than 1,400 cubic metres; and
- Work has been undertaken with local volunteer groups in relation to biodiversity through allowing natural regeneration or replanting where erosion management is an issue.

Public Infrastructure – Council has undertaken extensive works to repair storm damaged public infrastructure over the last 12 months including:

- Works to repair the extensive damage done to the Monbulk Aquatic Centre by the June storm have been underway for many months. This includes a newly tiled pool and new scaffolding being installed inside and out;
- Tree inspections and the removal of hazardous trees on all Council owned land, roadsides, play spaces and reserves;
- Tree clearance where appropriate and manage remaining fallen trees from a biodiversity perspective; and
- Extensive works to restore major and minor Council roads, drainage systems, bridges and tunnels as well as reinstatement of pavement surfaces and removal of storm debris as required.

All these works have been achieved with the support of State and local agencies. Of particular note are the significant support of: Bushfire Recovery Victoria's (now Emergency Recovery Victoria) Clean Up Program that supported over 700 properties that registered for help with dangerous trees or structures that needed demolition; and, their Case Support Program that has and is still supporting over a thousand of our residents since the storms.

Options considered

There are no options provided here as this report is for noting only.

Recommended option and justification

Not applicable

FINANCE UPDATE

Delivering the full outcomes outlined in the Municipal Recovery Action Plan is estimated to cost \$31.4 million. As at end April 2022, Yarra Ranges Council has expended \$15.6 million on the recovery effort.

To date, there has been several funding announcements in addition to funding, including advances, received under Category A and B of the Disaster Recovery Funding Arrangements (DRFA). \$13.7 million has been received, significantly easing the pressure on cashflow, including:

- \$3.5 million for staffing the Recovery Directorate – received;
- \$7.8 million approved DRFA claims and advances – received;
- \$300k from Department of Environment, Land, Water and Planning for the Storm Rebuilding Support Service Scheme – received;
- \$2 million Kerbside Storm Branch Collection – received; and
- \$161k announced under the Targeted Recovery Funding Initiative.

While the announcements and advance received on claims under DRFA is welcomed, it doesn't address the slow and arduous process of receiving reimbursement. Despite ongoing discussions and a recent advocacy push for financial support, Council is still no clearer on the overall level of funding support that will be made available by State and Commonwealth Governments.

Our success in applying for \$10M under the Preparing Australian Communities Program was announced in early April. This grant will allow for a broad program of activities that support community and infrastructure resilience in the face of future events.

Council is currently in negotiation with the funding agency regarding the timing of milestones and payments under the Program. The Funding Agreement is expected to be signed in June 2022.

As this funding was not certain at the time of preparing the 2022-23 Council Budget, this Program has not been included. The Municipal Recovery Plan and forecast will be updated now that the Funding Agreement has been executed.

APPLICABLE PLANS AND POLICIES

The Municipal Recovery Plan has direct links to the recently adopted Council Plan 2021-2025 and is one of the key strategic documents for how Council will achieve its Council Plan objective for a community safety strategy.

The Recovery Plan is also complementary to the Health and Wellbeing Plan which aims to deliver major initiatives to improve mental health.

RELEVANT LAW

Not applicable

OVERVIEW OF CURRENT ISSUES

Acknowledging one year on from the storm

A year after the storm we are seeing positive signs in the community across the municipality with 60% of residents reporting that they are receiving enough support with their storm recovery and 56% reporting that they have no concerns about where they live and are feeling safe to the same extent they were prior to the storm.¹

The impact survey results show improvements in levels of anxiety or trauma relating to the storm (down 8%), a reduction in dangerous trees on private property (down 8%) and a reduction in green waste (down 10%).²

However, many residents are still working through issues. Some residents report that the storm has negatively impacted their general wellbeing, including their mental health, while others report that they feel anxious when there are strong winds and heavy rain on their property.³

Results from the impact survey also show that 24% of residents are continuing to experience anxiety or trauma related to the storm.⁴ This may help to explain why residents are showing a preference for small scale activities to acknowledge the storm anniversary.

A very strong message from storm impacted communities is that only very small, very local activities were wanted to support connection at the time of the anniversary. Council has responded by offering communities small grants to enable community-led gatherings to support community wellbeing over a 4-week period. A total of \$5430 was allocated to 14 community groups for this purpose.

Of the more than 70 properties that were deemed uninhabitable after the storms, Council has still only received 2 planning applications to rebuild.

Feedback from the Community Recovery Outreach team and Psychologist Rob Gordon was that Council should also provide some Council-led support on the anniversary. Accordingly, Council scheduled 4 small gatherings supported by the Community Recovery team and partner agencies in June at Kalorama, Sassafras and Mt Evelyn.

Information about grant recipients and Council-led storm anniversary gatherings can be found here: [Storm Anniversary Events](#) Further details are also provided in Attachment 1 – Storm Anniversary Gatherings.

Insurance

Following the June 2021 severe storm event and in the context of the pandemic, a number of critical insurance issues impacting homeowners and businesses have emerged.

¹ Outreach door knocking program – Apr 2022

² Yarra Ranges Pandemic & Storm Impact Survey – Jan 2022

³ Outreach door knocking program – Apr 2022

⁴ Yarra Ranges Pandemic & Storm Impact Survey – Jan 2022

Key issues identified consist of:

- Delays in the insurance claims process exacerbating trauma of residents;
- Insurance premiums increasing significantly and becoming cost prohibitive;
- Insurance coverage offered by insurers being significantly reduced; and
- Property and business owners being refused insurance altogether.

Some businesses are seeing increases of insurance premiums by up to 300% while seeing a reduction in policy coverage at the same time.

These issues are driven primarily by the increase in frequency and impact of natural disasters due to climate change. In response to this, insurance companies are either increasing premiums significantly and / or reducing coverage. In some instances, insurance companies are declining insurance policies altogether, particularly in locations that have been deemed as high risk.

Temporary Housing

The severe shortage of rental properties and dangers and legalities associated with temporary accommodation options that are not structurally robust such as caravans has been an ongoing issue for those whose residences were seriously impacted by the June 2021 storms. This is exasperated as insurer provision of temporary housing (rentals) comes to an end.

Many of these residents will be left in a vulnerable housing situation as repairs and / or rebuild of their damaged homes have not yet been started let alone completed and some build times are expected to take several years. Current estimates suggest that the number of households in this situation could be as high as 40.

Council is continuing to advocate for short and long term solutions to the State Government for support for our residents facing these issues and are working with agencies to identify options available now.

SUSTAINABILITY IMPLICATIONS

Economic Impact

Expenditure with businesses located within the Yarra Ranges have experienced solid growth so far this year. Figures in the table below show a comparison of expenditure for January to April 2022 compared with the same periods in 2021 and 2020.

Expenditure within the Yarra Ranges LGA					
Year to date (YTD) comparison					
	\$ Million			Change	
	Apr 2020 YTD	Apr 2021 YTD	Apr 2022 YTD	Apr 2022 YTD vs Apr 2021 YTD	
				\$M	%
Total local spend	622	770	805	35	5%
Resident local spend	401	461	478	17	4%
Visitor local spend	221	309	328	19	6%

Total local spend: Total expenditure with businesses inside LGA. Figures = resident local spend + visitor local spend

Resident local spend: Spending by residents and local business inside LGA

Visitor local spend: Spending by non residents and non resident businesses inside LGA

Figures above show expenditure from Jan to Apr for 2020, 2021 and 2022

Data source: Spendmapp by Geografia

Key concerns include:

- Extreme labour market shortages due to lack of immigration and absence of overseas students;
- Absenteeism due to employees contracting the COVID 19 virus;
- Business operating costs increasing due to inflation and upward pressure on wages;
- Supply chain delays impacting sales of goods and services;
- Insurance issues, particularly businesses located in flood or bushfire prone areas; and
- Financial situation worse now than before the pandemic reported by 28% of the YRC community.⁵

Key points:

Overall, despite the ongoing challenges, there are positive signs of economic recovery.

- Total expenditure with businesses located within the Yarra Ranges has grown by \$35 million (up 5%) as of April 2022 YTD compared with the same period last year.
- This growth was driven by Yarra Ranges resident spend (up 4%) and visitor spend (up 6%) as at April 2022 YTD.
- This illustrates that economic activity in the Yarra Ranges has continued to grow at a solid rate over the first four months of 2022.

Social Impacts

⁵ Yarra Ranges Pandemic & Storm Impact Survey – Jan 2022

As part of the social recovery effort, it is important that community recovery is monitored on a regular basis. This is achieved through the Pandemic and Storm Impact Survey which is conducted three times per year. The second round of this survey was undertaken in January 2022 with results reported in the Municipal Recovery Plan update report submitted to Council at its meeting on 12 April 2022. The third iteration of the survey is being conducted from mid-May through to mid-June with results to be reported to Council in July 2022.

The data captured through this survey is used to monitor and evaluate the recovery of the Yarra Ranges community from the pandemic and June storm. It also informs the effectiveness of recovery activities undertaken by Council over the past 12 months as well as over the years ahead.

Additional feedback from the community on impacts and ongoing recovery needs is collected in person through the Outreach Door Knocking Program which commenced in April 2022. And further monitoring feedback is collected through other means including pop-up community hubs, regional CRCs and through regular meetings with partnering agencies including BRV, DELWP and DET.

Through these sources Council is aware that:

- Ongoing mental health impacts from the pandemic (29% reported significant impact on mental health) and the June storm (24% reported trauma/anxiety);⁶
- Some residents contacted by the outreach door knocking team are reporting that they haven't yet engaged with any recovery support services even though it's apparent that they would benefit from these services;
- 20% of residents report that they feel like assistance is still needed to help them clean-up and dispose of green waste on their property;⁷
- 60% of residents report that they are receiving enough support with their storm recovery;⁸
- 56% of residents report that they have no concerns about where they live and are feeling safe and settled to the same extent they were before the storm;⁹
- 36% of residents answered that they have at least a 'little concern' over where they live and their safety in future severe storms. Of this group, 15% said that they are 'anxious' about the impacts of strong winds and rain on their property;¹⁰
- Many residents have continued to report that the storm has negatively impacted their general wellbeing (including mental health) and relationships at home;
- Hardship arising from the pandemic is reported by 29% of respondents;¹¹

⁶ Yarra Ranges Pandemic & Storm Impact Survey – Jan 2022

⁷ Outreach door knocking program – Apr 2022

⁸ Outreach door knocking program – Apr 2022

⁹ Outreach door knocking program – Apr 2022

¹⁰ Outreach door knocking program – Apr 2022

¹¹ Yarra Ranges Pandemic & Storm Impact Survey – Jan 2022

- Some residents are experiencing delays in getting access to mental health and physical health services;¹²
- Power outages are more frequent, and the power network appears less stable since the June storm event;¹³
- Housing and rental affordability is getting worse; and
- Cost of living pressures are getting worse (CPI rate 5.1% at Mar 2022, official interest rate increase of 0.25 percentage points in May 2022).

Environmental Impacts

The environmental impacts to the Yarra Ranges, particularly Kalorama, Mount Dandenong, Olinda, Mount Evelyn and Yarra Junction were extensive.

Key concerns include:

- Threats to regeneration in storm damaged sites include emergent weed species including nightshade, asparagus fern and blackberry weedy grass species;
- Vehicle access at tree clean-up sites has caused soil damage in areas that were regenerating; and
- The loss of outer buffer trees is resulting in additional tree loss as previously protected trees are now exposed to high winds.

The action table in the Municipal Recovery Plan identifies how Council will recover, maintain and restore the local environment and biodiversity.

These actions include, but are not limited to:

- Continuing tree inspections and the removal of hazardous trees on all Council owned land, roadsides, play spaces and reserves;
- Continuing tree clearance where appropriate and manage remaining fallen trees from a biodiversity perspective;
- Communication with the community around the biodiversity benefits of fallen timber;
- Continuing to provide material from the fallen trees to the community either as mulch or to community groups/artists, in the case of larger timber; and
- Work will be undertaken with local volunteer groups in relation to biodiversity through allowing natural regeneration or replanting where erosion management is an issue.

¹² Yarra Ranges Pandemic & Storm Impact Survey – Jan 2022

¹³ Yarra Ranges Pandemic & Storm Impact Survey – Jan 2022

Recent recovery activities

Outreach Door Knocking Program – Council’s Outreach Team commenced its storm recovery door knocking program in April 2022. The purpose of this program is to better understand the recovery needs of community members across storm impacted areas within the Yarra Ranges by visiting a sample area. The team are focusing their efforts in the Hills region which has the most storm impacted townships including Kalorama, Mount Dandenong, Olinda, Sassafras, Ferny Creek, Montrose, Mount Evelyn and Monbulk.

The outreach team’s presence has been well received by the community. Residents often note that they have appreciated the efforts of Yarra Ranges Council, and particularly the outreach team’s efforts during storm recovery. The team is typically spending one week in each storm impacted suburb before moving on to the next.

Approximately one in every two households visited by the outreach team has a resident who is willing to engage in conversation. When connecting with residents, the outreach team focuses their efforts on understanding where people are at on their recovery journey, what their current recovery needs are and to promote recovery resources available to the community.

Concerningly there are still a worrying number of households that were spoken to who have yet to connect in with the supports available.

As part of this program, each resident contacted is provided with contact details for organisations including Windemere who can assist residents with their ongoing storm recovery needs.

Region of Choice (RoC) initiative - This initiative promotes businesses in the Yarra Ranges that already practise ‘employer of choice’ qualities. The intention is that businesses will look to those that attain ‘Region of Choice’ status and improve what they offer to potential employees, thus creating a region of high calibre employers offering a gold standard work environment.

Initially RoC will focus on five key industries consisting of manufacturing, retail, tourism and hospitality, construction and agriculture. These five industries represent 55% of the region’s economic output or \$7.9 billion.

Lessons learnt sessions – Following an extensive review of Council’s emergency preparation and response to the June 2021 storm, ‘Lessons learnt’ sessions have been held in late May in Monbulk, Mount Dandenong and Mount Evelyn.

In addition to Council representatives, personnel from Emergency Management Victoria, Victoria Police and Victoria State Emergency Service were also in attendance to take questions from the community.

These sessions were an opportunity to share the lessons learned by Council and other response agencies and proposals about what can be done to improve for future emergencies. These events also provide the opportunity for the community to find out more about specific topics and offer feedback and suggestions.

COMMUNITY ENGAGEMENT

Regional Community Recovery Committees (CRCs)

The work being done by the four regional CRCs is a critical component of community led recovery. As such, Council acknowledges and greatly appreciates the important work that these volunteer groups are undertaking.

To date, the four regional CRCs are pursuing their role in engaging with the community and learning about priorities that are important for recovery. Surveys have been distributed and members have been actively having conversations with community groups and individuals.

Using survey data, regional CRCs are beginning to determine what their community led recovery plans will look like. With the help of the Community Enterprise Foundation, regional CRCs have commenced drafting guidelines for the first round of grants. In addition, Co-chairs have established a community of practice who meet monthly for peer support and to monitor the progress of each regional CRC.

Further planning is underway for an in person gathering of all regional CRC members to network and to share learnings. Updates on the progress of regional CRCs will be provided to Council on a regular basis.

COLLABORATION, INNOVATION AND CONTINUOUS IMPROVEMENT

Council established a municipal recovery governance structure to oversee the delivery of recovery services for both the pandemic and storm response and to support a coordinated approach including representation from the State Government, support organisations and the community.

Representatives are built into the recovery governance structure through being members of key recovery committees. As such, all recovery activities are driven by collaboration, consultation and input from the community, Community Recovery Committees, township groups, Council's standard advisory committees and government agencies.

Representatives come from a diverse range of organisations and government agencies including Bushfire Recovery Victoria, Department of Jobs, Precincts and Regions, Department of Environment, Land, Water and Planning, Department of Education and Training, Melbourne Water, Parks Victoria, Country Fire Authority, Anglicare, EACH, Eastern Legal Centre, Inspiro, Oonah and Windemere.

RISK ASSESSMENT

The Yarra Ranges Council Municipal Recovery Plan outlines the preferred model for recovery for the region, however, Yarra Ranges Council cannot manage this burden without the support of the State and Federal Governments through the standard arrangements clearly articulated under the Disaster Recovery Funding Arrangements.

The Recovery Action Plan that supports this document identifies those activities that are currently funded through either: Yarra Ranges Council, the Victorian and/or the Federal Governments, and those that are proposed but not yet funded. Without clarity on the level of funding support available, undertaking the unfunded activities would generally be outside of Yarra Ranges Council's financial capacity, or be achieved through significant impacts on standard service delivery for the municipality.

CONFLICTS OF INTEREST

No officers and/or delegates acting on behalf of the Council through the Instrument of Delegation and involved in the preparation and/or authorisation of this report have any general or material conflict of interest as defined within the *Local Government Act 2020*.

ATTACHMENTS TO THE REPORT

1. Storm Anniversary Gatherings

One year on from the June 2021 storm event

Community Gatherings

The extreme storm event on 9 and 10 June 2021 had a devastating effect on many Yarra Ranges residents and communities.

The impacts continue to be felt by people who experienced damage to their homes, gardens, communities, environment, and wellbeing.

Whilst some people do not wish to dwell on the date of the 1st anniversary of the storm event, others have expressed the need to gather, reflect on shared experiences, and/or thank people who helped.

After consultation with community groups, Yarra Ranges Council offered small grants to enable community-led gatherings to support community wellbeing at this difficult time. The grant process and full list of successful grant applicants can be found at

yarraranges.vic.gov.au/recovery/Community-and-wellbeing/Storm-Anniversary-Gatherings

The following is a list of free gatherings/activities that storm impacted community members are invited to join. *(please note, a few activities require registrations)*

● **Sunday 29 May 2022**

Community afternoon tea to commemorate the ways our community came together to support and care for one another during the storms. Scones, baked goods and warm drinks. Art activity for all ages as well

Time: 2.30pm - 4.00pm

Location: Montrose Town Centre,
935 Mt Dandenong Tourist Rd, Montrose

Organising Group: Montrose Township Group
Chelsey, 0402 264 901.

More info/registrations: Registrations not required.
Please bring your own mug.
montrosetownshipgroup@gmail.com

● **Sunday 5 June 2022**

Reconnecting to our forest: Community nature walk focussing on connection, wellbeing and reconnecting to our local landscape

Time: 9.00am - 12.00pm

Location: Ferny Creek Scout Hall,
21 Clarkmont Road,
Sherbrooke (beside the CFA)

Organising Group: Mums of the Hills

Please register - mumsofthehills.com.au/events/reconnecting-to-our-forest

● **Sunday 5 June 2022**

Thank you BBQ at Kalorama Park (Lower Carpark) then Nature Walk at 2pm for those interested

Time: 12.30pm - 2.00pm

Location:
Kalorama Park (Lower Carpark)

Organising Group: Rescue Logs

RSVP to Julia@rescuelogs.org by 3rd June.
or phone Chelsey, 0402 264 901

● **Tuesday 7 June 2022**

Community Dinner - A warm and friendly event serving free soup or byo dinner, all welcome, ages 0-99+ yrs. Featuring live music from Lily & King, cosy fire pit and friendly faces.

