



AGENDA

Annual General Meeting

Monday 24 October 2022

At 5.30pm

Council Chambers, 21 Saunders Street, Wynyard

Notice is given that an Annual General Meeting of Council will be held at the Waratah-Wynyard Council Chambers, 21 Saunders Street, Wynyard on Monday 24 October 2022 commencing at 5.30pm.

A handwritten signature in black ink, appearing to read 'SC', is positioned above the name of the General Manager.

Shane Crawford
GENERAL MANAGER

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DIGITAL RECORDING OF COUNCIL MEETINGS

The Public is advised that it is Council policy to record and live stream the proceedings of meetings of Council on digital media to assist in the preparation of minutes and to ensure that a true and accurate account of debate and discussion of meetings is available.

This recording is authorised by *the Local Government (Meeting Procedures) Regulations 2015*.

AGENDA OF THE ANNUAL GENERAL MEETING OF THE WARATAH-WYNYARD COUNCIL TO BE HELD AT THE COUNCIL CHAMBERS 21 SAUNDERS STREET WYNYARD ON MONDAY 24 OCTOBER 2022 COMMENCING AT 5.30 PM.

1.0 PRESENT

Councillors

In Attendance

2.0 APOLOGIES

3.0 WELCOME

Good evening to all and welcome to Councillors, staff and members of the gallery. It is my pleasure to welcome you to the 2022 AGM for the Waratah-Wynyard Council, the final formal meeting of the current Council group.

Acknowledgement of Country

I would like to begin by acknowledging the traditional owners and custodians of the land on which we meet today, the Tommeginne people, and to pay our respect to those that have passed before us, their history and their culture.

Introduction

At last week's Council meeting I reflected on the past four years, the term of the current Councillors, and I repeat my comments that the group should be proud of their accomplishments, dedication and efforts throughout the period.

Tonight, we focus on the past year, looking specifically at the 2021/22 financial year. The General Manager and I have a joint statement as part of the Annual Report and whilst I will not read that in its entirety, I would like to mention some brief extracts –

Council is currently in a strong financial position and continues to have a sustainable operating position, having now had six consecutive years of operational surpluses. Staff will provide more detail on this later in the meeting.

It fills Council with pride to see the positive results of our strategic plans coming to fruition. Our Wynyard and Environs Master Plan is now complete with the finalisation of the state of the art Multi-Purpose Facility. Other strategic and capital works continue to progress.

We continue to receive recognition at a National and State level, the highlight being the Wonders of Wynyard Exhibition and Visitor Information winning the Gold medal at the Qantas Australian Tourism Awards in March.

I want to thank the community for their continued input and contribution into Council activities.

This is the last Annual Report with the current group of elected members, and we thank all Councillors for their resolve and commitment to delivery over their term.

Once again, we wish to acknowledge the efforts and dedication of all Council staff in their quest to deliver high quality services to the community.

Council is very well placed to respond to and be actively involved in any challenges in the future.

I would now ask the General Manager to advise the meeting of the statutory provisions relating to the holding of an Annual General Meeting.

4.0 ANNUAL GENERAL MEETING STATUTORY REQUIREMENTS

Section 72B. of the *Local Government Act 1993* (the Act) provides that in relation to an Annual General Meeting.

72B. Annual General Meeting

(1) A council must hold an Annual General Meeting on a date that –

(a) is not later than 15 December in each year; and

(b) is not before 14 days after the date of the first publication of a notice under [subsection \(2\)](#).

(2) A council must publish a notice in a daily newspaper circulating in the municipal area or other prescribed newspaper specifying the date, time and place of the Annual General Meeting.

(3) If a quorum of the council is not present at an Annual General Meeting –

(a) the Annual General Meeting is to be reconvened and held within 14 days; and

(b) a notice is to be published in a daily newspaper circulating in the municipal area specifying the date, time and place of the Annual General Meeting.

(4) Only electors in the municipal area are entitled to vote at an Annual General Meeting.

(5) A motion at an Annual General Meeting is passed by a majority of votes taken by a show of hands or by any other means of ascertaining the vote the council determines.

(6) A motion passed at an Annual General Meeting is to be considered at the next meeting of the council.

(7) The general manager is to keep minutes of the Annual General Meeting.