Time: 6.00pm - 9.00pm

Location: Olinda Community House,
79-81 Olinda-Monbulk Rd, Olinda

Organising Group:
Kalorama Collective, Soup Angels &
Olinda Community House

To register please email:
kaloramacs@gmail.com
For more information 9751 126

● **Thursday 9 June 2022**

Opportunity for quiet time and reflection or pop in to the hall for a chat and a cuppa

Time: 9.00am - 3.00pm

Location: St. Michael's Church & Hall,
1331 Mount Dandenong Tourist Rd,
Kalorama

Organising Group:
Anglican Parish of Mount Dandenong

Registrations not required
Peter - 0413 009 413 or
Andrew - 0438 889 631

● **Wed 8 & Thurs 9 June 2022**

Wed: Drop by for a chat, refreshments and to participate in therapeutic art activity

Time: 11.00am - 3.00pm

Thurs: Drop by for a chat, morning tea and peaceful music

Time: 11.00am - 1.00pm

Location: Community Recovery Hub,
Karwarra Gardens, Kalorama Memorial
Reserve, 1190-1192 Mount Dandenong
Tourist Rd, Kalorama

Organising Group:
Yarra Ranges Council with support from
Anglicare, Windermere, EACH, Inspiro

Registrations not required
Deb, Yarra Ranges Council,
d.sargentson@yarraranges.vic.gov.au,

● Thursday 9 June 2022

Drop by for a chat, afternoon tea, opportunity to participate in reflective art activity

Time: 1.00pm - 3.00pm

Location: Sassafras Hall,
394a Mount Dandenong Tourist Rd,
Sassafras

Organising Group:
Yarra Ranges Council with support from
Anglicare, Windermere, EACH, Inspiro

Registrations not required. Jess,
Yarra Ranges Council, j.adams@
yarraranges.vic.gov.au, 0419 569 490

● Thursday 9 June 2022

Drop by for a chat, scones and a cuppa, opportunity to participate in reflective art activity

Time: 1.00pm - 3.00pm

Location: Mt Evelyn Community House,
50 Wray Crescent, Mt Evelyn

Organising Group:
Yarra Ranges Council with support from
Anglicare, Windermere, EACH, Inspiro

Registrations not required.
Jess, Yarra Ranges Council,
j.adams@yarraranges.vic.gov.au,
0419 569 490

● Friday 10 June 2022

Storm Stories – Chat over a cuppa and hear from Michelle Dunscombe from Jeder Institute who was involved in community recovery in Kinglake after Black Saturday

Time: 10.30am - 12.00pm

Location: Olinda Community House,
79-81 Olinda-Monbulk Rd, Olinda

Organising Group:
Olinda Community House

To register please email
contactus@och.org.au
For more information 9751 1264

● Saturday 11 June 2022

Small BBQ to gather and thank people who helped during and after the storm

Time: 12.00pm - 3.00pm

Location: Kalorama Pavilion,
1190-1192 Mount Dandenong Tourist Rd,
Kalorama

Organising Group:
Anglican Parish of Mount Dandenong
and Anglicare Victoria

More info:
Peter – 0413 009 413 or
Andrew – 0438 889 631

● Sunday 12 June 2022

Skill-share and BBQ: Learn new skills together and build our community connections

Time: 9.00am - 1.00pm

Location: Kalorama Pavilion, 1190-1192 Mount Dandenong Tourist Rd, Kalorama

Organising Group: Kalorama Collective

Registrations not required
Contact – Alex, 0402 703 379

● Sunday 19 June 2022

Restoring our Bushland Together – community tree planting

Time: 9.00am - 1.00pm

Location: Lower car park of Kalorama Park, Yosemite Rd, Kalorama

Organising Group:
Friends of Kalorama Park

Registrations not required
Contact – Alex, 0402 703 379
Bring gloves and a trowel if you have them

● Sunday 19 June 2022

Moving Forward Together - Live music from The Jam Tarts Trio, coffee & cake, door prizes

Time: 2.00pm - 5.00pm

Location: Farndons Hall, 42 Falls Rd Mt Dandenong

Organising Group: U3A Mt Dandenong and District

Registrations not required
Contact – Janice, 0400092143

● Sunday 19 June 2022

Kalorama/Mt Dandenong Open Day Catch Up: Come and join us at the Kalorama/ Mt Dandenong Fire Brigade for a coffee and snack, a chat and catch up with local brigade members and local community

Time: 1.00pm - 5.00pm

Location: Kalorama/Mt Dandenong Fire Brigade, 33 Ridge Rd, Mount Dandenong

Organising Group:
Kalorama/Mt Dandenong Fire Brigade

Contact: volunteers@kaloramafb.org

● Wednesday 22 June 2022

Kids finding their courage through art – mandala art therapy workshop for kids aged 9+ years

Time: 4.00pm - 5.30pm

Location: Art Studio, Selby Community House, 2/1 Minak Rd, Selby

Organising Group:
Selby Community House

Bookings essential - limited places available
9754 2039, projects@selbyhouse.org.au

Please don't attend events if you are experiencing any COVID-19 symptoms:
coronavirus.vic.gov.au/symptoms-and-risks

For more information contact:
Jess Adams,
j.adams@yarraranges.vic.gov.au,
0419 569 490

CT6788 ROAD MAINTENANCE AND STREET SWEEPING AWARD OF TENDER

Report Author: Manager Infrastructure Services
Responsible Officer: Director Environment & Infrastructure
Ward(s) affected: (All Wards);

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

This item has been included in the public agenda to facilitate openness and transparency in Council's decision making. A confidential attachment has been included with the report which contains commercially sensitive information that is not to be disclosed whilst the meeting is open to the public.

Confidential information is contained in Attachments. This information relates to contractual matters and contains commercially sensitive information including, but not limited to, the name of tendering parties, the evaluation panel members, the tendered prices and the evaluation of the tenders received against the published evaluation criteria which is considered to be confidential information in accordance with the definition included in Section 3(1) of the Local Government Act 2020.

Any disclosure of the information included within the confidential attachment to this report could be prejudicial to the interests of the Council or other parties. If discussion of this information is required, the Council is recommended to resolve that the item be deferred to the confidential section of the agenda when the meeting is closed to members of the public in accordance with Section 66(2)(a) of the Local Government Act 2020.

SUMMARY

The incumbent Road Maintenance and Sweeping services contractor is DM Roads (Downer Pty Ltd). The Contract for this expires on 31 August 2022.

The new Contract is comprised of a price for one contractor performing the full service (All Services), or alternative proposals for Road Maintenance and Street Sweeping being conducted by separate contractors.

Tenders were advertised/released by e-Tendering on 11 December 2021 and closed 3pm, Wednesday, 9 February 2022.

A Tender Evaluation Panel was established in accordance with Council's Procurement Guidelines. Two Council Procurement Services staff along with an independent Probity Auditor were involved throughout the tender process and have reviewed and signed off on the tender evaluation process. The Tender Evaluation

Panel consisted of four Council representatives performing the evaluation and scoring, supported by an independent consultant with expertise in the field providing insight and feedback into the process.

Six companies lodged tenders for All or Part of the service:

- Road Maintenance and Street Sweeping Services (combined) – 3 Submissions
- Road Maintenance Services (only) – 3 Submissions
- Street Sweeping Services (only) – 3 Submissions
- An additional submission was received from a seventh company, but it was considered non-compliant as it included no pricing and was a promotional exercise to introduce their services.

The Tender Evaluation Panel undertook a comprehensive tender evaluation process and shortlisted three companies.

Two of the companies offered All Services or All Services less Street Sweeping. The third company is a Street Sweeping specialist and has tendered a part service based on Street Sweeping as a stand-alone contract alternative.

The Tender Evaluation Panel undertook a Best and Final Offer (BAFO) process on the shortlisted submissions.

The Tender Evaluation Panel's preferred option is to accept an Alternative Submission and appoint a combination of two contractors for the various parts of the Contract, based on balancing qualitative and price factors with financial risk, contract management and strategic partnership arrangements.

RECOMMENDATION

That Council

1. ***Awards the tenders for Contract CT6788 - Road Maintenance and Street Sweeping for a contract period of five years including all extension options to the following companies for the delivery of the nominated portions:***
 - (i) ***CT6788 (A) – Provision of Street Sweeping Services to Specialised Pavement Services Pty Ltd (ABN 46 076 353 887) as per its conforming tender for a Year One amount of \$1,080,000 (GST exclusive).***
 - (ii) ***CT6788 (B) – Provision of Road Maintenance Services (Unsealed Roads Grading, Drain Maintenance, etc) to MACA Infrastructure Pty Ltd (ABN 60 604 456 055) as per its BAFO – Conforming submission for a Year One amount of \$5,975,981.16 (GST exclusive).***

2. ***Accepts the schedule of rates for provisional works as per the Pricing Schedules in Confidential Attachment 1.***
3. ***The Director of Environment and Engineering be delegated authority to extend the contract term by up to two (2) years on the terms set out in the original contract Directs the contract documents be signed.***
4. ***Resolves that the confidential attachments to this report remain confidential indefinitely as they relate to matters specified under Section 3(1) (g)(i), (g)(ii) of the Local Government Act 2020.***

RELATED COUNCIL DECISIONS

Council, at its Forum meeting on 3 November 2021 was briefed on the proposal to seek prices for Road Maintenance and Sweeping Services based on a five-year term, with a maximum extension period of two years at Council's option. The service model upon which the new tender for Road Maintenance and Street Sweeping services was developed is to continue to outsource unsealed road maintenance and street sweeping and other associated services.

Key services as advertised include:

(a) Road Maintenance:

- Programmed and minor specific road maintenance of unsealed roads, gravel road surfaces (grading, re-sheeting and dust suppressing programs)
- Programmed and minor maintenance of table drains and associated drainage assets on unsealed roads
- Maintenance of the road surfaces and nominated assets on bridges and major culverts
- Maintenance of roadside furniture throughout the municipality, including guideposts, guide signs and delineators, and signage of a regulatory, warning and advisory nature.

(b) Street Sweeping:

- Programmed street and footpath sweeping and cleaning of nominated assets in selected locations.

DISCUSSION

Purpose

The purpose of this report is to inform Council of the Tender Evaluation Panel's recommendations for the tenders received for CT6788 - Provision of Road Maintenance and Street Sweeping Services tender, which closed on 9 February

2022. This recommendation will also enable the appointment of contract service providers, from 1 September 2022, for two separable portions of the tender.

Background

Tender & Contract Information

The current contract CT5505 for Road Maintenance Services is held by DM Roads (Downer Pty Ltd). This contract expires on the 31 August 2022 and is a Whole of Service awarded contract.

The Request for Tenders for the new contract CT6788 seeks 3 Alternative prices for packages of activities:

- Alternative 1 – Street Sweeping only services
- Alternative 2 – Rest of Road Services
- Alternative 3 – Whole of Services

Tenders were advertised and released by e-Tendering on 11 December 2021 and closed 3pm, Wednesday, 9 February 2022.

The Contract(s) were specified to be a lump sum and schedule of rates, with various elements tendered with the options separable portions to encourage greater competitive participation by suppliers with specific expertise. Council advised that it would accept all or any combination of tendered portions.

Tenders Received

The following seven companies lodged tenders for part or all services:

- All Industries Solutions Group
- Downer EDI (trading as DM Roads P/L)
- MACA Infrastructure Pty Ltd
- Metro Urban Management Pty Ltd
- TDM Earth Works Pty Ltd
- Road Services
- Specialised Pavement Services Pty Ltd

Tender Evaluation Criteria

The Total Weighted Score Methodology is 60% allocated for Quality and 40% allocated for Price out of score total of 100.

The Quality Assessment Total Score weighting is 60%. The Tender Evaluation Panel developed the following qualitative evaluation criteria and weightings: (Quality Score out of 100)

- (i) Capability and Capacity - 25%
- (ii) Methodology, Past Performance and References - 25%
- (iii) Reporting Systems - 15%
- (iv) Customer and Client Service - 15%
- (v) Environment and Sustainability - 10%, and
- (vi) Labour and Materials Resourcing - 10%.

Price Weighting is 40% of the selection criteria. It is factored in at the completion of the qualitative evaluation scoring process using the Weighted Scoring Assessment outlined above.

The Tender Evaluation Panel shortlisted the following companies following a comprehensive evaluation process:

- DM Roads
- MACA Infrastructure
- Specialised Pavement Services

Options Considered

Options for Award of the Contract

Based on the considerations of the Tender Evaluation Panel, a range of options for tender award were considered. These included award for All Services and a split of services and the award of two contracts. The Tender Evaluation Panel thoroughly assessed the Quality and Price assessments of the preferred companies' tender submissions and additional information provided through the interviews, clarifications and BAFO processes.

The Tender Evaluation Panel recommends that two separate contracts be awarded.

The Tender Evaluation Panel concludes that MACA Infrastructure Pty Ltd be awarded the Alternative for Road Maintenance less Street Sweeping.

The Tender Evaluation Panel concludes that Specialised Pavement Services be awarded the Street Sweeping Services. The contract for this Part would be based on the rates tendered Specialised Pavement Services' BAFO submission for the option of stand-alone Street Sweeping.

This evaluation is consistent with the Weighted Score ratings and the assessment of the tenderer combinations.

Key Issues

The new contracts for Road Maintenance and Street Sweeping Services are to be awarded as soon as possible, to ensure a smooth start on the commencement date of 1 September 2022. A suitable transition period is necessary to ensure uninterrupted service continuity and that the incoming contractors and council staff have sufficient time to prepare for the start of the new contracts.

Recommended option and justification

In terms of its total cost and in terms of the importance of the community attributes to the services, Road Maintenance and Street Sweeping is one of the most significant services that Council provides. The Tender Evaluation Panel has therefore considered the importance of the services in recommending the preferred option.

The Tender Evaluation Panel's preferred option is to accept an Alternation Submission and appoint a combination of contractors for the various parts of the Contract.

The Tender Evaluation Panel recommends that the award of tenders for CT6788 be split into two contracts:

- (1) CT6788 (A) – Provision of Street Sweeping Services to Specialised Pavement Services as per its conforming tender for a Year One amount of \$1,080,000.
- (2) CT6788 (B) – Provision of Road Maintenance Services (Unsealed Roads Grading, Drain Maintenance, etc) to MACA Infrastructure as per its BAFO – Conforming submission for a Year One amount of \$5,975,981.

In summary, the Tender Evaluation Panel evaluated all tender submissions, shortlisted tenderers based on a Weighted Score Assessment Criteria based on Quality and Price and sought Best and Final offers. The various permutations of contractors for standalone and/or packaged arrangements was evaluated and recommendations for the award of each separable portion were based on performance against tender criteria, price, financial risk, ease of contract management and strategic reasons

The Tender Evaluation Panel conducted extensive reference checks and are satisfied that the recommended tenderers are suitable for appointment.

The Tender Evaluation Panel also undertook extensive financial and credit checks and incorporated this information into account when making its recommendations. This was a critical element in the Tender Evaluation Panel's decision-making process

FINANCIAL ANALYSIS

The current 2022/23 Draft Budget Process includes an allocation of \$8.6M for Road Maintenance and Sweeping Services and a further Provisional Sum of \$199,500 for Schedule of Rates Items. The 2022/23 Draft Budget was increased by

approximately 19% from the 2021/22 budget of \$7.23M to allow for the anticipated increased service costs within the industry.

Based on the recommendations made by the Tender Evaluation Panel for awarding these contracts, the total cost of these contracts is within budget estimations.

The total net expected cost for the seven-year term of the Contract, in current dollars, is \$53.36 M and this is consistent with budget forecasting.

Customer Service and Contract Administration

A review of the Road Maintenance and Sweeping Services identified the opportunity for additional resources to support the contract administration / delivery and the integrated approach needed between ongoing Road Maintenance and upgrade improvements. The proposed resourcing at total cost of approximately \$225,000 is within the overall proposed 2022/23 Budget allocation and includes two additional officers focussing on customer service, system management and oversight of service delivery.

APPLICABLE PLANS AND POLICIES

This report supports the following strategic objective(s) in the Council Plan:

- Strategic Asset Management Plan 2019/20 – 2023/24
- Asset Management Policy 2017
- Community Engagement Policy 2021
- Community Vision 2036
- Council Plan 2021-25
- Financial Plan 2021-22 to 2030-31

RELEVANT LAW

Legal Implications

Awarding a contract(s) is subject to satisfactory contract negotiations and agreed implementation timelines.

Tender documents were reviewed by legal advisors prior to finalisation and advertising. A probity auditor was also engaged to oversee the tender process.

Council's management will appoint one or more officers to implement and oversee the maintenance services contracts. Council's contract management processes will provide a clear strategy for supervising the various contractors, in a legally compliant manner. Infrastructure Maintenance Services will be responsible for the training and

development of contract management officers, and with setting clear objectives and staff responsibilities

Functions of the contracted services will be delivered in accordance with Council's Road Management Plan, which is implemented in accordance with requirements of the Road Management Act 2004 and associated Regulations.

SUSTAINABILITY IMPLICATIONS

Environmental Impacts

The overall approach of each of the shortlisted companies reflects a sustainability ethos in service delivery to effectively manage natural resources by:

- (a) minimising waste generation
- (b) managing resource recovery through procedures for recycling reuse and disposal
- (c) assessing viability of electric vehicles
- (d) reducing potable water consumption, and
- (e) monitoring, measuring and evaluating to drive continual improvement.

The appointed Contractors will implement waste minimisation, reuse, recycling and water reduction plans for key operations and contracts.

In addition to implementing the environmental management approach, each Tenderer indicated initiatives with respect to:

- (a) a commitment to reducing greenhouse gas emissions, with DM Roads committing to carbon neutrality through their operations (largely achieved through carbon offsets)
- (b) urban amenity, by maintaining air quality and minimising noise pollution, and
- (c) motor vehicle fuel selection including equipment purchase parameters, fuel consumption, greenhouse gas emissions and whole of life analysis and alternative fuel reviews.

The evaluation panel found the environmental considerations each company provided with respect to delivery of this service satisfactory and consistent with the implications of climate change.

Social Impacts

A key criterion for the recruitment of staff for the outsourced services will be policies that encourage local employment opportunity and traineeships. The shortlisted tenderers have indicated a preference to generate employment from the local community.

There are no human rights implications.

Economic Impacts

The evaluation process includes assessing the economic impacts on the local community and infrastructure. The recommendations made in this report are designed to optimise the balance between financial cost and appropriate levels and quality of service, whilst minimising economic, reputational, and other risks across the components of the services. In terms of the residential areas, property owners expect Council to deliver high quality services. With respect to the commercial and retail centres, these can only be kept vibrant and inviting through first class Street Cleansing services.