5.0 CONFIRMATION OF PREVIOUS MINUTES

RECOMMENDATION

“That the Minutes of the Annual General Meeting of the Waratah-Wynyard Council, held at 21 Saunders Street, Wynyard on 2 November 2021, a copy of which having previously been circulated to Councillors prior to the meeting, be confirmed as a true record.”

The minutes of the meeting are attached in Appendix 1.

Any corrections to the Minutes are to be identified and agreed at this point prior to taking a vote to adopt the minutes.

6.0 ANNUAL REPORT PUBLIC SUBMISSIONS

Under the provisions of the *Local Government Act 1993*, Council invited the community to make submissions on its Annual Report for discussion at the Annual General Meeting. The closing date for submissions was Wednesday 19 October 2022.

There were no submissions received at the time of agenda compilation.

7.0 ANNUAL REPORT 2021/22

RECOMMENDATION

That Council note the Annual Report for the year ended 30 June 2022.

PURPOSE

To adopt the Annual Report in line with legislative requirements.

BACKGROUND

The Annual Report of the Council for 2021/22 has been prepared pursuant to section 72 of the *Local Government Act 1993* which requires Council to prepare an Annual Report detailing its achievements in respect of goals and objectives for the financial year.

DETAILS

Council’s Strategic Planning Framework guides Council in identifying community needs and aspirations over the long term (Our Vision), medium term (Strategic Plan) and short term (Annual Plan and Budget Estimates) and holds itself accountable through the Audited Financial Statements and Annual Report.

The Annual Plan and Budget Estimates are set in June each year and progress reporting occurs to Council on a quarterly basis.

The Annual Report provides highlights of the Council’s achievements throughout the year together with a performance report on activities listed in the 2021/22 Annual Plan.

As required, the Annual Financial Report for the year ended 30 June 2022, together with the Independent Audit Report are included within the Annual Report. Council formally received the audited financial statements at the October meeting.

In accordance with Section 72(2)(d) and (3) of the *Local Government Act 1993*, Council placed advertisements in the Advocate Newspaper on 8 October 2022 and 15 October 2022 notifying the public of the Annual General Meeting on Monday 24 October 2022 and invited submissions from the community on the Annual Report.

STATUTORY IMPLICATIONS

Statutory Requirements

Section 72 of the *Local Government Act 1993* requires Council to prepare an Annual Report containing the Annual Financial Statements and other statutory requirements. The Annual Report must be considered at the Annual General Meeting, which is to be held no later than 15 December.

STRATEGIC IMPLICATIONS

Strategic Plan Reference

GOAL 1: Leadership and Governance

Desired Outcomes

1.5 We highly value the use of an evidence-based approach to the development and implementation of strategies and policies that support and strengthen our decision making.

Our Priorities

1.5.1 Build our knowledge base to apply in decision-making processes.

1.5.2 Maintain accountability by ensuring council decisions are evidence based and meet all legislative obligations.

Sustainable Murchison Community Plan 2040

Community Future Direction Theme	Key Challenges & Opportunities:
Business & Industry	Specialised diversity of the economy – Value adding, diversification, innovation and employment. A resilient economy with global brand recognition and growing exports.
Tourism	Memorable visitor experiences all year round – The must see destination, quality product, easy access, popular events and festivals with coordinated marketing. A longer season with increasing yields.
Strong communities and social capital	Enduring community capital – Growing, proud, self-reliant communities that are inclusive and engaged with volunteers and shared facilities.
Access and infrastructure	Local, regional and global transport and infrastructure access – Safe and efficient access alternatives, growing freight capacity, renewable energy, water management and contemporary communications. Community infrastructure that supports economic development.
Natural resource management	Managing abundant, natural and productive resources – Natural resource management is valued and development is environmentally sustainable. The environment is clean and healthy with unspoilt beauty and biodiversity.

Community Future Direction Theme	Key Challenges & Opportunities:
Health and Wellbeing	Maintaining good health and wellbeing – Healthy communities, people taking responsibility for their wellness, convenient access to medical services and facilities.
Education	Lifelong learning and education – Education and lifelong learning is valued and there is access to vocational training and tertiary education. Education retention rates have increased.
Place making and liveability	Liveable places for all ages – Liveable attractive townships, relaxed lifestyles and community pride attract people to Murchison. Communities have history and character that drive their place-making strategies. Sport and recreation is widely supported especially by young people. Multi-purpose recreational and cultural facilities are well utilised.
Governance and working together	Working together for Murchison – Everyone plays a part in achieving the objectives of the Sustainable Murchison Community Plan. There is cooperation, resource sharing and less duplication between Councils. Leadership is provided across all community sectors.