The Tender Evaluation Panel assessed that the recommended tenderers are best suited to provide the services expected by the local communities.

COMMUNITY ENGAGEMENT

Stakeholder Consultation

The specification for the new contract has been developed after an extensive review. This review included liaising with various Council teams that have interactions with the services, Round Maintenance Service Teams, and undertaking an analysis of other inner urban municipalities unsealed road grading and sweeping services.

The five-year term for the Contract is considered optimal due to industry experience regarding fleet life cycles and investment factors. The Contract has an extension clause that allows Council the option to extend the term for a further maximum of two years.

Asset Management Plan - Deliberative Engagement Panel

Council has worked directly with a community panel to understand what is most important when planning community assets, as part of a deliberative engagement process. This is the first time Yarra Ranges has used deliberative engagement to inform its asset management practices.

Feedback from this process has helped shape the development of the approach to meeting the challenges of managing activities associated with Unsealed Road and Drainage Maintenance.

Through the deliberative engagement process, a new understanding has been gained of the community's views around the way Council currently manages its assets, and how Council should best approach the challenges it faces in managing those assets in the long term.

COLLABORATION, INNOVATION AND CONTINUOUS IMPROVEMENT

Innovation and continuous improvement attributes are inherent in many aspects of the qualitative evaluation criteria, especially in the areas of technical capability,

capacity, provision of services, customer service, quality management system and sustainability. The assessment processes carried out by the Tender Evaluation Panel ensured that the tenderers thoroughly understand the needs of Yarra Ranges. The Panel assessed that the recommended tenderers are capable of providing the required services to current standards and are able to improve services over the period of the contracts.

RISK ASSESSMENT

Risk Assessment

From a risk management perspective, inadequate resourcing may result in:

- non-compliance with legal and regulatory requirements under the Road Management Act
- poor quality service delivery to the Council's residents
- major difficulties with contract management
- default by the Contractor and a need to retender the services
- the Contractor requesting a pricing variation
- major disruptions to Road networks; and
- reputational damage to the Council.

The Tender Evaluation Panel undertook financial and credit checks on the companies and incorporated this information into the assessment process when making its recommendations.

Financial Viability Check

Corporate Scorecard Pty Ltd provided Standard Financial and Performance Assessment reports on the shortlisted tenderers. The financial viability of the shortlisted tenderers are all acceptable and indicate that the appointed tenderers will deliver over the life of the contracts.

CONFLICTS OF INTEREST

The Manager Infrastructure Services, acting on behalf of the Council through the Instrument of Delegation and involved in the preparation and/or authorisation of this report, has declared a general or material conflict of interest as defined within the Local Government Act 2020. The declared conflict has been reviewed by the independent Probity Advisor and deemed it to be of no direct impact.

ATTACHMENTS TO THE REPORT

1. Pricing Schedules – *Confidential*
2. Tender Evaluation of Contract CT6788 Report – Road Maintenance and Street Sweeping – *Confidential*
3. Attachments 1 - 4 to Tender Evaluation of Contract CT6788 Report – Road Maintenance and Street Sweeping – *Confidential*

Confidential Item

Confidential Item

Confidential Item

EOI6105 6909 CEMENT CREEK ROAD, EAST WARBURTON - BRIDGE6105

Report Author: Project Engineer, Infrastructure Delivery
Responsible Officer: Director Environment & Infrastructure
Ward(s) affected: O'Shannassy

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

This item has been included in the public agenda to facilitate openness and transparency in Council's decision making. A confidential attachment has been included with the report which contains commercially sensitive information that is not to be disclosed whilst the meeting is open to the public.

Confidential information is contained in Attachments. This information relates to contractual matters and contains commercially sensitive information including, but not limited to, the name of tendering parties, the evaluation panel members, the tendered prices and the evaluation of the tenders received against the published evaluation criteria which is considered to be confidential information in accordance with the definition included in Section 3(1) of the Local Government Act 2020.

Any disclosure of the information included within the confidential attachment to this report could be prejudicial to the interests of the Council or other parties. If discussion of this information is required, the Council is recommended to resolve that the item be deferred to the confidential section of the agenda when the meeting is closed to members of the public in accordance with Section 66(2)(a) of the Local Government Act 2020.

SUMMARY

This report summarises the evaluation process and seeks Council approval for the award of the contract for the upgrade of the Cement Creek Road Bridge in East Warburton.

The Evaluation Panel recommends the tender from JTX Civil Contracting Pty Ltd T/As Jotomex Civil Contracting (Jotomex) be accepted for a lump sum contract amount of \$1,284,549.35 GST exclusive (\$1,413,004.29 GST inclusive).

The works include replacing the bridge deck to increase load capacity and adding pedestrian accessway.

The project will provide improved safety for the community accessing the Cement Creek Redwood Forest (Yarra Ranges National Park).

RECOMMENDATION

That

1. ***Council appoint JTX Civil Contracting Pty Ltd T/As Jotomex Civil Contracting (Jotomex) to EO16105 6909 Cement Creek Road, East Warburton Bridge for a total lump sum price of \$1,284,549.35 exclusive of GST including provisional items (\$1,413,004.29 inclusive of GST).***
2. ***The Director, Environment and Infrastructure be delegated authority to sign the contract documents.***
3. ***The confidential attachments to this report remain confidential indefinitely as they relate to matters specified under section 3(1) (g)(i), (g) (ii) of the Local Government Act 2020.***

RELATED COUNCIL DECISIONS

There are no related Council decisions relevant to this item.

DISCUSSION

The Cement Creek Road Bridge in East Warburton crosses the upper reaches of the Yarra River and provides access to the Cement Creek Redwood Forest (Yarra Ranges National Park).

In recent years the popularity of the Redwood Forest has increased dramatically. The increased traffic including tourist buses has necessitated the need to upgrade the bridge.

The proposed works include replacing the bridge deck to increase load capacity and adding pedestrian accessway.

This project will provide improved safety for the community accessing the Cement Creek Redwood Forest (Yarra Ranges National Park).

On 1 April 2022, Council invited three (3) pre-qualified suppliers from the Road Construction and Associated Works Panel to submit their pricing for the upgrade of the Cement Creek Road Bridge in East Warburton

The tender process remained open for 35 days, closing 6 May 2022 and two (2) submissions were received

The Evaluation Panel assessed the submissions and determined that the submission of JTX Civil Contracting Pty Ltd T/As Jotomex Civil Contracting (Jotomex) be accepted.

The confidential attachment details the tender evaluation process.

FINANCIAL ANALYSIS

The total cost of the lump sum contract for the bridge construction is \$1,284,549.35 GST exclusive (\$1,413,004.29 GST inclusive), including all provisional items.

The project is funded via three (3) sources:

- The federal, Roads to Recovery Program;
- The federal Bridge Renewal Program; and
- The Victoria State Government.

The lump sum contract amount submitted by the tenderer is less than the provided funding and is within budget estimations. The budget also includes upgrading to Cement Creek Road as a separate project.

APPLICABLE PLANS AND POLICIES

This report contributes to the following strategic objective(s) in the Council Plan:

Quality Infrastructure and Liveable Places:

- Upgrading and renewing the bridge is required to meet future needs of the community.

Vibrant Economy, Agriculture and Tourism:

- The bridge provides access to a major tourist destination of the region.

RELEVANT LAW

The *Local Government Act 2020* requires Council to have in place a Procurement Policy for facilitating works and services throughout the municipality. This tender has been facilitated in accordance with Council's Procurement Policy.

SUSTAINABILITY IMPLICATIONS

Social Impacts

The recommended tenderer has a successful history of recruiting local staff and utilising local sub-contractors.

Environmental Impacts

As part of the design process for the project, environmental issues were studied, with the design selected to minimise impacts on the environment.

As part of the contract the successful tenderer will be required to prepare and adhere to a Construction Environmental Management Plan for the duration of the project.

COMMUNITY ENGAGEMENT

As part of the design process for the project, consultation was carried out between various stakeholders including Park Victoria and Melbourne Water.

COLLABORATION, INNOVATION AND CONTINUOUS IMPROVEMENT

The design for the upgrading of the Cement Creek Road bridge involved an assessment of the structural capacity of the current road bridge and includes a combination of material types to extend the life and functionality of the current timber deck bridge and incorporates a new pedestrian walkway attached to the original structure.

RISK ASSESSMENT

Risks have been considered as part of the project design, contract terms and conditions, and evaluation process.

CONFLICTS OF INTEREST

No officers and/or delegates acting on behalf of the Council through the Instrument of Delegation and involved in the preparation and/or authorisation of this report have any general or material conflict of interest as defined within the *Local Government Act 2020*.

ATTACHMENTS TO THE REPORT

1. EO16105 6909 Confidential Attachment for Council Report

Confidential Item

RECYCLING RECEIVAL CONTRACT EXTENSION CQ5010

Report Author: Executive Officer Waste Management

Responsible Officer: Mark Varmalis

Ward(s) affected: All (All Wards);

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

The attachment contains private commercial information (trade secrets); and private commercial information that would unreasonably expose a business, commercial or financial undertaking to disadvantage which is considered to be confidential information in accordance with the definition included in Section 3(1) of the *Local Government Act 2020*. It is necessary for the meeting to be closed to the public in accordance with section 66(2)(a) of the *Local Government Act 2020*.

SUMMARY

Yarra Ranges Council has a contract in place with Visy Paper Pty Ltd for the Acceptance and Sorting of Recyclables. This contract was originally in place until 30 September 2021, with a two year extension to 30 September 2023 to align it with the kerbside collection contract.

The change in the recycling market required Council to enter into a Deed of Variation for this contract which allowed Council to vary the contracted rate based on industry changes and needs, but to also secure the contract until the final completion date of the extension period of 30 September 2023.

The State Government provided Yarra Ranges Council with an exemption under the Local Government Act 2020 to continue with the contract until 30 June 2022, at which time Council was required to have its own procurement policy in place which would allow the Council to manage any further contract extensions.

This contract was extended by letter to Visy Paper Pty Ltd until 30 June 2022 to align with the state exemption. The current exemption period will expire on 30 June 2022.

The intent of the Direct Deed of Variation was for this contract to run its course with the final extension period to align it with the kerbside collection contract expiring on 30 September 2023.

This report is to consider a further extension of contract CQ5010 - Sale of Recyclables with Visy Paper Pty Ltd which will take it through to 30 September 2023 to align it with current collection contracts and at which time a new contract for recyclables receipt and kerb side collection services would be established.

RECOMMENDATION

That

1. ***Council agrees to enter into the extension of contract CQ5010 - Sale of Recyclables, with Visy Paper Pty Ltd through to 30 September 2023.***
2. ***Council delegates authority to the Chief Executive Officer to authorise the contract extension***
3. ***The attachment to this report is to remain confidential indefinitely as it relates to matters specified under section 3(1)(g)(i)(ii) private commercial information, being information provided by a business, commercial or financial undertaking that relates to trade secrets***

RELATED COUNCIL DECISIONS

Council at its meeting on 12 June 2018 authorised the Chief Executive Officer to enter into contractual variations to CQ5010 - Sale of Recyclables that resulted from the negotiations in response to recycling industry changes. These negotiations resulted in a Deed of Further Variation being developed and signed.

DISCUSSION

The contractor providing this service has undertaken the provision of this service to the satisfaction of the Contract Supervisors Representative. This service is provided in accordance with the contract specifications to achieve the service requirements of the community. This contract is monitored closely by Council's waste management team, which includes monthly contract meetings.

Contract CQ5010 - Sale of Recyclables with Visy Paper Pty Ltd meets the current requirements of receiving and recycling material from Council's kerbside collection service and is considered to be fully meeting requirements for best value to the community.

Purpose and Background

During 2018, there were a number of changes that occurred in the waste industry which required significant change as to how Australia managed recyclables. This impacted most councils in Australia, where significant changes needed to occur with contracts associated with recycling receipt and processing.

When considering and developing the Deed of Variation for this contract, with the intent to carry it through to September 2023, it was determined that the best option for the community based on service provision and contract value was to continue this current contract arrangement with Visy Paper Pty Ltd.

Considerations at the time evaluated alternative recycling facilities and markets that were operating in Melbourne. The market price for receipt and sorting of recyclables

was highly competitive and whilst costs have progressively increased since then, the current proposal is still considered to be highly competitive and providing best value to the Yarra Ranges community.

A process has been undertaken to develop a Further Deed of Variation for the contract which outlines the changes required to continue the service. Within this Deed is the intent to extend the contract for the full term of the extensions, which would take the contract through to 30 September 2023. This was partly reliant on the State Government issuing an exemption.

At the time of significant and rapid change in the recycling sector, the State Government responded to the needs of councils by establishing procurement exemptions for recycling services until 30 June 2022. The new *Local Government Act 2020* had been introduced and within the Act was a requirement for councils to establish a procurement policy which specifies the principles, processes and procedures applying to all purchases of goods and services and carrying out of works by the council to promote open and fair competition and provide value for money. Council's Procurement Policy 2021-2025 provides the framework to undertake the extension of contracts beyond the State Government exemption.

Council's Waste Management team have also been working with the Metropolitan Waste Resource Recovery Group (MWRRG) to be part of a regional joint procurement which would not only provide Council with a backup option for recycling receipt but secure Council in a contract beyond the current contract extension periods.

As of 1 July 2022, all Regional Waste Resource Recovery Groups will merge into the new Waste Authority "Recycle Victoria". Resulting from this change, was a directive from the State Government for the MWRRG to cease the joint procurement process, which has now left it to councils to secure future recycling contracts.

Councils contract through the Further Deed of Variation as well as Council's procurement policy, allows for the ability to extend this contract to the original completion date of the extension option which is 30 September 2023.

Extending the contract for this time meets the original intent to ensure Council's collection contracts and recycling receipt contracts align with their completion dates. This will then facilitate establishing new tenders for these services in common alignment and called for at the same time.

Having the collection and receipt contracts aligned helps with future cost planning, as the disposal/processing facilities are known for the period of the collection contract, allowing collection service contractors to calculate and factor in transport distances in their service contract costs.

Options considered

As part of the review process, the following options were considered:

1. Adoption of the extension period under the current contract and preparation of a new tender for future collections to commence on 1 October 2023. This option requires Council approval and a formal letter of extension to the current

contractor. This option is considered to provide the best value proposal for the community.

2. Undertake a quick turn around to get quotes for a short 15 month contract arrangement. Based on the value of the contract, this would require a full public tender which would take approximately 6 months, with concerns of increased costs being incurred for a short term service arrangement.

Recommended option and justification

It is recommended that Council accept Option 1 as the preferred proposal for recycling receipt.

It is considered that there is no better alternatives for Council at this stage, and based on current markets the price is considered competitive and provides best value to the Council and the community. This service is essential to maximising recovery of recyclable material from the community.

Extending the contract under this option secures the processing of recyclable material generated by the Yarra Ranges community, aligns with the existing extension options under the contract and also keeps it aligned to the kerbside collection contract expiry dates. It also provides the best value to the community based on the current markets and will allow time for the development of a full tender process to be undertaken to the open market later this year for commencement in October 2023 for all waste collection and receipt services.

FINANCIAL ANALYSIS

The cost of this contract extension is based on the current contract rates as contracted within the Further Deed of Variation agreed to and signed in 2018.

As stated previously, this service currently identifies as best value to the community.

The cost of this service is covered under the existing and proposed waste management budget and forms part of the waste service charge identified separately on Council's rates notice for rateable properties.

Further financial information can be found in the confidential financial attachment.

APPLICABLE PLANS AND POLICIES

Council's Waste Management Plan 2016-2026 sets out objectives for managing waste and recyclables across the municipality.

Council's Environment Strategy 2015-2025 sets out objectives for reducing the impact of activities associated with Council and the community on the environment.

Council's procurement Policy 2021 – 2025 sets out the ability for being able to undertake this extension based on being in the public's interest and still obtaining value for money.

RELEVANT LAW

Section 9(2)(a) of the Local Government Act 2020 states: “Council decisions are to be made and actions taken in accordance with the relevant law”.

Councils Procurement Policy is established under Section 108 of the Local Government Act 2020 provides for the following:

- Extension of contracts while Council is at market - Allows Council to extend an existing contract where the procurement process to replace the contract has commenced, and where the Tender Process or negotiations will take or are taking longer than expected.
- This exemption may be used when the establishment of an interim arrangement with an alternative supplier is considered not to be in the public interest, as it may be cost prohibitive and/or present a risk in the delivery of critical public services to the municipality. The term for this arrangement may vary to align with the time extension required to conduct the tender process and to allow for transition to a new supplier where applicable.

The policy also states that “In addition to the listed exemptions, the CEO or relevant director (in accordance with financial delegations) may grant an exemption from seeking responses via a competitive procurement process, such as tenders or multiple quotations, when it can be demonstrated that:

- it is in the public interest.
- Council is still obtaining Value for Money in the process adopted; and
- the process is defensible and able to withstand internal and external scrutiny – one which achieves both accountability and transparency.

It is considered that the proposal to extend contract CQ5010 - Sale of Recyclables, with Visy Paper Pty Ltd through to 30 September 2023 meets the above requirements.

SUSTAINABILITY IMPLICATIONS

Economic

Through past negotiations with service providers involved with recycling, and market knowledge of costs incurred for recycling material collected through the kerbside service, it is known that the arrangement that Council has with Visy Recycling is providing best value to the community. It is considered that undertaking a short term tendering process would not achieve better outcomes, and potentially could place Council at risk financially through lack of market competition or material placement withing a facility.

There are only three recycling receival companies in Melbourne, and whilst Council has a contract with a company that has the capacity to take material from the Yarra Ranges community, it is considered that there is a need maintain this arrangement

until all waste collection and receival services are aligned to progress through a new tender process.

Social

The community has expectations that Council will facilitate recycling of materials through the waste stream wherever possible. This service aligns with community values associated with recycling.

Environmental

Continuation of services under this variation will ensure continued recycling of kerbside recycling material, reducing impact on the environment through alternate methods of disposal such as disposal to landfill.

COMMUNITY ENGAGEMENT

Council has recently undertaken community engagement in the development of Council's draft Community Waste and Resource Recovery Plan. Community feedback has been strong on the values of recycling and reducing disposal of waste to landfill.

The particular considerations relating to the extension of contract CQ5010 - Sale of Recyclables with Visy Paper Pty Ltd is aligned with consultation and feedback from the community relating to provision of waste services, with this specific consideration being to operationally support a contract for services being provided to the community.

This decision is proposed based on terms, conditions and clauses within the relevant contracts which are confidential in nature. Therefore no specific community consultation has been undertaken in relation to this proposal.

COLLABORATION, INNOVATION AND CONTINUOUS IMPROVEMENT

The waste management team has been working with the Metropolitan Waste Resource Recovery Group (MWRRG) as well as neighbouring & metro councils to determine the best options for joint procurement for recycling receival and was included in a proposed joint regional tender which would have been in place by 1 July 2022 (if we needed to use it).

However, as the regional waste management groups are all being formed into a new Waste Authority, this procurement has been put on hold until the new authority can be established.

This will continue to be investigated as part of the next steps for tender preparation.

RISK ASSESSMENT

By undertaking the extension of this contract, it secures Council's ability to continue to send recyclables to a recycling facility for processing.

As the Regional Joint Recycling Procurement was stopped by the State Government, there are no other short term contract options for Council to connect with for this material until a new tender can be prepared, which is being schedule for this year to commence as of 1 October 2023.

CONFLICTS OF INTEREST

No officers and/or delegates acting on behalf of the Council through the Instrument of Delegation and involved in the preparation and/or authorisation of this report have any general or material conflict of interest as defined within the *Local Government Act 2020*.

ATTACHMENTS TO THE REPORT

1. Financial Summary Document

Confidential Item

ALPINE STREET, CECIL STREET & GLENBROOK ROAD, WARBURTON DECLARATION OF SPECIAL CHARGE

Report Author: Manager Infrastructure Services

Responsible Officer: Mark Varmalis

Ward(s) affected: O'Shannassy

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

SUMMARY

Following an extensive consultation process with landowners, Council at its meeting of 12 April 2022 considered a report on road improvement works for Alpine Street, Cecil Street & Glenbrook Road, Warburton. Council resolved to advise of its intention to declare a special charge in accordance with the provisions of Section 163 of the *Local Government Act 1989*.

This report advises that one submission has been received regarding the Special Charge and recommends that Council declare the Special Charge without modification.

RECOMMENDATION

That

- 1. Council, having given notice of its intention, reviewed the details of the proposed special charge and given consideration of submissions received hereto, declare the special charge for works associated with the Alpine Street, Cecil Street & Glenbrook Road, Warburton Special Charge Scheme in accordance with the provisions of Section 163 of the Local Government Act 1989, without modification.***
- 2. In accordance with the provisions of Section 223 of the Local Government Act 1989, notice in writing be served on every person who has lodged a separate submission and in the case of a submission lodged on behalf of a number of persons, notice in writing to one of those persons, advising of Council's decision and the reasons for the decision.***
- 3. In accordance with the provisions of Section 163 of the Local Government Act 1989, notice be served upon all persons liable for the special charge advising of Council's decision and that persons***

aggrieved by Council's imposition of the special charge upon them, may apply to the Victorian Civil and Administrative Tribunal within 30 days of effective issue of the notice, for a review of the decision.

RELATED COUNCIL DECISIONS

At its meeting on 24 September 2019, Council considered a report regarding the Federal Government Road Construction Funding Initiative and adopted recommendations including:

- Council endorse the roads listed in Attachment 1 (of that report) for construction utilising the Federal Government funding initiative; and
- Landowner contributions to road construction projects funded by the Federal Government funding initiative be fixed at \$7,000 per development unit.

This report has been published on Council's website and is available by searching the Agenda for the 24 September 2019 Ordinary Meeting:

https://www.yarraranges.vic.gov.au/Council/Council-meetings/Minutes-and-agendas?dlv_OC%20CL%20Public%20Meetings=%28pageindex=4%29

At its meeting on 12 April 2022, Council considered a report regarding the Alpine Street, Cecil Street & Glenbrook Road, Warburton Intention to Levy a Special Charge and adopted recommendations including:

- The affected landowners be advised of Council's intent to declare a special charge; and
- The Chief Executive Officer be authorised to give public notice of the intent to declare a special charge.

This report has been published on Council's website and is available by searching the Agenda for the 12 April 2022 Ordinary Meeting.

https://www.yarraranges.vic.gov.au/Council/Council-meetings/Minutes-and-agendas?dlv_OC%20CL%20Public%20Meetings=%28pageindex=4%29

DISCUSSION

Purpose and Background

This Report recommends that Council declare a Special Charge Scheme for the construction of roads within the Alpine Street, Cecil Street & Glenbrook Road, Warburton, funded from the Roads for the Community Initiative (Federal Government Grant) and Landowner contributions.

In 2019 Council received \$150 Million Federal Government funding for sealing roads within the Dandenong Ranges and surrounding areas.

At its meeting of 24 September 2019 Council endorsed a list of roads to be constructed using Federal Government funding for sealing roads within the Dandenong Ranges and surrounding areas. Alpine Street, Cecil Street & Glenbrook Road, Warburton were included on the endorsed list of roads.

Consultation has occurred with landowners of roads within the Alpine Street, Cecil Street & Glenbrook Road, Warburton for the construction of the roads as a Special Charge Scheme.

Council at its meeting of 12 April 2022 resolved of its intention to declare a Special Charge in accordance with the provisions of section 163 of the *Local Government Act 1989*.

The mandatory minimum of 28 days since the publication of the public notice advising of Council's intention to declare the Special Charge and for receiving submissions concluded on 18 May 2022. The concurrent formal period, for receiving submissions, of 28 days from the date of publication of the public notice has also closed. In accordance with requirements of the *Local Government Act 1989* Council must now consider any submissions received and determine whether to adopt, amend or abandon the scheme. If Council adopts or amends the scheme, the special charge may then be declared.

Recommended option and justification

In accordance with the provisions of Section 163 of the *Local Government Act 1989* it is recommended Council declare a Special Charge Scheme for the construction of roads within the Alpine Street, Cecil Street & Glenbrook Road, Warburton funded from the Road for the Community Federal Government Grant and Landowner contributions.

Having regard to the need for the proposed works, and given consideration of the submission received, it is recommended that Council adopt and declare the special charge without modification.

FINANCIAL ANALYSIS

Following detailed design for the project the estimated cost of works has been determined as \$863,303.

Council's contribution to the project is estimated to be \$573,803 and will be grant funded by the Federal Government Roads for the Community Initiative.

On adoption of this report's recommendations the landowner contribution to the project will be fixed at \$262,500.

A breakdown of Council costs and individual property apportionment are listed in Attachment 1- Schedule of Costs per property. These items were detailed in the Intent to Levy a Special Charge Report which was considered by Council at its meeting of 12 April 2022.

APPLICABLE PLANS AND POLICIES

The construction of local roads as a Special Charge Scheme meets the *Council Plan 2021-2025* strategic objective of Quality Infrastructure and Liveable Places. Local road construction also has benefits related to the strategic objective of a Vibrant Economy, Agriculture and Tourism.

Council's *Special Rate and Charge Policy for Infrastructure Improvements* sets out in detail the procedures for managing Special Charge Schemes.

This project is part of the Federal Government's sealing roads within the Dandenong Ranges and surrounding areas program.

RELEVANT LAW

Special Charge Schemes for Infrastructure Improvements are implemented under the Special Charge provisions of the *Local Government Act 1989 (version 159)*.

Council when considering a Special Charge Scheme is required to advertise the proposal and invite submissions from the public as prescribed in 223 of the *Local Government Act 1989 (version 159)*.

Implementation of the works will be carried out under Sections 8 and 10 of the *Local Government Act 2020* which identifies the role and powers of Councils.

SUSTAINABILITY IMPLICATIONS

Economic Impacts

The construction of these roads would be undertaken utilising contractors from Councils Road Construction and Associated Works Panel. This panel was established with a majority of local smaller contractors which will help provide economic support to these local businesses.

Social Impacts

Special Charge Schemes for road construction require sizeable contributions from abutting landowners. These contributions can lead to social and economic impacts for affected landowners. Council's *Special Rate and Charge Policy for Infrastructure Improvements* notes that those landowners with a demonstrated financial hardship may apply for assistance in accordance with Council's *Rate Recovery and Financial Hardship Policy*.

Environmental Impacts

The proposed works will not require any tree removal.

A Cultural Heritage Management Plan is not required for the works. The works will enhance the environmental amenity, through the reduction in dust.

The sealing of local roads will assist in reducing the impacts to the road condition from increased storm events, predicted as a result of climate change. Unsealed

roads greatly deteriorate in condition following storm events creating an increased stress on service delivery for the unsealed road network.

Consideration is also given to the rate of flow of water into local creeks and impacts to water quality following the sealing local roads, sustainable treatment is prioritised, where possible within the catchment with measures such as grassy swales implemented as conditions allow.

As part of the construction of local roads, Council officers are continually investigating the increased use of recycled materials. In utilising recycled materials, officers consider the availability and location of materials, the quality of materials and overall cost to the project.

COMMUNITY ENGAGEMENT

Landowner Consultation

A letter was mailed to landowners inviting them to view an on-line briefing presentation detailing the standard of works and the statutory processes required to implement a Special Charge Scheme. The briefing presentation is available for viewing on Council's website.

Those landowners unable to access the internet were advised that a copy of the presentation and functional design plans could be mailed to them on request.

Public Notice

In accordance with Sections 163 (1A) and 223 of the *Local Government Act 1989* Council is required to give public notice of the intention to declare a special charge.

A public notice was published in The Star Mail local newspapers on 19 April 2022 and also on Council's Internet Website.

The public notice stated that submissions in respect of Alpine Street, Cecil Street & Glenbrook Road, Warburton Special Charge Scheme will be considered by Council, outlined the proposed declaration, set out the date on which it is proposed to make the declaration and advised that copies of the proposed declaration are available for inspection at Council's office for at least 28 days after the publication of the notice.

Notification of Landowners Involved

In addition to the public notice published in The Star Mail local newspapers and on Council's Internet Website, all owners of properties within the designated area of the special charge scheme were notified by mail of the proposed special charge, with an advisory notice and covering letter dated 13 April 2022.

Information relating to Council's intention to declare the special charge was extensively outlined, including the amount for which the person(s) is liable and the rights of a person to make a submission to the special charge.

Persons Right to Make a Submission

Section 163 of the *Local Government Act 1989* requires Council to consider any written submissions. These submissions should be received within 28 days after the publication of the public notice.

The formal submission period has now closed. Both the advisory notice served and the public notice published advised that submissions must be received by 18 May 2022.

Persons making a written submission to Council are also entitled to request to appear before Council to be heard in support of their written submission.

Council must now consider any submissions received and determine whether to adopt, amend or abandon the scheme. If Council adopts or amends the Scheme, the special charge may then be declared.

Submissions Received

One written submission has been received regarding Council's intention to declare a special charge for the Alpine Street, Cecil Street & Glenbrook Road, Warburton Improvement Works.

The designated area (Attachment 2) of the scheme comprises of 39 properties.

Summary of Submissions

The details of the submitters concerned have been excluded from this report in compliance with the Privacy and Data Protection Act 2014.

In accordance with Council's resolution when the Alpine Street, Cecil Street & Glenbrook Road, Warburton Intent to Levy a Special Charge Report was adopted, the submitters were offered a consultation meeting to discuss their submission.

Submission Number 1

The submission supports the proposed Special Charge Scheme.

A redacted copy of the submission is included below:

"To: Chief Executive Officer, Yarra Ranges Shire Council

Thank you for the letter dated 13 April, 2022 in which additional details were provided regarding the Alpine Street, Cecil Street and Glenbrook Road, Warburton Road Improvement Works.

As the owner of the property (number redacted) Alpine Street (with access to the house from Glenbrook Road) I am writing to express my support for this project. It is desperately needed. With frequent regularity, Glenbrook Road is seriously eroded by rain, leaving it with a loose and deeply rutted surface. It can be difficult and even dangerous for driving. That has been not only our experience but visitors to our

house have also commented on it. The road is constantly graded for repair but that only lasts until the next downpour.

While Alpine Street is not affected by rain to the same extent, in drier weather the dust is an issue.

So I applaud the council for its plan to seal these roads and urge you to proceed with the project as planned.

Thank you.”

Formal Notification to Landowners

Upon consideration of the submissions received and declaration of the special charge, the *Local Government Act 1989* requires those persons who have lodged a submission to be advised of Council’s decision in relation to their submission.

All landowners are then to be formally notified of the special charge scheme and advised of their option to apply to the Victorian Civil and Administrative Tribunal for a review of Council’s decision to introduce the special charge, as required by Section 185 of the Act.

COLLABORATION, INNOVATION AND CONTINUOUS IMPROVEMENT

Projects constructed under the Roads for Community Initiative have been jointly funded by the Federal Government and participating landowners.

The Federal Government funding commitment of \$150 Million over 10 years will have a transformational impact on unmade roads throughout the Dandenongs and urban growth areas of the municipality.

The key principles of the program are to construct unmade roads:

- Servicing schools, community facilities and sporting facilities;
- Within the urban growth boundary and township areas within Yarra Ranges;
- That significantly support bushfire risk and emergency situations to allow the community to safely exit areas of high risk;
- That support the growth and development of tourism across the municipality; and
- Where sections of high-volume rural roads intersect with collector/arterial roads.

In considering a strategic approach for future construction of unsealed roads, prioritisation and level of Council contribution required for Special Charge Scheme road construction under current policy, the proposed construction of Alpine Street, Cecil Street & Glenbrook Road, Warburton offers benefits as they are predominantly urban in character and would complete an existing sealed road network.

RISK ASSESSMENT

Construction of the roads would provide the following benefits/risk reduction to landowners:

- Continued and safer vehicular access to and from properties abutting or gaining primary access via the roads;
- Improved stormwater drainage runoff control directed towards the roads from abutting properties, and protection of low side properties from stormwater runoff from the roads; and
- Enhanced physical and environmental amenity for abutting properties.

It is noted that the roads have existed in their current form for many years. If the proposed construction of the roads does not proceed, no unacceptable or unmanageable risk would be experienced by Council.

CONFLICTS OF INTEREST

No officers and/or delegates acting on behalf of the Council through the Instrument of Delegation and involved in the preparation and/or authorisation of this report have any general or material conflict of interest as defined within the *Local Government Act 2020*.

ATTACHMENTS TO THE REPORT

1. Schedule of Costs per Property
2. Designated Area of Scheme

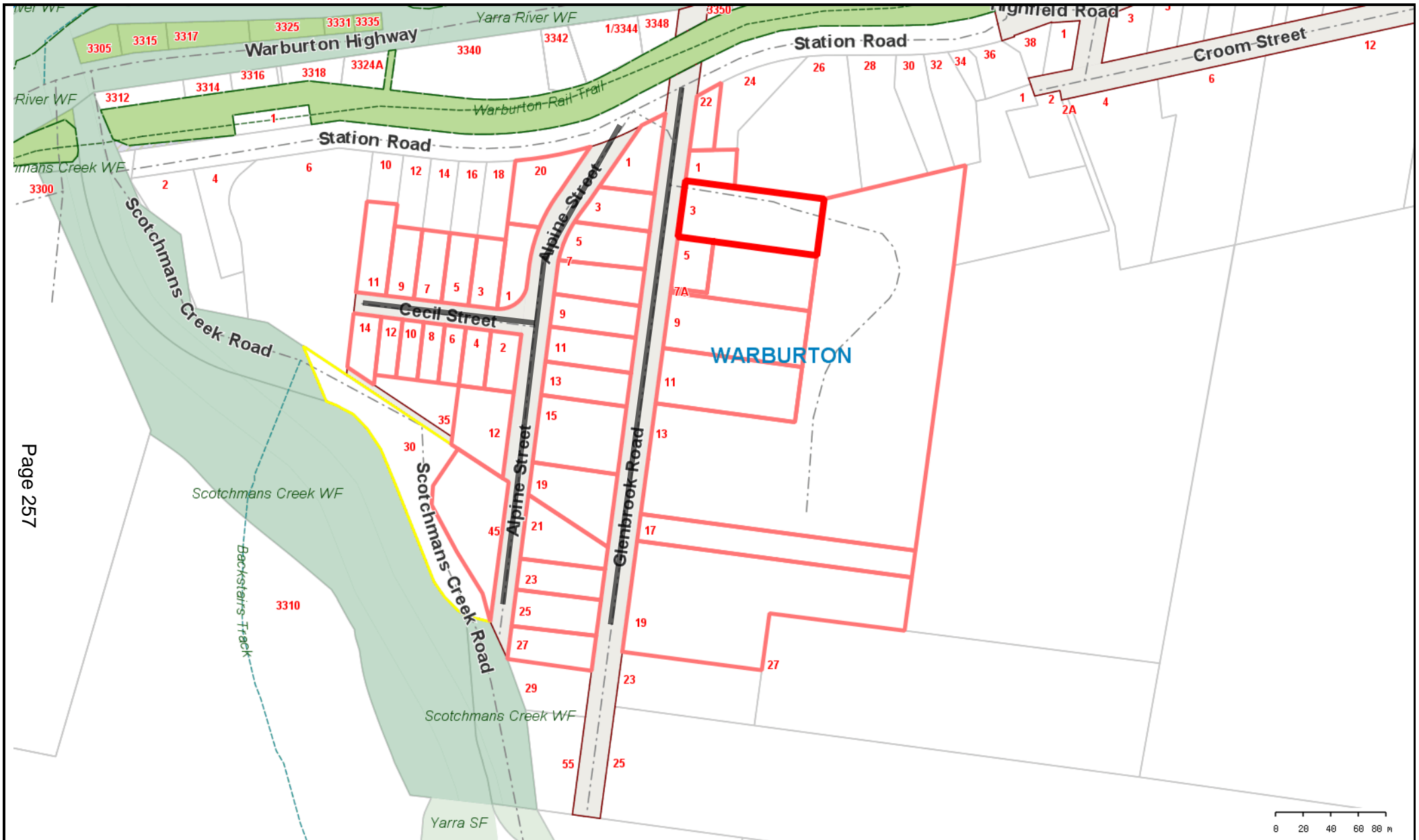
**Alpine Street, Cecil Street and Glenbrook Road Warburton
Proposed Special Charge Scheme**

<u>PROJECT COST SUMMARY:</u>		<u>COUNCIL COST SUMMARY:</u>		<u>APPORTIONMENT SUMMARY:</u>	
Total Project Cost	\$836,303	Council 20% Contribution	\$167,261	Unit Ratio =	100%
Less Council Cost only Items	\$0			Total Landowner Units =	37.50
Total Scheme Cost	\$836,303	Subsidy for costs above FedFund ceiling	\$406,542	Total Council Units =	Nil
Total Council Contribution	\$573,803	Total Council Scheme Cost	\$573,803	\$ / Unit =	\$17,841
Total Landowner Contribution	\$262,500	Council Cost only Items	\$0	FedFund Ceiling \$/ Unit =	\$7,000
Financing Costs	\$39,375	Total Council Project Cost	\$573,803	FedFund Subsidy \$/ Unit =	\$10,841