POLICY IMPLICATIONS

There are no policy implications as a result of this report.

ENVIRONMENTAL IMPLICATIONS

There are no environmental implications as a result of this report.

FINANCIAL IMPLICATIONS

There are no financial implications as a result of this report.

RISK IMPLICATIONS

There are no risk implications in receiving this report.

CONSULTATION PROCESS

The draft financial statements were referred to the Audit Panel for review at its meeting on 23 August 2022.

The Annual Report and Annual General Meeting have been advertised in accordance with legislation. No submissions have been received by the public in relation to the Annual Report.

CONCLUSION

It is recommended that Council receive and note the Annual Report for 2020/21

8.0 NOTICE OF MOTION**8.1 MR C HUTCHISON – OLDINA RESERVE LEASE****MOTION**

That Council requests a formal lease with Sustainable Timber Tasmania for the Oldina Reserve and former Picnic Area, for a minimum of 10 years, commencing as soon as possible.

BACKGROUND INFORMATION

Councillors are fully aware of the situation in regard to the Oldina Reserve.

In recent years, Sustainable Timber Tasmania have closed the Reserve to public access, removed all public amenities on the site, and ceased maintenance of road and bridge infrastructure.

Forestry Tasmania / Sustainable Timber Tasmania have offered Council the opportunity to lease the site in the past, to which Council declined.

Despite having requested Council consult the community in regard to the future of the Oldina Reserve and moving a motion at the 2021 Council Annual General Meeting, which was passed, Council still refused to consult the community, preferring instead to preference its support for a community group to take over the site with no clear indication of how Council would be involved, if at all, in such a plan.

That plan was released for Community Consultation. Following the consultation, the proposed preferred user of the site, the Inglis Pony Club, pulled out of negotiations.

Council's concept plan for the Oldina Reserve has failed to deliver a positive outcome.

Every year without action in regard to the Oldina Reserve is another year of lost opportunity.

Council needs to take the requests of the community seriously and should commit to the project of restoring and transforming this public space where STT no longer will.

As recently as October 8-9 (2 weeks ago), Sustainable Timber Tasmania permitted a national motor biking event to take place in the Reserve and former picnic area. Whilst all options should be considered, there is clearly community demand for this area, but not all uses are mutual.

The de facto use of this space is becoming one of recreational motor-vehicle and motorbike use (legal or otherwise), and whilst recreational vehicle use activities have their place, Council should advocate on behalf of the community and consider a broad range of offerings and public amenity for the municipality.

Council may begin liaising with different stakeholders in the community about how this area will be used, however, without committing to a formal lease over the reserve area there is significant risk that Council will delay, stall, and eventually manoeuvre its way out of its responsibility for delivering action for the community at this site.

In Council's October Meeting Agenda, it states on page 47 in response to a question for Cr. Edwards that

At the June 2022 meeting of Council, it was resolved that:

Council:

1. Note the feedback on the draft Oldina Forest Reserve Concept Plan; and
2. Facilitate a stakeholder group to consider future use of the Oldina Forest Reserve.

As Oldina Reserve is not owned or managed by Council, officers have sought permission from Sustainable Timbers to proceed on this basis. This permission has been received and formation of the group can commence.

Councillors will be appointed to a stakeholder group at the November meeting of Council to progress discussions.

Council has the necessary permissions to consider the future use of the Reserve, and some Council staff are now educated in the constraints and opportunities that the site has to offer.

Momentum is now in the direction of a formal Council lease with STT over the site, and there are very few barriers to undertaking this lease, with the exception of the limited willingness from Councillors and Senior Management. Formalising a lease will demonstrate to STT and the community that Council is serious about the space, and that future discussions regarding what to do with it will be serious and not a waste of community and Council time exploring options that rely on third parties.

OFFICERS COMMENT

Council has received a number of reports in relation to Oldina Reserve in recent years and remains committed to convening a stakeholder group to explore options for the site following the current Local Government elections.

The Oldina Reserve remains in the ownership and management of Sustainable Timbers Tasmania and ideas regarding the future of the site need to be directed through them. Council cannot plan for future use of a site without the permission or involvement of the land owner.