DESCRIPTION	PROPERTY ADDRESS	ASSESSMENT NO.	DEVELOPMENT / BENEFIT UNIT	CHARGE FOR THE WORKS	ADJUSTED FOR CEILING	FINANCING CHARGE	TOTAL CHARGE	YEARLY CHARGE
Lot 13 LP4437 Ca	1 Alpine Street	44255	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 14 LP4437 Ca	3 Alpine Street	44256	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 16 LP4437 Ca	7 Alpine Street	44257	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 17 LP4437 Ca	9 Alpine Street	44258	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 18 LP4437 Ca	11 Alpine Street	44259	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 19 LP4437 Ca	13 Alpine Street	44260	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 20 & 21 LP4437 Ca	15 Alpine Street	44261	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 22 LP4437 Ca	19 Alpine Street	44262	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 1 LP16391 Ca	21 Alpine Street	44263	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 2 LP16391 Ca	23 Alpine Street	44264	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 3 LP16391 Ca	25 Alpine Street	44265	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 4 LP16391 Ca	27 Alpine Street	44266	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Part Lot 23 LP4437 Ca	12 Alpine Street	44268	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 1 LP40607 Ca	6 Cecil Street	44427	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 2 LP40607 Ca	8 Cecil Street	44428	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 3 LP40607 Ca	10 Cecil Street	44429	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 4 LP40607 Ca	12 Cecil Street	44430	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 5 LP40607 Ca	14 Cecil Street	44431	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 7A LP29496 Ca	11 Cecil Street	44432	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 8 LP4437 Ca	9 Cecil Street	44433	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 9 LP4437 Ca	7 Cecil Street	44434	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 11 LP4437 Ca	3 Cecil Street	44435	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 12 LP4437 Ca	1 Cecil Street	44436	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 1 LP95865 Ca	1 Glenbrook Road	44721	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 4 LP6024 Ca	3 Glenbrook Road	44722	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00

**Alpine Street, Cecil Street and Glenbrook Road Warburton
Proposed Special Charge Scheme**

DESCRIPTION	PROPERTY ADDRESS	ASSESSMENT NO.	DEVELOPMENT / BENEFIT UNIT	CHARGE FOR THE WORKS	ADJUSTED FOR CEILING	FINANCING CHARGE	TOTAL CHARGE	YEARLY CHARGE
Lot 5 LP6024 Ca	5 Glenbrook Road	44723	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Part Lot 5 LP6024	7A Glenbrook Road	44724	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 6 LP6024 Ca	9 Glenbrook Road	44725	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 7 LP6024 Ca	11 Glenbrook Road	44726	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 8 & 9 LP6024	13 Glenbrook Road	44727	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Ca PT15 PWarbu	17 Glenbrook Road	44728	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Ptca 15 & Lot 11 L	19 Glenbrook Road	44729	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Ca PT117 PWarb	45 Scotchmans Creek	45163	0.50	\$8,921	\$3,500	\$525.00	\$4,025.00	\$402.50
Lot 1A LP6024 Ca	22 Station Road	45195	0.50	\$8,921	\$3,500	\$525.00	\$4,025.00	\$402.50
Lot 1 LP4437 Ca	20 Station Road	45196	0.50	\$8,921	\$3,500	\$525.00	\$4,025.00	\$402.50
Lot 2 LP86109 Ca	2 Cecil Street	76009	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 1 LP86109 Ca	4 Cecil Street	76010	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 15 LP4437 Ca	5 Alpine Street	84800	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 10 LP4437 Ca	5 Cecil Street	85008	1.00	\$17,841	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Totals			37.50	\$669,042	\$262,500	\$39,375	\$301,875	\$30,188



Yarra Ranges Council does not guarantee the accuracy of the information on this map. Any person using or relying upon such information does so on the basis that Yarra Ranges Council shall bear no responsibility or liability whatsoever for any errors, faults, defects or omissions on this map.

Alpine Street, Cecil Street & Glenbrook Road Proposed Road Construction

Scale = 1:3650 @A4
Plan Printed on
23/03/2022



BORONIA ROAD, PARTS SYLVAN AVENUE & UNITY COURT, WARBURTON DECLARATION OF SPECIAL CHARGE

Report Author: Melissa Lee
 Responsible Officer: Director Environment and Infrastructure
 Ward(s) affected: O'Shannassy;

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

SUMMARY

Following an extensive consultation process with landowners, Council at its meeting of 12 April 2022 considered a report on road improvement works for Boronia Road, parts Sylvan Avenue and Unity Court, Warburton. Council resolved to advise of its intention to declare a special charge in accordance with the provisions of Section 163 of the *Local Government Act 1989*.

This report advises that no submissions have been received regarding the Special Charge and recommends that Council declare the Special Charge without modification.

RECOMMENDATION

That

- 1. Council, having given notice of its intention, reviewed the details of the proposed special charge and having received no submissions received hereto, declare the special charge for works associated with the Boronia Road, parts Sylvan Avenue and Unity Court, Warburton Special Charge Scheme in accordance with the provisions of Section 163 of the Local Government Act 1989, without modification.***
- 2. In accordance with the provisions of Section 163 of the Local Government Act 1989, notice be served upon all persons liable for the special charge advising of Council's decision and that persons aggrieved by Council's imposition of the special charge upon them, may apply to the Victorian Civil and Administrative Tribunal within 30 days of effective issue of the notice, for a review of the decision.***

RELATED COUNCIL DECISIONS

At its meeting on 24 September 2019, Council considered a report regarding the Federal Government Road Construction Funding Initiative and adopted recommendations including:

- a) Council endorse the roads listed in Attachment 1 (of that report) for construction utilising the Federal Government funding initiative; and
- b) Landowner contributions to road construction projects funded by the Federal Government funding initiative be fixed at \$7,000 per development unit.

This report has been published on Council's website and is available by searching the Agenda for the 24 September 2019 Ordinary Meeting:

https://www.yarraranges.vic.gov.au/Council/Council-meetings/Minutes-and-agendas?dlv_OC%20CL%20Public%20Meetings=%28pageindex=4%29

At its meeting on 12 April 2022, Council considered a report regarding the Boronia Road, parts Sylvan Avenue and Unity Court, Warburton Intention to Levy a Special Charge and adopted recommendations including:

- a) The affected landowners be advised of Council's intent to declare a special charge; and
- b) The Chief Executive Officer be authorised to give public notice of the intent to declare a special charge.

This report has been published on Council's website and is available by searching the Agenda for the 12 April 2022 Ordinary Meeting.

https://www.yarraranges.vic.gov.au/Council/Council-meetings/Minutes-and-agendas?dlv_OC%20CL%20Public%20Meetings=%28pageindex=4%29

DISCUSSION

Purpose and Background

This Report recommends that Council declare a Special Charge Scheme for the construction of Boronia Road, parts Sylvan Avenue and Unity Court, Warburton, funded from the Roads for the Community Initiative (Federal Government Grant) and Landowner contributions.

In 2019 Council received \$150 Million Federal Government funding for sealing roads within the Dandenong Ranges and surrounding areas.

At its meeting of 24 September 2019 Council endorsed a list of roads to be constructed using Federal Government funding for sealing roads within the Dandenong Ranges and surrounding areas. Boronia Road, parts Sylvan Avenue and Unity Court, Warburton were included on the endorsed list of roads.

Consultation has occurred with landowners of roads within Boronia Road, parts Sylvan Avenue and Unity Court, Warburton for the construction of the roads as a Special Charge Scheme.

Council at its meeting of 12 April 2022 resolved of its intention to declare a Special Charge in accordance with the provisions of section 163 of the *Local Government Act 1989*.

The mandatory minimum of 28 days since the publication of the public notice advising of Council's intention to declare the Special Charge and for receiving submissions concluded on 18 May 2022. The concurrent formal period, for receiving submissions, of 28 days from the date of publication of the public notice has also closed. In accordance with requirements of the *Local Government Act 1989* Council must now consider any submissions received and determine whether to adopt, amend or abandon the scheme. If Council adopts or amends the scheme, the special charge may then be declared.

Recommended option and justification

In accordance with the provisions of Section 163 of the Local Government Act 1989 it is recommended Council declare a Special Charge Scheme for the construction of roads within Boronia Road, parts Sylvan Avenue and Unity Court, Warburton funded from the Road for the Community Federal Government Grant and Landowner contributions.

Having regard to the need for the proposed works, it is recommended that Council adopt and declare the special charge without modification.

FINANCIAL ANALYSIS

Following detailed design for the project the estimated cost of works has been determined as \$295,159.

Council's contribution to the project is estimated to be \$155,159 and will be grant funded by the Federal Government Roads for the Community Initiative.

On adoption of this report's recommendations the landowner contribution to the project will be fixed at \$140,000.

A breakdown of Council costs and individual property apportionment are listed in Attachment 1- Schedule of Costs per property. These items were detailed in the Intent to Levy a Special Charge Report which was considered by Council at its meeting of 12 April 2022.

APPLICABLE PLANS AND POLICIES

The construction of local roads as a Special Charge Scheme meets the *Council Plan 2021-2025* strategic objective of Quality Infrastructure and Liveable Places. Local road construction also has benefits related to the strategic objective of a Vibrant Economy, Agriculture and Tourism.

Council's *Special Rate and Charge Policy for Infrastructure Improvements* sets out in detail the procedures for managing Special Charge Schemes.

This project is part of the Federal Government's sealing roads within the Dandenong Ranges and surrounding areas program.

RELEVANT LAW

Special Charge Schemes for Infrastructure Improvements are implemented under the Special Charge provisions of the *Local Government Act 1989 (version 159)*.

Council when considering a Special Charge Scheme is required to advertise the proposal and invite submissions from the public as prescribed in 223 of the *Local Government Act 1989 (version 159)*.

Implementation of the works will be carried out under Sections 8 and 10 of the *Local Government Act 2020* which identifies the role and powers of Councils.

SUSTAINABILITY IMPLICATIONS

Economic Impacts

The construction of these roads would be undertaken utilising contractors from Councils Road Construction and Associated Works Panel. This panel was established with a majority of local smaller contractors which will help provide economic support to these local businesses.

Social Impacts

Special Charge Schemes for road construction require sizeable contributions from abutting landowners. These contributions can lead to social and economic impacts for affected landowners. Council's Special Rate and Charge Policy for Infrastructure Improvements notes that those landowners with a demonstrated financial hardship may apply for assistance in accordance with Council's Rate Recovery and Financial Hardship Policy.

Environmental Impacts

The proposed works will require the removal of 1 native tree and 1 exotic tree. These trees would be removed under Council's Code of Environmental Practice guidelines and will result in offset funding being provided for re planting of native vegetation as part of Councils Offset program. A planning permit is not required for trees removed under these guidelines.

All works will be completed in compliance with *Council's Code of Environmental Practice* for Works on Council Managed Land.

A Cultural Heritage Management Plan is not required for the works. The works will enhance the environmental amenity, through the reduction in dust.

The sealing of local roads will assist in reducing the impacts to the road condition from increased storm events, predicted as a result of climate change. Unsealed roads greatly deteriorate in condition following storm events creating an increased stress on service delivery for the unsealed road network.

Consideration is also given to the rate of flow of water into local creeks and impacts to water quality following the sealing local roads, sustainable treatment is prioritised, where possible within the catchment with measures such as grassy swales implemented as conditions allow.

As part of the construction of local roads, Council officers are continually investigating the increased use of recycled materials. In utilising recycled materials, officers consider the availability and location of materials, the quality of materials and overall cost to the project.

COMMUNITY ENGAGEMENT

Landowner Consultation

A letter was mailed to landowners inviting them to view an on-line briefing presentation detailing the standard of works and the statutory processes required to implement a Special Charge Scheme. The briefing presentation is available for viewing on Council's website.

Those landowners unable to access the internet were advised that a copy of the presentation and functional design plans could be mailed to them on request.

Public Notice

In accordance with Sections 163 (1A) and 223 of *the Local Government Act 1989* Council is required to give public notice of the intention to declare a special charge.

A public notice was published in The Star Mail local newspapers on 19 April 2022 and also on Council's Internet Website.

The public notice stated that submissions in respect of Boronia Road, parts Sylvan Avenue and Unity Court, Warburton Special Charge Scheme will be considered by Council, outlined the proposed declaration, set out the date on which it is proposed to make the declaration and advised that copies of the proposed declaration are available for inspection at Council's office for at least 28 days after the publication of the notice.

Notification of Landowners Involved

In addition to the public notice published in The Star Mail local newspapers and on Council's Internet Website, all owners of properties within the designated area of the special charge scheme were notified by mail of the proposed special charge, with an advisory notice and covering letter dated 13 April 2022.

Information relating to Council's intention to declare the special charge was extensively outlined, including the amount for which the person(s) is liable and the rights of a person to make a submission to the special charge.

Persons Right to Make a Submission

Section 163 of the *Local Government Act 1989* requires Council to consider any written submissions. These submissions should be received within 28 days after the publication of the public notice.

The formal submission period has now closed. Both the advisory notice served and the public notice published advised that submissions must be received by 18 May 2022.

Persons making a written submission to Council are also entitled to request to appear before Council to be heard in support of their written submission.

Council must now consider any submissions received and determine whether to adopt, amend or abandon the scheme. If Council adopts or amends the Scheme, the special charge may then be declared.

Submissions Received

There were no submissions received regarding Council's intention to declare a special charge for the Boronia Road, parts Sylvan Avenue and Unity Court, Warburton Improvement Works.

The designated area (Attachment 2) of the scheme comprises of 23 properties.

Formal Notification to Landowners

Upon consideration of the submissions received and declaration of the special charge, the *Local Government Act 1989* requires those persons who have lodged a submission to be advised of Council's decision in relation to their submission.

All landowners are then to be formally notified of the special charge scheme and advised of their option to apply to the Victorian Civil and Administrative Tribunal for a review of Council's decision to introduce the special charge, as required by Section 185 of the Act.

COLLABORATION, INNOVATION AND CONTINUOUS IMPROVEMENT

Projects constructed under the Roads for Community Initiative have been jointly funded by the Federal Government and participating landowners.

The Federal Government funding commitment of \$150 Million over 10 years will have a transformational impact on unmade roads throughout the Dandenongs and urban growth areas of the municipality.

The key principles of the program are to construct unmade roads:

- Servicing schools, community facilities and sporting facilities;
- Within the urban growth boundary and township areas within Yarra Ranges;
- That significantly support bushfire risk and emergency situations to allow the community to safely exit areas of high risk;
- That support the growth and development of tourism across the municipality; and
- Where sections of high-volume rural roads intersect with collector/arterial roads.

In considering a strategic approach for future construction of unsealed roads, prioritisation and level of Council contribution required for Special Charge Scheme road construction under current policy, the proposed construction of Boronia Road, parts Sylvan Avenue and Unity Court, Warburton offers benefits as they are predominantly urban in character and would complete an existing sealed road network.

RISK ASSESSMENT

Construction of the roads would provide the following benefits/risk reduction to landowners:

- Continued and safer vehicular access to and from properties abutting or gaining primary access via the roads;
- Improved stormwater drainage runoff control directed towards the roads from abutting properties, and protection of low side properties from stormwater runoff from the roads; and
- Enhanced physical and environmental amenity for abutting properties.

It is noted that the roads have existed in their current form for many years. If the proposed construction of the roads does not proceed, no unacceptable or unmanageable risk would be experienced by Council.

CONFLICTS OF INTEREST

No officers and/or delegates acting on behalf of the Council through the Instrument of Delegation and involved in the preparation and/or authorisation of this report have any general or material conflict of interest as defined within the *Local Government Act 2020*.

ATTACHMENTS TO THE REPORT

1. Schedule of Costs per Property
2. Designated Area of Scheme

Boronia Road, Parts Sylvan Avenue and Unity Court Warburton Special Charge Scheme

PROJECT COST SUMMARY:		COUNCIL COST SUMMARY:		APPORTIONMENT SUMMARY:	
Total Project Cost	\$295,159	Council 20% Contribution	\$59,032	Unit Ratio =	100%
Less Council Cost only Items	\$0			Total Landowner Units =	20.00
Total Scheme Cost	\$295,159	Subsidy for costs above FedFund ceiling	\$96,127	Total Council Units =	Nil
Total Council Contribution	\$155,159	Total Council Scheme Cost	\$155,159	\$ / Unit =	\$11,806
Total Landowner Contribution	\$140,000	Council Cost only Items	\$0	FedFund Ceiling \$/ Unit =	\$7,000
Financing Costs	\$21,000	Total Council Project Cost	\$155,159	FedFund Subsidy \$/ Unit =	\$4,806

DESCRIPTION	PROPERTY ADDRESS	ASSESSMENT NO.	DEVELOPMENT / BENEFIT UNIT	CHARGE FOR THE WORKS	ADJUSTED FOR CEILING	FINANCING CHARGE	TOTAL CHARGE	YEARLY CHARGE
CP163275 Ca PT16 F	2 Boronia Road	44347	0.50	\$5,903	\$3,500	\$525.00	\$4,025.00	\$402.50
CP163374 Ca PT16 F	6 Boronia Road	44348	0.50	\$5,903	\$3,500	\$525.00	\$4,025.00	\$402.50
Lot 2 LP207955 Ca P	10 Boronia Road	44349	0.50	\$5,903	\$3,500	\$525.00	\$4,025.00	\$402.50
Lot 51 LP96261 Ca P	14 Boronia Road	44350	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 3 LP207955 Ca P	16 Boronia Road	44351	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 53 LP96261 Ca P	18 Boronia Road	44352	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 4 LP207955 Ca P	20 Boronia Road	44353	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 55 LP96261 Ca P	22 Boronia Road	44354	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 5 LP207955 Ca P	24 Boronia Road	44355	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 37 & 38 LP96261	11 Boronia Road	44356	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
PC350350 Ca PT16 F	7 Boronia Road	44357	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 42A PS349649 P	5 Boronia Road	44358	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 43A PS349649 C	3 Boronia Road	44359	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 44A PS349649 C	1 Boronia Road	44360	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 26 LP9422 Sec 7	27 Clarke Avenue	44450	0.50	\$5,903	\$3,500	\$525.00	\$4,025.00	\$402.50
Lot 1 LP86806 Sec 6	30 Clarke Avenue	44453	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 1 LP207955 Ca P	100 Old Warburton Road	45006	0.50	\$5,903	\$3,500	\$525.00	\$4,025.00	\$402.50
Lot 9 LP63582 Sec 7	4 Sylvan Avenue	45310	0.50	\$5,903	\$3,500	\$525.00	\$4,025.00	\$402.50
Lot 10 LP71495 Ca P	2 Sylvan Avenue	45311	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 26 LP71495 Ca P	11 Unity Court	45314	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 27 LP71495 Ca P	10 Unity Court	45315	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 28 LP71495 Ca P	9 Unity Court	45316	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Lot 36 LP71495 Ca P	1 Unity Court	45324	1.00	\$11,806	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Totals			20.00	\$236,127	\$140,000	\$21,000	\$161,000	\$16,100



Yarra Ranges Council does not guarantee the accuracy of the information on this map. Any person using or relying upon such information does so on the basis that Yarra Ranges Council shall bear no responsibility or liability whatsoever for any errors, faults, defects or omissions on this map.