Council agrees that the Oldina Reserve has significant potential and progression of a plan for future use of the site is a worthy concept. Council, however, does not have to lease or own the land for community use to be restored. Possible use for the site needs to be thoroughly explored before it is determined who is best to enter discussions with STT regarding a lease.

The proposed motion that Council enter a formal lease with Sustainable Timber Tasmania for the Oldina Reserve commencing as soon as possible unnecessarily places this decision before determining future use of the site. It assumes Council needs to be the leaseholder when there may be other alternatives.

Taking on the lease immediately subjects Council to significant financial risk, with financial contribution required for:

- Upgrade and maintenance for roads and parking
- Connection and provision of services including power and water
- Security and access considerations
- Mowing, landscaping and maintenance of the reserve

- Risk and safety considerations including tree and bridge inspections and associated remediation works

These works alone, if done properly, have the potential to cost hundreds of thousands of dollars each financial year. Council has not included this additional service in its Financial Management Strategy and associated efficiencies or reduction in other services would be required to absorb the additional costs. Council currently manages 47 other parks and reserves.

It is a much more prudent approach to determine future use of the site first, negotiate site remediation and appropriate financial contributions and arrangements, prior to lease discussions. Taking on a lease now may result in unnecessary financial impost on Council that is simply not required.

8.2 Mr C HUTCHISON – FOSSIL BLUFF TOILET

MOTION

That Council:

1. Commence a feasibility study to cost a Parks and Wildlife Services style elevated compost toilet & accessible ramp in the Fossil Bluff Reserve Area – at the Table Cape end of the grassed section of the reserve, below the main car park.
2. Adjust the Fossil Bluff and Surrounding Trails Masterplan Point 2.9 to reflect Item 1
3. Conduct the costings and planning design for presentation to Councils prior to the adoption of the 2023/2024 Budget, and earmark funds for the toilet in the 2023/2024 budget

BACKGROUND INFORMATION

- On Page 317 of the October Meeting Agenda Attachments, it states action for the exploration of suggested alternative options for hillside public toilets has not yet commenced. Following the community feedback; it was clear that the original proposed toilet location had raised concerns of nearby resident(s). I was the person responsible for the suggestion of an alternate possible hillside toilet site and I was hoping that this action would be given greater priority, considering a toilet has been requested by members of the public at Fossil Bluff, including myself in 2017 in the OSSR public consultation phase.

Attachments Reports of Officers and Committees
9.4 Fossil Bluff and Surrounding Trails Masterplan - Annual Update
Enclosure 1 Fossil Bluff Action Status Report

WARATAH WYNYARD
COUNCIL

Fossil Bluff and Surrounding Trails Masterplan - Annual Update - October 2022

ACTIONS	TR 1 11/23	TR 2 11/24	TR 3 10/25	TR 4 10/26	TR 5 10/27	Status	Comments
3.7 Facilitate a second lookout at Inglestone Drive. <ul style="list-style-type: none"> • 23/24 – Consult with residents and other stakeholders before undertaking design and planning which includes consideration of an informal parking area, vehicle access barriers, safety fencing if necessary and associated signage (refer action 3.6). • 24/25 – Delivery of new lookout and associated infrastructure. 						Not Started	
3.8 Enhance the recreational use of Freestone Cove Foreshore by creating additional picnic spaces. <ul style="list-style-type: none"> • Install picnic shelter, tables, seating, rubbish and bins. 						Not Started	
3.9 Explore suggested alternative public toilet site with a built into the hillside look so as to provide a suitably camouflaged and accessible option to meet the need of the area. <ul style="list-style-type: none"> • consider heritage, camouflaging options and environmentally friendly design features. 						Not Started	

- Given the time frame to commence this process and with the high probability that it will be deemed 'unsuitable', I am requesting that a parallel investigation is undertaken immediately to the point where should other options for toilets in the Fossil Bluff reserve be deemed inappropriate or too expensive, the Plan B option (as listed in the motion) can be implemented and delivered shortly thereafter, without any delay.

- Potential siting and access:

FOSSIL BLUFF ~ FREESTONE COVE



- An example of the Toilet style can be seen at HoneyComb Caves, in the Mole Creek Karst National Park, which is elevated, accessible by a staircase, with a holding tank below. Contact: MCCaves@parks.tas.gov.au



- During the Draft Fossil Bluff Masterplan consultation period, I submitted an additional response specifically in regard to the toilet location challenges, and below is an excerpt from that submission:

“With the feedback provided by the community, in particular – Fossil Bluff residents, the Public toilet block as proposed would appear to be the primary source of opposition to the plan.

Suggestions have been made that a central toilet could be located at 'The Point', a small reserve area with boat ramp adjacent the Inglis River just east of the Table Cape Road bridge.

This area would be a potential candidate for a central toilet, however, is an area that probably does not qualify as a place that tourists are going to spend a great deal of time at. Drawcards like Fossil Bluff and Table Cape will be places that visitors and locals would spend more time if sufficient amenity was provided.

The benefits of a toilet at Fossil Bluff include supporting families and people of all interests to access the area for greater lengths of time. Kids and individuals of all ages can spend hours climbing, fossicking, exploring caves & rock pools, searching for tucker, collecting shells & rocks, making cubbies and sand castles in the Fossil Bluff reserve area.

Unfortunately, for most people (especially children), their need to relieve themselves comes sooner than their exhaustion from exploring the Fossil Bluff area if time has been dedicated to going there.

Sure, there will be many people who are just going for a quick visit, to walk the dog, or climb to the top of Fossil Bluff and leave. For many people, 5 minutes is not enough, maybe they could explore for 5 days, 5 weeks, or more! Fossil Bluff is one of the nicest places in the Wynyard vicinity. It is often a site for professional photography because it is accessible and incredibly scenic."

- The proximity of such a toilet within reach of a servicing truck would be important, should the composting waste needing to be relocated, so the potential site near the emergency access ramp would facilitate this. The short distance of a wheelchair ramp to the toilet would also assist in making the toilet accessible for all abilities, via the ramp, as well as a staircase to the lower grassed area for ease of access from both the beach and the car park.
- The benefits of a composting toilet would minimise capital costs and any logistical challenges in connecting to the main sewerage system.



OFFICERS COMMENTS

Reflecting on similar past projects with similar inputs required, there would be considerable risk that the provision of adequate advice and consultation outcomes to Council would not be achieved in time for a 2023/24 budget submission.

As explained in the background information by Mr Hutchison, the adopted Fossil Bluff and Surrounding Trails Masterplan forecasts exploring the feasibility of the hillside location as an item for the 2023/24 Annual Plan and budget including considerations of heritage, camouflaging options and environmentally friendly design features.

If the motion were adjusted such that point 2 was to add this location along with the hillside location proposed and that both dates in part 3 were adjusted to 2024/25, there would be greater chance of success of undertaking the action proposed.

The 2022/23 Annual Plan and Budget adopted in June 2022 does not include any resourcing (human and financial) to undertake a feasibility study as proposed in the motion or as proposed in the adopted Fossil Bluff and Surrounding Trails Masterplan.

In order for the items in the motion to occur as proposed and a fully informed decision made for funding of the toilet in the 2023/24 budget a deferral of other items in the current 2022/23 Annual plan and budget would need to be made.

Given the timing of the motion however, the fact that 4-5 months of the current Annual Plan and budget period has already passed, and the need for Council to consider the motion at the November 2022 Council meeting if successful, there is limited time to achieve the outcomes proposed.

There would be difficulty in adequately undertaking costings, planning and design required to fully inform Council for the 2023/24 Annual plan and budget due to current high demand on third party building designers and other associated third party professional building services.

Equally, consultation with community members and local residents around prepared concepts for either the location as proposed in the motion or as currently proposed in the Masterplan will need to occur to inform Council decision making before funding could be committed to proceed.

8.3 R KRABBE – COMMUNITY ENGAGEMENT

MOTION

That Council, in consultation with the community (for example via an initial meeting), review its community engagement/consultation processes, with the aim of providing greater opportunities for community engagement/consultation.

BACKGROUND INFORMATION

I believe that the quality of life in the Waratah-Wynyard municipality, our capacity to adapt to challenges, and to proactively drive socio-economic change depends ultimately on the ability for both individuals and organisations to work together. Communication and joint decision making are key aspects of this, via community engagement. Community engagement has a number of important benefits, especially the extent to which it can increase trust between Council and the community, which is so important for so many aspects of life in our municipality.