**Boronia Road, parts Unity Court & Sylvan Avenue
Proposed Road Construction**

Scale = 1:2600 @A4
Plan Printed on
15/03/2022



BENTON ROAD, ELAMO ROAD & NAGOONDIE LANE, HEALESVILLE DECLARATION OF SPECIAL CHARGE

Report Author: Manager Infrastructure Services

Responsible Officer: Mark Varmalis

Ward(s) affected: Ryrie

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

SUMMARY

Following an extensive consultation process with landowners, Council at its meeting of 12 April 2022 considered a report on road improvement works for Benton Road, Elamo Road & Nagoondie Lane, Healesville. Council resolved to advise of its intention to declare a special charge in accordance with the provisions of Section 163 of the Local Government Act 1989.

This report advises that two submissions have been received regarding the Special Charge and recommends that Council declare the Special Charge without modification.

RECOMMENDATION

That

- 1. Council, having given notice of its intention, reviewed the details of the proposed special charge and given consideration of submissions hereto, declare the special charge for works associated with the Benton Road, Elamo Road & Nagoondie Lane, Healesville Special Charge Scheme in accordance with the provisions of Section 163 of the Local Government Act 1989, without modification.***
- 2. In accordance with the provisions of Section 223 of the Local Government Act 1989, notice in writing be served on every person who has lodged a separate submission and in the case of a submission lodged on behalf of a number of persons, notice in writing to one of those persons, advising of Council's decision and the reasons for the decision.***
- 3. In accordance with the provisions of Section 163 of the Local Government Act 1989, notice be served upon all persons liable for the***

special charge advising of Council's decision and that persons aggrieved by Council's imposition of the special charge upon them, may apply to the Victorian Civil and Administrative Tribunal within 30 days of effective issue of the notice, for a review of the decision.

RELATED COUNCIL DECISIONS

At its meeting on 24 September 2019, Council considered a report regarding the Federal Government Road Construction Funding Initiative and adopted recommendations including:

- (a) Council endorse the roads listed in Attachment 1 (of that report) for construction utilising the Federal Government funding initiative; and
- (b) Landowner contributions to road construction projects funded by the Federal Government funding initiative be fixed at \$7,000 per development unit.

This report has been published on Council's website and is available by searching the Agenda for the 24 September 2019 Ordinary Meeting:

https://www.yarraranges.vic.gov.au/Council/Council-meetings/Minutes-and-agendas?dlv_OC%20CL%20Public%20Meetings=%28pageindex=4%29

At its meeting on 12 April 2022, Council considered a report regarding the Benton Road, Elamo Road & Nagoondie Lane, Healesville Intention to Levy a Special Charge and adopted recommendations including:

- (a) The affected landowners be advised of Council's intent to declare a special charge; and
- (b) The Chief Executive Officer be authorised to give public notice of the intent to declare a special charge.

This report has been published on Council's website and is available by searching the Agenda for the 12 April 2022 Ordinary Meeting.

https://www.yarraranges.vic.gov.au/Council/Council-meetings/Minutes-and-agendas?dlv_OC%20CL%20Public%20Meetings=%28pageindex=4%29

DISCUSSION

Purpose and Background

This Report recommends that Council declare a Special Charge Scheme for the construction of Benton Road, Elamo Road & Nagoondie Lane, Healesville, funded from the Roads for the Community Initiative (Federal Government Grant) and Landowner contributions.

In 2019 Council received \$150 Million Federal Government funding for sealing roads within the Dandenong Ranges and surrounding areas.

At its meeting of 24 September 2019 Council endorsed a list of roads to be constructed using Federal Government funding for sealing roads within the Dandenong Ranges and surrounding areas. Benton Road, Elamo Road & Nagoondie Lane, Healesville were included on the endorsed list of roads.

Consultation has occurred with landowners of Benton Road, Elamo Road & Nagoondie Lane, Healesville for the construction of the roads as a Special Charge Scheme.

Council at its meeting of 12 April 2022 resolved of its intention to declare a Special Charge in accordance with the provisions of section 163 of the Local Government Act 1989.

The mandatory minimum of 28 days since the publication of the public notice advising of Council's intention to declare the Special Charge and for receiving submissions concluded on 18 May 2022. The concurrent formal period, for receiving submissions, of 28 days from the date of publication of the public notice has also closed. In accordance with requirements of the Local Government Act 1989 Council must now consider any submissions received and determine whether to adopt, amend or abandon the scheme. If Council adopts or amends the scheme, the special charge may then be declared.

Recommended option and justification

In accordance with the provisions of Section 163 of the Local Government Act 1989 it is recommended Council declare a Special Charge Scheme for the construction of Benton Road, Elamo Road & Nagoondie Lane, Healesville funded from the Road for the Community Federal Government Grant and Landowner contributions.

Having regard to the need for the proposed works and given consideration of the submissions received, it is recommended that Council adopt and declare the special charge without modification.

FINANCIAL ANALYSIS

Following detailed design for the project the estimated cost of works has been determined as \$1,268,922.

Council's contribution to the project is estimated to be \$852,422 and will be grant funded by the Federal Government Roads for the Community Initiative.

On adoption of this report's recommendations the landowner contribution to the project will be fixed at \$416,500.

A breakdown of Council costs and individual property apportionment charges are listed in Attachment 1- Schedule of Costs per property. These items were detailed in the Intent to Levy a Special Charge Report, which was considered by Council at its meeting of 12 April 2022.

APPLICABLE PLANS AND POLICIES

The construction of local roads as a Special Charge Scheme meets the *Council Plan 2021-2025* strategic objective of Quality Infrastructure and Liveable Places. Local road construction also has benefits related to the strategic objective of a Vibrant Economy, Agriculture and Tourism.

Council's *Special Rate and Charge Policy for Infrastructure Improvements* sets out in detail the procedures for managing Special Charge Schemes.

This project is part of the Federal Government's sealing roads within the Dandenong Ranges and surrounding areas program.

RELEVANT LAW

Special Charge Schemes for Infrastructure Improvements are implemented under the Special Charge provisions of the *Local Government Act 1989* (version 159).

Council when considering a Special Charge Scheme is required to advertise the proposal and invite submissions from the public as prescribed in Section 223 of the *Local Government Act 1989* (version 159).

Implementation of the works will be carried out under Sections 8 and 10 of the *Local Government Act 2020* which identifies the role and powers of Councils.

SUSTAINABILITY IMPLICATIONS

Economic Impacts

The construction of these roads would be undertaken utilising contractors from Councils Road Construction and Associated Works Panel. This panel was established with a majority of local smaller contractors which will help provide economic support to these local businesses.

Social Impacts

Special Charge Schemes for road construction require sizeable contributions from abutting landowners. These contributions can lead to social and economic impacts for affected landowners. Council's *Special Rate and Charge Policy for Infrastructure Improvements* notes that those landowners with a demonstrated financial hardship may apply for assistance in accordance with Council's *Rate Recovery and Financial Hardship Policy*.

Environmental Impacts

The proposed works will require the removal of approximately 16 native trees and 4 exotic trees. These trees would be removed under Council's Code of Environmental Practice guidelines and will result in offset funding being provided for re planting of native vegetation as part of Councils Offset program. A planning permit is not required for trees removed under these guidelines.

All works will be completed in compliance with *Council's Code of Environmental Practice* for Works on Council Managed Land.

A Cultural Heritage Management Plan is not required for the works. The works will enhance the environmental amenity, through the reduction in dust.

The sealing of local roads will assist in reducing the impacts to the road condition from increased storm events, predicted as a result of climate change. Unsealed roads greatly deteriorate in condition following storm events creating an increased stress on service delivery for the unsealed road network.

Consideration is also given to the rate of flow of water into local creeks and impacts to water quality following the sealing local roads, sustainable treatment is prioritised, where possible within the catchment with measures such as grassy swales implemented as conditions allow.

As part of the construction of local roads, Council officers are continually investigating the increased use of recycled materials. In utilising recycled materials, officers consider the availability and location of materials, the quality of materials and overall cost to the project.

COMMUNITY ENGAGEMENT

Landowner Consultation

A letter was mailed to landowners inviting them to view an on-line briefing presentation detailing the standard of works and the statutory processes required to implement a Special Charge Scheme. The briefing presentation is available for viewing on Council's website.

Those landowners unable to access the internet were advised that a copy of the presentation and functional design plans could be mailed to them on request.

Public Notice

In accordance with Sections 163 (1A) and 223 of *the Local Government Act 1989* Council is required to give public notice of the intention to declare a special charge.

A public notice was published in The Star Mail local newspapers on 19 April 2022 and also on Council's Internet Website.

The public notice stated that submissions in respect of Benton Road, Elamo Road & Nagoondie Lane, Healesville Special Charge Scheme will be considered by Council, outlined the proposed declaration, set out the date on which it is proposed to make the declaration and advised that copies of the proposed declaration are available for inspection at Council's office for at least 28 days after the publication of the notice.

Notification of Landowners Involved

In addition to the public notice published in The Star Mail local newspapers and on Council's Internet Website, all owners of properties within the designated area of the special charge scheme were notified by mail of the proposed special charge, with an advisory notice and covering letter dated 13 April 2022.

Information relating to Council's intention to declare the special charge was extensively outlined, including the amount for which the person(s) is liable and the rights of a person to make a submission to the special charge.

Persons Right to Make a Submission

Section 163 of the *Local Government Act 1989* requires Council to consider any written submissions. These submissions should be received within 28 days after the publication of the public notice.

The formal submission period has now closed. Both the advisory notice served and the public notice published advised that submissions must be received by 18 May 2022.

Persons making a written submission to Council are also entitled to request to appear before Council to be heard in support of their written submission.

Council must now consider any submissions received and determine whether to adopt, amend or abandon the scheme. If Council adopts or amends the Scheme, the special charge may then be declared.

Submissions Received

Two written submissions have been received regarding Council's intention to declare a special charge for the Benton Road, Elamo Road & Nagoondie Lane, Healesville Improvement Works.

The designated area (Attachment 2) of the scheme comprises of 59 properties.

Summary of Submissions

The details of the submitters concerned have been excluded from this report in compliance with the *Privacy and Data Protection Act 2014*.

In accordance with Council's resolution when the Benton Road, Elamo Road & Nagoondie Lane, Healesville Intent to Levy a Special Charge Report was adopted, the submitters were offered a consultation meeting to discuss their submission.

Submission Number 1

A copy of the submission is included (Attachment 3) in this report. Note: Supporting plans included in the submission that identify the property have been redacted.

The submission supports the proposed Special Charge Scheme.

“...we are in favour of the proposed development...”

The submitters advise that they intend to construct a new driveway in the near future and seek confirmation the driveway will be reinstated as part of the road construction works.

Comment:

Council’s Project Engineer has advised that the driveway will be reinstated to match with the new road pavement height, as part of the works. Written confirmation via email has been sent to the submitter.

Submission Number 2

A copy of the submission is included (Attachment 4) in this report. Note: Supporting plans included in the submission that identify the property have been redacted.

The submitters request that their property be exempt from the Special Charge on the grounds that there is no vehicular access to the road being constructed and their property receives no benefit from the works.

Comment:

Construction of the roads would provide the following benefits/risk reduction to landowners:

- Continued and safer vehicular access to and from properties abutting or gaining primary access via the roads;
- Improved stormwater drainage runoff control directed towards the roads from abutting properties, and protection of low side properties from stormwater runoff from the roads; and
- Enhanced physical and environmental amenity for abutting properties.

Council’s Special Rate and Charge Policy for Infrastructure Improvements recognises that properties that directly abut road improvement works are deemed to derive special benefit and are therefore included in the scheme. As the property has a side abuttal and does not rely on driveway access to the road, a half share has been allocated to the property for contributing to the proposed Special Charge, in accordance with Council’s policy.

The submission also states that the submitters have a limited income, would need to borrow to repay the special charge and will experience financial hardship.

Comment:

It is appreciated that there will be landowners involved in the Roads for the Community initiative that will be in financial hardship, with the proposed contribution to the Special Charge for the improvement of their road adding to this situation. The proposed Special Charge that will lead to upgrading of their road will be a continuing benefit to their property for many years. A Special Charge is seen to apply to a property rather than an individual owner due to the lasting benefit that is provided.

For this reason, the Special Charge is apportioned based on the special benefit received by the property and is not reduced or waived based upon an individual owner's circumstances.

To assist landowners with payment of the Special Charge, options are available to pay the Charge over a 10 year period, with the addition of a financing charge.

Where landowners are experiencing demonstrated financial hardship, they may apply to Council for assistance in accordance with Council's *Rate Recovery and Financial Hardship Policy* where a review of their situation will be undertaken and options discussed for how the payment of the Charge can occur.

Note: An onsite consultation meeting was held with the submitters where Council's Financial Hardship Policy was explained.

Formal Notification to Landowners

Upon consideration of the submissions received and declaration of the special charge, the *Local Government Act 1989* requires those persons who have lodged a submission to be advised of Council's decision in relation to their submission.

All landowners are then to be formally notified of the special charge scheme and advised of their option to apply to the Victorian Civil and Administrative Tribunal for a review of Council's decision to introduce the special charge, as required by Section 185 of the Act.

COLLABORATION, INNOVATION AND CONTINUOUS IMPROVEMENT

Projects constructed under the Roads for Community Initiative have been jointly funded by the Federal Government and participating landowners.

The Federal Government funding commitment of \$150 Million over 10 years will have a transformational impact on unmade roads throughout the Dandenongs and urban growth areas of the municipality.

The key principles of the program are to construct unmade roads:

- Servicing schools, community facilities and sporting facilities;
- Within the urban growth boundary and township areas within Yarra Ranges;
- That significantly support bushfire risk and emergency situations to allow the community to safely exit areas of high risk;
- That support the growth and development of tourism across the municipality; and
- Where sections of high-volume rural roads intersect with collector/arterial roads.

In considering a strategic approach for future construction of unsealed roads, prioritisation and level of Council contribution required for Special Charge Scheme road construction under current policy, the proposed construction of Benton Road, Elamo Road & Nagoondie Lane, Healesville offers benefits as they are predominately urban in character and would complete an existing sealed road network.

RISK ASSESSMENT

Construction of the roads would provide the following benefits/risk reduction to landowners

- Continued and safer vehicular access to and from properties abutting or gaining primary access via Benton Road, Elamo Road & Nagoondie Lane, Healesville;
- Improved stormwater drainage runoff control directed towards the road from abutting properties, and protection of low side properties from stormwater runoff from the roads; and
- Enhanced physical and environmental amenity for abutting properties.

It is noted that the roads have existed in their current form for many years. If the proposed construction of the roads does not proceed, no unacceptable or unmanageable risk would be experienced by Council.

CONFLICTS OF INTEREST

No officers and/or delegates acting on behalf of the Council through the Instrument of Delegation and involved in the preparation and/or authorisation of this report have any general or material conflict of interest as defined within the *Local Government Act 2020*.

ATTACHMENTS TO THE REPORT

1. Schedule of Costs per Property
2. Designated Area of Scheme
3. Submission Number 1
4. Submission Number 2

**Benton Road, Elamo Road and Nagoondie Lane,
Healesville**

Proposed Special Charge Scheme

PROJECT COST SUMMARY:		COUNCIL COST SUMMARY:		APPORTIONMENT SUMMARY:	
Total Project Cost	\$1,268,922	Council 20% Contribution	\$253,784	Unit Ratio =	100%
Less Council Cost only Items	\$0			Total Landowner Units	59.50
Total Scheme Cost	\$1,268,922	Subsidy for costs above FedFund ceiling	\$598,637	Total Council Units =	Nil
Total Council Contribution	\$852,422	Total Council Scheme Cost	\$852,421	\$ / Unit =	\$17,061
Total Landowner Contribution	\$416,500	Council Cost only Items	\$0	FedFund Ceiling \$/ Unit =	\$7,000
Financing Costs	\$62,475	Total Council Project Cost	\$852,421	FedFund Subsidy \$/ Unit =	\$10,061

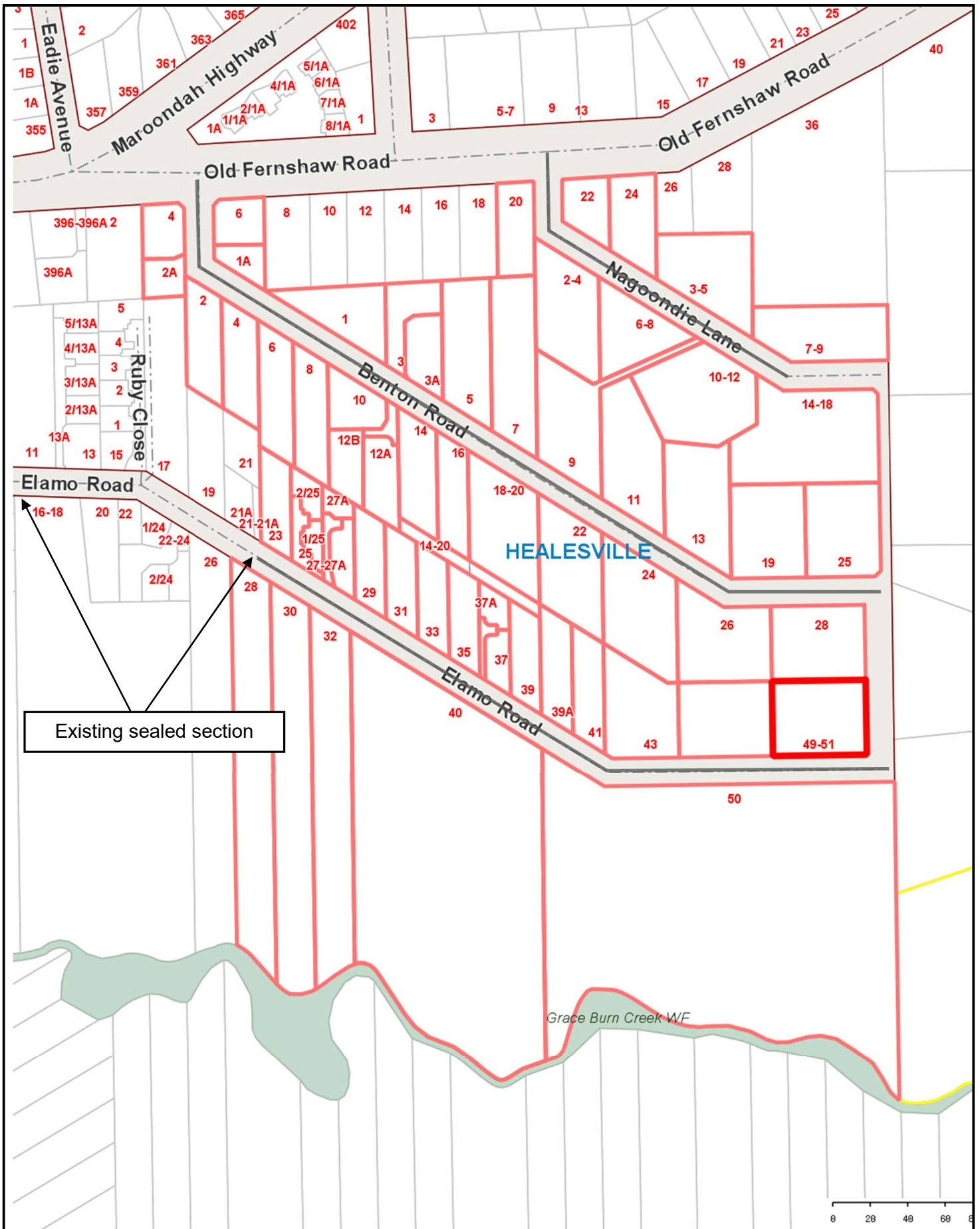
ASSESSMENT NO.	DESCRIPTION	PROPERTY ADDRESS	DEVELOPMENT / BENEFIT UNIT	CHARGE FOR THE WORKS	ADJUSTED FOR CEILING	FINANCING CHARGE	TOTAL CHARGE	YEARLY CHARGE
41890	Lot 1 LP118474 Ca 24 28 PGrace	2 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41891	Lot 2 LP118474 Ca 24 8 PGraced	4 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41892	Lot 1 LP208069 Ca 27 PGracedal	6 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41893	Lot 2 LP208069 Ca 27PT PGrace	8 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41894	Lot 1 PS531469 Ca PT8&24 PGr	10 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41895	Lot 1 LP213758 Ca 24 8 PGraced	14 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41896	Lot 2 LP213758 Ca 27PT PGrace	16 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41897	Part Lot 34 LP9725 Ca PTS 27&2	18-20 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41898	Lot 58 LP9725 Ca 24 28 PGraced	22 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41899	Lot 57 LP9725 Ca 24 28 PGraced	24 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41900	Lot 56 LP9725 Ca 24 28 PGraced	26 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41901	Lot 55 LP9725 Ca 24 28 PGraced	28 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41902	Lot 29 LP9725 Ca 27 PGracedale	1 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41903	Lot 1 LP213382 Ca 24 8 PGraced	3 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41904	Lot 2 LP213382 Ca 24 8 PGraced	3A Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41905	Lot 27 LP9725 Ca 24 28 PGraced	5 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41906	Lot 26 LP9725 Ca 24 28 PGraced	7 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41907	Lot 50 & Part Lots 48 & 49 LP972	9 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41908	Lot 51 LP9725 Ca 28 PGracedale	11 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
41909	Lot 52 LP9725 Ca 24 28 PGraced	13 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42415	Lot 1 LP33548 Ca 24 8 PGraceda	23 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42417	Lot 1 PS811688 Ca PT27 PGrace	27 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42418	Lot 4 LP33548 Ca 25-27 PGraced	29 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42419	Lot 5 LP33548 Ca 24 8 PGraceda	31 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42420	Lot 6 LP33548 Ca 24 8 PGraceda	33 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42421	Lot 7 LP33548 Ca 24 8 PGraceda	35 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42422	Lot 2 PS321654 Ca 27PT PGrace	37A Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42423	Lot 1 PS321654 Ca 27PT PGrace	37 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42424	Lot 9 LP33548 Ca 24 8 PGraceda	39 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42425	Lot 1 LP208972 Ca 28PT PGrace	39A Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42426	Lot 2 LP208972 Ca 24 28 PGrace	41 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
42427	Lots 60 & 61 LP9725 Ca 24 28 PGr	43 Elamo Road	2.0	\$34,122	\$14,000	\$2,100.00	\$16,100.00	\$1,610.00
42429	Lot 62 LP9725 Ca 24 28 PGraced	49-51 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
43072	Part Lot 49 LP9725 Ca 24 8 PGr	2-4 Nagoondie Lane	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
43073	Part Lot 48 LP9725 Ca 24 8 PGr	6-8 Nagoondie Lane	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
43074	Lot 64 LP9725 Ca 24 8 PGraceda	10-12 Nagoondie Lane	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
43075	Lots 46 & 47 LP 9725 CA 24 8 Sel	14-18 Nagoondie Lane	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00

**Benton Road, Elamo Road and Nagoondie Lane,
Healesville**

Proposed Special Charge Scheme

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Total Council Contribution	\$852,422	Total Council Scheme Cost	\$852,421	\$ / Unit =	\$17,061
Total Landowner Contribution	\$416,500	Council Cost only Items	\$0	FedFund Ceiling \$/ Unit =	\$7,000
Financing Costs	\$62,475	Total Council Project Cost	\$852,421	FedFund Subsidy \$/ Unit =	\$10,061

ASSESSMENT NO.	DESCRIPTION	PROPERTY ADDRESS	DEVELOPMENT / BENEFIT UNIT	CHARGE FOR THE WORKS	ADJUSTED FOR CEILING	FINANCING CHARGE	TOTAL CHARGE	YEARLY CHARGE
43076	Lot 44 LP9725 Ca 24 8 PGraceda	3-5 Nagoondie Lane	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
43077	Lot 45 LP9725 Ca 24 8 PGraceda	7-9 Nagoondie Lane	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
43120	Lot 1 PS715396 Ca PT27 PGrace	4 Old Fernshaw Road	0.5	\$8,531	\$3,500	\$525.00	\$4,025.00	\$402.50
43121	Lot 1 PS803887 Ca PT27 PGrace	6 Old Fernshaw Road	0.5	\$8,531	\$3,500	\$525.00	\$4,025.00	\$402.50
43128	Lot 25 LP9725 Ca 24 28 PGraced	20 Old Fernshaw Road	0.5	\$8,531	\$3,500	\$525.00	\$4,025.00	\$402.50
43129	Lot 42 LP9725 Ca 24 28 PGraced	22 Old Fernshaw Road	0.5	\$8,531	\$3,500	\$525.00	\$4,025.00	\$402.50
43130	Part Lot 42 LP9725 Ca 24 28 PGr	24 Old Fernshaw Road	0.5	\$8,531	\$3,500	\$525.00	\$4,025.00	\$402.50
67390	Part Lot 41 LP9725 Sec 2 Ca PTS	40 Elamo Road	2.0	\$34,122	\$14,000	\$2,100.00	\$16,100.00	\$1,610.00
67391	Lot 63 LP9725 Ca 24 8 PGraceda	50 Elamo Road	2.0	\$34,122	\$14,000	\$2,100.00	\$16,100.00	\$1,610.00
69707	Lot 1 PS405681 Ca 24 8 PGraced	Unit 1/25 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
69708	Lot 2 PS405681 Ca 24 8 PGraced	Unit 2/25 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
93236	Part Lot 41 LP9725 Sec 2 Ca PTS	40A Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
936262	Lot 1 PS711061 Ca PT27 PGrace	12A Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
938820	Lot 54 LP9725 Ca PT24-28 PGrad	25 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
939728	Lot 2 PS715396 Ca PT27 PGrace	2A Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
90033	Lot 2 PS712836 Ca PT27 PGrace	28 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
90034	Lot 3 PS712836 Ca PT27 PGrace	30 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
90035	Lot 4 PS712836 Ca PT27 PGrace	32 Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
91462	Lot 2 PS711061 Ca PT27 PGrace	12B Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
91712	Lot 53 LP9725 Ca PT24-28 PGrad	19 Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
93483	Lot 2 PS811688 Ca PT27 PGrace	27A Elamo Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
94215	Lot 2 PS803887 Ca PT27 PGrace	1A Benton Road	1.0	\$17,061	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Totals			59.50	\$1,015,137	\$416,500	\$62,475	\$478,975	\$47,898



Existing sealed section



Yarra Ranges Council does not guarantee the accuracy of the information on this map. Any person using or relying upon such information does so on the basis that Yarra Ranges Council shall bear no responsibility or liability whatsoever for any errors, faults, defects or omissions on this map

**Benton Road, Elamo Road and Nagoondie Lane,
Healesville
Proposed Special Charge Scheme**



Dear Team,

Thankyou for providing access to the improvement works plans for Benton Rd.

As the owners of (Redacted), we are in favour of the proposed development, but we would like the following points to be raised at the upcoming meeting on the 14th June, as follows:

1. Our property, (Redacted), sits behind (Redacted), as shown on the attached sketch, and we request that it be added to the proposed plans.
2. We are planning to construct a new main driveway at the location of the red 'X', shown on the attached sketch. At this stage, we are planning to complete the works before the proposed road works commence. We would like the proposed driveway to be included on the plans, if possible, so as to ensure any remedial works to the new driveway are included in the contract with the road constructor. We are able to provide a design drawing of the proposed driveway if required.

Thank you for your consideration.

[REDACTED]
[REDACTED]
[REDACTED]

6/4/22

The Mayor, Cr. Jim Child.

Dear Mayor

We request an exemption from the Roadworks Levy for our property.

We have been informed that we may be asked to pay \$3000 for work done in Benton Avenue, Healesville.

We live on the corner of Old Fernshaw Road and Benton Avenue. Our access is to Old Fernshaw Road. We have no vehicular access to Benton Avenue, nor do we use it. It is a dead-end road. The construction of a surface on Benton Avenue provides us with no advantage whatever.

We are Aged Pensioners. \$3000 represents our husband and wife pension for a month. That is food and fuel for an entire month. We have to borrow money to deal with this.

We request you to exercise your discretion and take whatever action is necessary to relieve us of the Levy.

Yours sincerely,

[REDACTED]

[REDACTED]

Map attached.

CAMPBELL ROAD, CROSLY STREET & PILMER ROAD, HEALESVILLE DECLARATION OF SPECIAL CHARGE

Report Author: Special Charge Scheme Officer
 Responsible Officer: Director Environment and Infrastructure
 Ward(s) affected: Ryrie;

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public.

SUMMARY

Following an extensive consultation process with landowners, Council at its meeting of 12 April 2022 considered a report on road improvement works for Campbell Road, Crosley Street & Pilmer Road, Healesville. Council resolved to advise of its intention to declare a special charge in accordance with the provisions of Section 163 of the *Local Government Act 1989*.

This report advises that no submissions have been received regarding the Special Charge and recommends that Council declare the Special Charge without modification.

RECOMMENDATION

That

- 1. Council, having given notice of its intention, reviewed the details of the proposed special charge and having received no submissions hereto, declare the special charge for works associated with the Campbell Road, Crosley Street & Pilmer Road, Healesville Special Charge Scheme in accordance with the provisions of Section 163 of the Local Government Act 1989, without modification.***
- 2. In accordance with the provisions of Section 163 of the Local Government Act 1989, notice be served upon all persons liable for the special charge advising of Council's decision and that persons aggrieved by Council's imposition of the special charge upon them, may apply to the Victorian Civil and Administrative Tribunal within 30 days of effective issue of the notice, for a review of the decision.***

RELATED COUNCIL DECISIONS

At its meeting on 24 September 2019, Council considered a report regarding the Federal Government Road Construction Funding Initiative and adopted recommendations including:

- (a) Council endorse the roads listed in Attachment 1 (of that report) for construction utilising the Federal Government funding initiative; and
- (b) Landowner contributions to road construction projects funded by the Federal Government funding initiative be fixed at \$7,000 per development unit.

This report has been published on Council's website and is available by searching the Agenda for the 24 September 2019 Ordinary Meeting:

https://www.yarraranges.vic.gov.au/Council/Council-meetings/Minutes-and-agendas?dly_OC%20CL%20Public%20Meetings=%28pageindex=4%29

At its meeting on 12 April 2022, Council considered a report regarding the Campbell Road, Crosley Street & Pilmer Road, Healesville Intention to Levy a Special Charge and adopted recommendations including:

- (a) The affected landowners be advised of Council's intent to declare a special charge; and
- (b) The Chief Executive Officer be authorised to give public notice of the intent to declare a special charge.

This report has been published on Council's website and is available by searching the Agenda for the 12 April 2022 Ordinary Meeting.

https://www.yarraranges.vic.gov.au/Council/Council-meetings/Minutes-and-agendas?dly_OC%20CL%20Public%20Meetings=%28pageindex=4%29

DISCUSSION

Purpose and Background

This Report recommends that Council declare a Special Charge Scheme for the construction of Campbell Road, Crosley Street & Pilmer Road, Healesville, funded from the Roads for the Community Initiative (Federal Government Grant) and Landowner contributions.

In 2019 Council received \$150 Million Federal Government funding for sealing roads within the Dandenong Ranges and surrounding areas.

At its meeting of 24 September 2019 Council endorsed a list of roads to be constructed using Federal Government funding for sealing roads within the Dandenong Ranges and surrounding areas. Campbell Road, Crosley Street & Pilmer Road, Healesville were included on the endorsed list of roads.

Consultation has occurred with landowners of Campbell Road, Crosley Street & Pilmer Road, Healesville for the construction of the roads as a Special Charge Scheme.

Council at its meeting of 12 April 2022 resolved of its intention to declare a Special Charge in accordance with the provisions of section 163 of the *Local Government Act 1989*.

The mandatory minimum of 28 days since the publication of the public notice advising of Council's intention to declare the Special Charge and for receiving submissions concluded on 18 May 2022. The concurrent formal period, for receiving submissions, of 28 days from the date of publication of the public notice has also closed. In accordance with requirements of the *Local Government Act 1989* Council must now consider any submissions received and determine whether to adopt, amend or abandon the scheme. If Council adopts or amends the scheme, the special charge may then be declared.

Recommended option and justification

In accordance with the provisions of Section 163 of the *Local Government Act 1989* it is recommended Council declare a Special Charge Scheme for the construction of Campbell Road, Crosley Street & Pilmer Road, Healesville funded from the Road for the Community Federal Government Grant and Landowner contributions.

Having regard to the need for the proposed works and having received no submissions hereto, it is recommended that Council adopt and declare the special charge without modification.

FINANCIAL ANALYSIS

Following detailed design for the project the estimated cost of works has been determined as \$864,209.

Council's contribution to the project is estimated to be \$626,209 and will be grant funded by the Federal Government Roads for the Community Initiative.

On adoption of this report's recommendations the landowner contribution to the project will be fixed at \$238,000.

A breakdown of Council costs and individual property apportionment charges are listed in Attachment 1- Schedule of Costs per property. These items were detailed in the Intent to Levy a Special Charge Report, which was considered by Council at its meeting of 12 April 2022.

APPLICABLE PLANS AND POLICIES

The construction of local roads as a Special Charge Scheme meets the *Council Plan 2021-2025* strategic objective of Quality Infrastructure and Liveable Places. Local road construction also has benefits related to the strategic objective of a Vibrant Economy, Agriculture and Tourism.

Council's *Special Rate and Charge Policy for Infrastructure Improvements* sets out in detail the procedures for managing Special Charge Schemes.

This project is part of the Federal Government's sealing roads within the Dandenong Ranges and surrounding areas program.

RELEVANT LAW

Special Charge Schemes for Infrastructure Improvements are implemented under the Special Charge provisions of the *Local Government Act 1989* (version 159).

Council when considering a Special Charge Scheme is required to advertise the proposal and invite submissions from the public as prescribed in Section 223 of the *Local Government Act 1989* (version 159).

Implementation of the works will be carried out under Sections 8 and 10 of the *Local Government Act 2020* which identifies the role and powers of Councils.

SUSTAINABILITY IMPLICATIONS

Economic Impacts

The construction of these roads would be undertaken utilising contractors from Councils Road Construction and Associated Works Panel. This panel was established with a majority of local smaller contractors which will help provide economic support to these local businesses.

Social Impacts

Special Charge Schemes for road construction require sizeable contributions from abutting landowners. These contributions can lead to social and economic impacts for affected landowners. Council's *Special Rate and Charge Policy for Infrastructure Improvements* notes that those landowners with a demonstrated financial hardship may apply for assistance in accordance with Council's *Rate Recovery and Financial Hardship Policy*.

Environmental Impacts

The proposed works will require the removal of 6 native trees. These trees would be removed under Council's Code of Environmental Practice guidelines and will result in offset funding being provided for re planting of native vegetation as part of Councils Offset program. A planning permit is not required for trees removed under these guidelines

All works will be completed in compliance with Council's *Code of Environmental Practice* for Works on Council Managed Land.

A Cultural Heritage Management Plan is not required for the works. The works will enhance the environmental amenity, through the reduction in dust.

The sealing of local roads will assist in reducing the impacts to the road condition from increased storm events, predicted as a result of climate change. Unsealed

roads greatly deteriorate in condition following storm events creating an increased stress on service delivery for the unsealed road network.

Consideration is also given to the rate of flow of water into local creeks and impacts to water quality following the sealing local roads, sustainable treatment is prioritised, where possible within the catchment with measures such as grassy swales implemented as conditions allow.

As part of the construction of local roads, Council officers are continually investigating the increased use of recycled materials. In utilising recycled materials, officers consider the availability and location of materials, the quality of materials and overall cost to the project.

COMMUNITY ENGAGEMENT

Landowner Consultation

A letter was mailed to landowners inviting them to view an on-line briefing presentation detailing the standard of works and the statutory processes required to implement a Special Charge Scheme. The briefing presentation is available for viewing on Council's website.

Those landowners unable to access the internet were advised that a copy of the presentation and functional design plans could be mailed to them on request.

Public Notice

In accordance with Sections 163 (1A) and 223 of *the Local Government Act 1989* Council is required to give public notice of the intention to declare a special charge.

A public notice was published in The Star Mail local newspapers on 19 April 2022 and also on Council's Internet Website.

The public notice stated that submissions in respect of Campbell Road, Crosley Street & Pilmer Road, Healesville Special Charge Scheme will be considered by Council, outlined the proposed declaration, set out the date on which it is proposed to make the declaration and advised that copies of the proposed declaration are available for inspection at Council's office for at least 28 days after the publication of the notice.

Notification of Landowners Involved

In addition to the public notice published in The Star Mail local newspapers and on Council's Internet Website, all owners of properties within the designated area of the special charge scheme were notified by mail of the proposed special charge, with an advisory notice and covering letter dated 13 April 2022.

Information relating to Council's intention to declare the special charge was extensively outlined, including the amount for which the person(s) is liable and the rights of a person to make a submission to the special charge.

Persons Right to Make a Submission

Section 163 of the *Local Government Act 1989* requires Council to consider any written submissions. These submissions should be received within 28 days after the publication of the public notice.

The formal submission period has now closed. Both the advisory notice served and the public notice published advised that submissions must be received by 18 May 2022.

Persons making a written submission to Council are also entitled to request to appear before Council to be heard in support of their written submission.

Council must now consider any submissions received and determine whether to adopt, amend or abandon the scheme. If Council adopts or amends the Scheme, the special charge may then be declared.

Submissions Received

No public submissions have been received regarding Council's intention to declare a special charge for the Campbell Road, Crosley Street & Pilmer Road, Healesville Improvement Works.

The designated area (Attachment 2) of the scheme comprises of 34 properties.

Formal Notification to Landowners

Upon consideration of the submissions received and declaration of the special charge, the *Local Government Act 1989* requires those persons who have lodged a submission to be advised of Council's decision in relation to their submission.

All landowners are then to be formally notified of the special charge scheme and advised of their option to apply to the Victorian Civil and Administrative Tribunal for a review of Council's decision to introduce the special charge, as required by Section 185 of the Act.

COLLABORATION, INNOVATION AND CONTINUOUS IMPROVEMENT

Projects constructed under the Roads for Community Initiative have been jointly funded by the Federal Government and participating landowners.

The Federal Government funding commitment of \$150 Million over 10 years will have a transformational impact on unmade roads throughout the Dandenongs and urban growth areas of the municipality.

The key principles of the program are to construct unmade roads:

- Servicing schools, community facilities and sporting facilities;
- Within the urban growth boundary and township areas within Yarra Ranges;

- That significantly support bushfire risk and emergency situations to allow the community to safely exit areas of high risk;
- That support the growth and development of tourism across the municipality; and
- Where sections of high-volume rural roads intersect with collector/arterial roads.

In considering a strategic approach for future construction of unsealed roads, prioritisation and level of Council contribution required for Special Charge Scheme road construction under current policy, the proposed construction of Campbell Road, Crosley Street & Pilmer Road, Healesville offers benefits as they are predominately urban in character and would complete an existing sealed road network.

RISK ASSESSMENT

Construction of the roads would provide the following benefits/risk reduction to landowners

- Continued and safer vehicular access to and from properties abutting or gaining primary access via Campbell Road, Crosley Street & Pilmer Road, Healesville;
- Improved stormwater drainage runoff control directed towards the roads from abutting properties, and protection of low side properties from stormwater runoff from the roads; and
- Enhanced physical and environmental amenity for abutting properties.

It is noted that the roads have existed in their current form for many years. If the proposed construction of the roads does not proceed, no unacceptable or unmanageable risk would be experienced by Council.

CONFLICTS OF INTEREST

No officers and/or delegates acting on behalf of the Council through the Instrument of Delegation and involved in the preparation and/or authorisation of this report have any general or material conflict of interest as defined within the *Local Government Act 2020*.

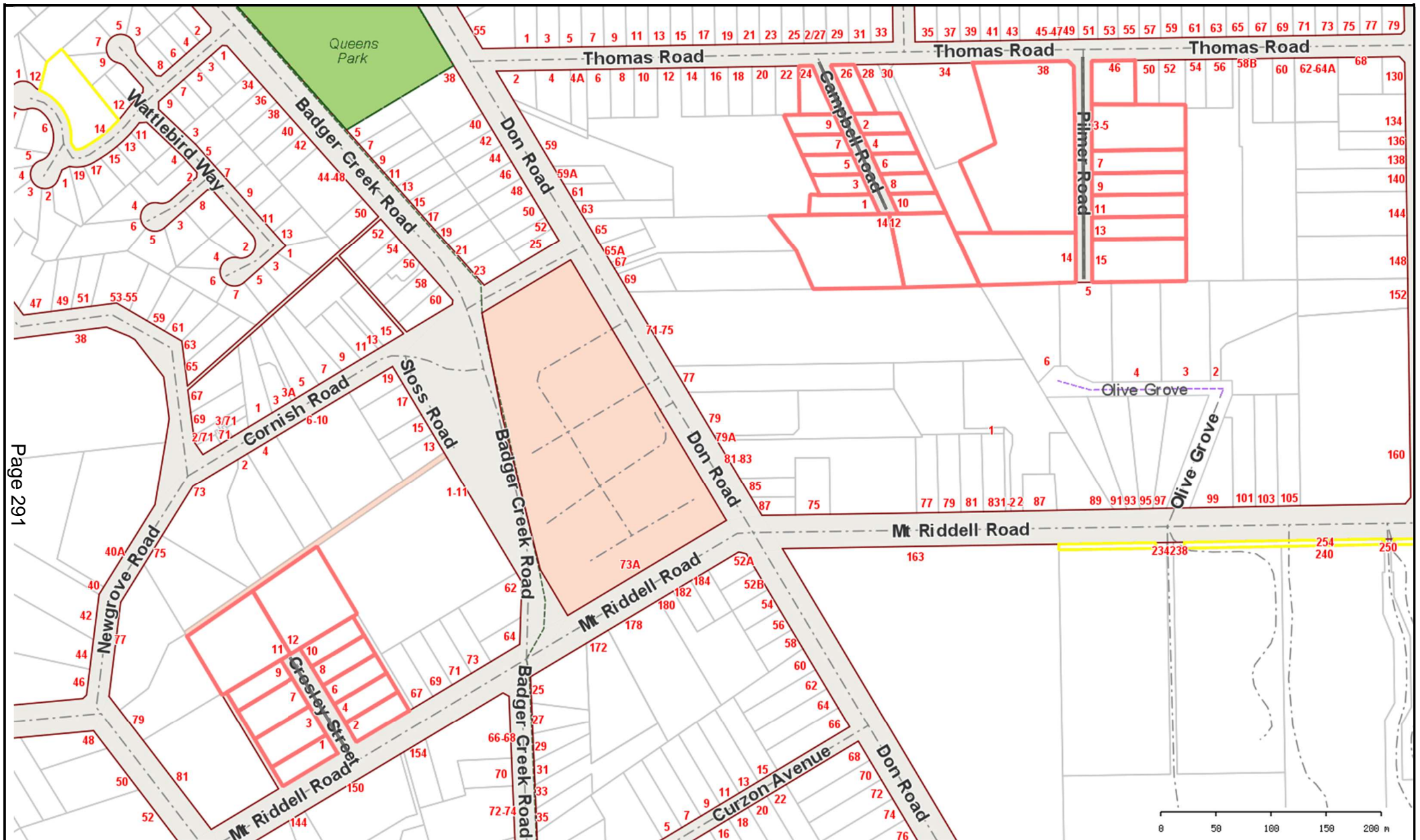
ATTACHMENTS TO THE REPORT

1. Schedule of Costs per Property
2. Designated Area of Scheme

Campbell Road, Crosley Street and Pilmer Road, Healesville Proposed Special Charge Scheme

ASSESSMENT NO.		PROPERTY ADDRESS	DEVELOPMENT / BENEFIT UNIT	CHARGE FOR THE WORKS	ADJUSTED FOR CEILING	FINANCING CHARGE	TOTAL CHARGE	YEARLY CHARGE
40156		Lot 6 LP42353 Ca 8-1	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	\$805.00
40157		Lot 2 PS505360 Sec 3	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	\$805.00
40159		Lot 1 PS505360 Sec 7	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	\$805.00
Page 289	40160		Lot 2 LP42353 Ca 8-9	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00
	40161		Lot 1 LP42353 Ca 8-11	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00
	40162		Lot 7 LP42353 Ca 8-2	0.50	\$10,167	\$3,500	\$525.00	\$4,025.00
	40163		Lot 8 LP42353 Ca 8-4	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00
	40164		Lot 9 LP42353 Ca 8-6	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00
	40165		Lot 10 LP42353 Ca 8-8	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00
	40166		Lot 11 LP42353 Ca 8-10	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00
	40167		Lot 12 LP42353 Ca 8-12	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00
	41999		Lot 21 LP134079 Ca 1	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00
	42000		Lot 22 LP10079 Ca 9-3	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00
42001		Lot 23 LP10079 Ca 9-5	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
42002		Lot 24 LP10079 Ca 9-7	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
42003		Lot 25 LP10079 Ca 9-9	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
42004		Lot 16 LP10079 Ca 9-2	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
42005		Lot 17 LP10079 Ca 9-4	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
42006		Lot 18 LP10079 Ca 9-6	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
42007		Lot 19 LP10079 Ca 9-8	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
42008		Lot 20 LP10079 Ca 9-10	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
43202		Lot 1 LP18202 Ca 9-7	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
43203		Lot 2 LP18202 Ca 10-9	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
43204		Lot 3 LP18202 Ca 10-11	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
43205		Lot 4 LP18202 Ca 10-13	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	
43206		Lot 1 TP252090 Ca F-15	1.00	\$20,334	\$7,000	\$1,050.00	\$8,050.00	

PROJECT COST SUMMARY:		COUNCIL COST SUMMARY:		APPORTIONMENT SUMMARY:	
Total Project Cost	\$864,209	Council 20% Contribution	\$172,842	Unit Ratio =	100%
Less Council Cost only Items	\$0	Abuttal to Council & Crown Land Reserves	\$0	Total Landowner Units =	34.00
Total Scheme Cost	\$864,209	Subsidy for costs above FedFund ceiling	\$453,367	Total Council Units =	Nil
Total Council Contribution	\$626,209	Total Council Scheme Cost	\$626,209	\$ / Unit =	\$20,334
Total Landowner Contribution	\$238,000	Council Cost only Items	\$0	FedFund Ceiling \$/ Unit =	\$7,000
Financing Costs	\$35,700	Total Council Project Cost	\$626,209	FedFund Subsidy \$/ Unit =	\$13,334



Yarra Ranges Council does not guarantee the accuracy of the information on this map. Any person using or relying upon such information does so on the basis that Yarra Ranges Council shall bear no responsibility or liability whatsoever for any errors, faults, defects or omissions on this map.

Campbell Road, Crosley Street and Pilmer Road, Healesville Proposed Special Charge Scheme



INFORMAL MEETINGS OF COUNCILLORS

Report Author: Governance Officer
 Responsible Officer: Director Corporate Services
 Ward(s) affected: All Wards

The author(s) of this report and the Responsible Officer consider that the report complies with the overarching governance principles and supporting principles set out in the Local Government Act 2020.

CONFIDENTIALITY

This item is to be considered at a Council meeting that is open to the public

SUMMARY

Chapter 8, Rule 1, of the Governance Rules requires that records of informal meetings of Councillors must be kept and that the Chief Executive Officer must ensure that a summary of the matters discussed at the meeting tabled at the next convenient Council meeting and recorded in the Minutes of that Council meeting.

An 'informal meeting of Councillors' is defined in the Governance Rules as a meeting of Councillors that:

- is scheduled or planned for the purpose of discussing the business of Council or briefing Councillors;
- is attended by at least one member of Council staff; and
- is not a Council meeting, Delegated Committee meeting or Community Asset Committee meeting.

The records for informal meetings of Councillors are attached to the report.

RECOMMENDATION

That the records of the Informal Meetings of Councillors, copies of which are attached to the report, be received and noted.

ATTACHMENTS TO THE REPORT

1. 17 May 2022 - Council Briefing
2. 17 May 2022 – Council Forum
3. 17 May 2022 – Planning Agenda Briefing
4. 19 May 2022 - Health and Wellbeing Advisory Committee Meeting
5. 2 June 2022 - Sustainable Environment Advisory Committee

Informal meeting of Councillors

Public Record



Meeting Name:	Council Briefing	
Date:	17 May 2022	Start Time: 6:35pm Finish Time: 6:50pm
Venue:	Via videoconference	
Attendees:	Councillors:	Jim Child, Len Cox, David Eastham, Tim Heenan, Richard Higgins, Fiona McAllister, Johanna Skelton, Sophie Todorov, & Andrew Fullagar
	CEO/Directors:	Tammi Rose, Andrew Hilson, Mark Varmalis, Kathleen McClusky.
	Officers:	Phil Murton, Sarah Candeland & Michael Ng
Apologies	Nil	
Declarations of Interest:	Nil	
Matter/s Discussed:	This briefing covered the following items of business to be considered at the 24 May 2022 Council Meeting	
	7.1	Municipal Association of Victoria - State Council Meeting
	7.2	MAV Rules Review 2021-22 Directions Paper - Council Submission
	7.3	Finance report 1 July 2021 to 31 March 2022
	7.4	Sylvia Road, Hoddles Creek - Intention to Levy a Special Charge
	7.5	Harberts Road (from no.30 to no.100), Don Valley - Intention to Levy a Special Charge
	7.6	Kirkham Road (between Retreat Road and Courtneys Road), Belgrave South - Intention to Levy a Special Charge
	7.7	Old Coach Road (from no.12 to no.37), Montrose - Intention to Levy a Special Charge
	7.8	Road Discontinuance part Thomas Avenue, Warburton
Completed By:	Michael Ng	

Informal meeting of Councillors

Public Record



Meeting Name:	Council Forum	
Date:	17 May 2022	Start Time: 7.00pm Finish Time: 9:40pm
Venue:	Via videoconference	
Attendees:	Councillors:	Jim Child, Len Cox, David Eastham, Tim Heenan, Richard Higgins, Fiona McAllister, Johanna Skelton, Sophie Todorov, & Andrew Fullagar
	CEO/Directors:	Tammi Rose, Phil Murton (Acting Director Environment & Infrastructure), Andrew Hilson, Kathleen McClusky & Jane Price
	Officers:	Alanna Ford, Clint Hong, Allison Southwell, Helen Ruddell, Tracey Varley, Hugh Baulch, Megan Sheehy, Jenny Davis, Sarah Candeland & Michael Ng
	External Guests:	Simon O'Callagan (CEO, Yarra Ranges Tourism) Leigh Harry (Director Yarra Ranges Tourism Board)
Apologies	Jane Sinnamon & Mark Varmalis	
Declarations of Interest:	Nil	
Matter/s Discussed:	1.1	Actions and Agreements Records - 3 May 2022
	1.2	Yarra Ranges Tourism Presentation
	1.3	Councillor Discussion Time
	1.4	Eastern Regional Libraries - Transition to a Beneficial Enterprise
	1.5	Civic Centre – Art Installations and Honour Boards
	2.1	Construction Market Impact Report
	2.2	Organisational Performance Report to Councillors - January to March 2022
	2.3	Audit and Risk Management Committee Meeting Minutes 28 February 2022
	2.4	Contract Approvals and Variations April 2022
	2.5	Indicative Forum & Council Meeting Schedule
	2.6	Mayor & CEO Updates
Completed By:	Michael Ng	

Informal meeting of Councillors

Public Record



Meeting Name:	Review of Complex Planning Matters	
Date:	17 May 2022	Start Time: 5:30pm Finish Time: 6:34pm
Venue:	Via videoconference	
Attendees:	<p>Councillors: Jim Child, Len Cox (from 5:38pm), David Eastham, Tim Heenan, Richard Higgins (from 5:35pm), Fiona McAllister, Johanna Skelton (from 5:34pm), Sophie Todorov, & Andrew Fullagar</p> <p>CEO/Directors: Tammi Rose, Kathleen McClusky</p> <p>Officers: Amanda Kern, Gavin Crawford, Alexia Paterson, Simon Ilsley, Sarah Candeland & Michael Ng</p>	
Apologies	Nil	
Declarations of Interest:	Nil	
Matter/s Discussed:	This briefing covered the following items of business	
	1.	266-268 Maroondah Highway Chirnside Park (Summerset)
	2.	325 Manchester Road Chirnside Park
	3.	325 Swansea Road (Retirement Village)
Completed By:	Michael Ng	

Informal Meeting of Councillors

Public Record



Meeting Name:	Health and Wellbeing Advisory Committee Meeting		
Date:	19/05/2022	Start Time: 10.00am	Finish Time: 12.00pm
Venue:	Online Zoom meeting		
Attendees:	<p>Councillors: Sophie Todorov</p> <p>CEO/Directors:</p> <p>Other Attendees: Cathi Walker (Yarra Ranges Council), Jess Occleston (Yarra Ranges Council), Jess Rae (Yarra Ranges Council), Bree Morrison (OEPCP), Christine Farnan (DHS), Emily Sykes (Yarra Ranges Council), Benjamin Brewin (Eastern Health), Tracey Higgins (Inspiro), Corinne Bowen (Yarra Ranges Council) Elly Taylor (Women’s Health East)</p>		
Apologies	Nil		
Declarations of Interest	Nil		
Matter/s Discussed:	1.1	Introductions, Apologies and Acknowledgment of Country	
	1.2	Review of previous minutes and business arising	
	1.3	Discussion of next steps for Yarra Ranges Health & Wellbeing Advisory Committee	
	1.4	Health & Wellbeing Plan priority areas	
	1.5	Joint health planning and project work	
	1.6	Member updates and funding/advocacy opportunities	
Completed By:	Catherine Walker		

Informal Meetings of Councillors

Public Record



Meeting Name:	Sustainable Environment Advisory Committee	
Date:	02 June 2022	Start Time: 5.30pm Finish Time: 7.45pm
Venue:	Zoom	
Attendees:	<p>Councillors: Johanna Skelton, Andrew Fullagar</p> <p>CEO/Directors:</p> <p>Other Attendees: David Harper (YRC), Kym Saunders (YRC), Amanda Smith (YRC), Tom Meek (YRC), Suzanne Burville (YRC), Amy Endall (YRC), Lauren Dwyer (member), Graeme George (member), Ron Sawyer (member), Laurence Gaffney (member), Peter Martin (member), Melanie Birtchnel (member), Lucy Gilchrist (member), Lucy Claire-Southwell (member), Darren Wandin (member), Clinton Muller (member), Lucy Rose (DELWP), James Johnson (DELWP), Steve Hosking (Melbourne Water), Sarah Gregor (Melbourne Water),</p>	
Apologies	Jonathan Gay (member), Bec Brannigan (member), Mark Varmalis (YRC), Graham Brew (YRC), Joanne Antrobus (Parks Vic), Jess Baillie (YRC), Jess Rae (YRC), Merryn Kelly (DELWP), Tim Heenan (YRC), Jeff Barlow (member),	
Declarations of Interest	None	
Matter/s Discussed:	1.1	YRC Economic Development Strategy
	1.2	Strategic Management Prospects Tool (NatureKit) DELWP
	1.3	YRC Biodiversity plan draft
Completed By:	Suzanne Burville	

16. CONFIDENTIAL ITEMS

In accordance with section 66(2)(a) of the Local Government Act 2020

There were no Confidential Items listed for this meeting.

17. URGENT BUSINESS

18. MEETING CLOSED

The next meeting of Council is scheduled to be held on Tuesday 28 June 2022 commencing at 7.00pm, at Council Chamber, Civic Centre, Anderson Street, Lilydale.



In providing for the good governance of its community, Councillors are reminded of their obligation to abide by the provisions as set within the Local Government Act 2020 and the Code of Conduct for Councillors.

When attending a Council Meeting, Councillors should adhere to the procedures set out in the Governance Rules developed by Council in accordance with section 60 of the Local Government Act 2020.

The following is a guide for all Councillors to ensure they act honestly, in good faith and in the best interests of Yarra Ranges as a whole.

- 1. Councillors will respect the personal views of other Councillors and the decisions of Council.*
- 2. Councillors may publicly express their own opinions on Council matters but not so as to undermine the standing of Council in the community.*
- 3. The Mayor is the official spokesperson for Council.*
- 4. Councillors will incur expenditure in a responsible manner and in accordance with the Councillor Expenditure and Policy.*
- 5. Councillors will avoid conflicts of interest and will always openly disclose any direct and indirect interests where they exist.*
- 6. Councillors will act with integrity and respect when interacting with Council staff and members of the public.*
- 7. Councillors will demonstrate fairness in all dealings and conduct and be open with and accountable to the community at all times.*
- 8. Councillors will conduct themselves in a manner that does not cause detriment to Council or the Yarra Ranges community.*