The Waratah-Wynyard Council's Public Consultation Policy (Version No.5, 26 September 2022) expresses some very admirable intentions such as "The community has a right to be involved in and informed about key decisions affecting them", and that "A range of appropriate opportunities will be provided for people to access information and to be involved, taking into account the diversity of the community and their differing communication needs". Likewise, the statement that "At Waratah-Wynyard Council Communication is at the core of everything we do. By having good communication and engagement practices and by encouraging open conversations and interactions on local issues we will improve our service delivery and help inform, empower and connect our community".

However, it is now vital to put these principles into practice and deliver on increasing both consultation and participation by the community in local decision making, and projects that increase quality of life. In short, a substantial effort is needed to implement to a high level all the strategies of both the Council's Public Consultation Policy and the Communication and Engagement Strategy. It is very useful having these documents, but they are of no use if they are not implemented. I also note the Communication and Engagement Strategy was for 2019/2021; so, I am also interested in the process of issuing a new strategy for 2022/2025.

It is acknowledged that to date, community willingness to take advantage of opportunities provided by the Council, such as for consultation, are patchy. It is also acknowledged that there is a huge diversity of capacity to engage in constructive dialogue, which makes the Council's job more difficult, likewise a limit on resources to promote community consultation and participation.

However, for example the recent number of candidates standing for election is a heartening sign of increased willingness to engage in local decision making, likewise possibly the process of the iCEP committee (which the Council is to be congratulated on) is also very positive.

I therefore request a discussion as a starting point for how there can be greater input by the community into local decision making, and better two-way communication between the Council and the community.

OFFICERS COMMENTS

As referenced in the background information provided with the motion, Council recognises the need for good communication and engagement practices.

At the June 2019 ordinary meeting, Council adopted the Communications and Engagement Strategy 2019-2021. The Strategy is based on the principles outlined in the internationally recognised gold standard IAP2 (International Association for Public Participation) Public Participation Spectrum, which is designed to assist with the selection of the level of participation that defines the public's role in any community engagement or public participation process. The spectrum clearly identifies that differing levels of participation are legitimate depending on the goals, timeframes, resources, and levels of concern from the community in the decision being made.

The Strategy also outlines 21 different communications components and rates Council's level of practice from 2010 to 2021. This process provides Council with an opportunity to track improvement across a broad range of communications and engagement objectives. Whilst there are still recognised areas for improvement, the table demonstrates a clear commitment to continuous improvement by Council.

Officers are currently working on adopted Year 4 actions as a new Strategy is drafted. Development of a new Strategy is an Annual Plan Action for 2022-23 and is scheduled to begin in the last quarter of 2022-23. Once a draft is developed, this will go to Council to endorse the release for public comment, giving the opportunity for feedback before a final strategy is adopted by Council. This process will provide the community input as requested by the mover of the motion.

Council's Public Consultation Policy was recently revised and adopted by Council in September 2022. Since the last review of this policy in 2020, Council has strengthened its commitment to best practice communication and consultation strategies and the changes made to this policy align with this commitment.

The Policy is underpinned by the following principles, which the Council believes are central to achieve effective communication and consultation:

- Council decision-making should be open, transparent and accountable;
- Council will identify potential stakeholders in each specific circumstance;
- Council will ensure information is easily understood and accessible to identified stakeholders, and include contact details for obtaining further information in all communications;
- The community has a right to be involved in and informed about key decisions affecting them;
- A range of appropriate opportunities will be provided for people to access information and to be involved, taking into account the diversity of the community and their differing communication needs;
- Council will listen and respond to community views in a balanced way, taking account of all submissions made by various stakeholders;
- Council's desire to balance community views and interests with other influences such as budgetary constraints;
- Council's communication and engagement strategies are underpinned by the International Association of Public Participation (IAP2) Spectrum, which provides a best-practice framework outlining the various levels of engagement (inform, consult, involve,

collaborate and empower) and the associated communication tools and appropriate audience messages for each level of engagement.

The information below is provided to demonstrate some of the recent communication and engagement activities undertaken by Council and relevant statistics.

Recognition

Waratah Wynyard Council has been recognised amongst its local government peers as being a leader in the engagement space – particularly with social media engagement, recently winning the Local Government Professionals Community Services Delivery Award for our Social Media Strategy. Council also won the same award category in 2020 for the Communications and Engagement Strategy (2019-21). Whilst acknowledging that there is always more work that can be done, Council has committed significant resources in the Communications space in recent years as an acknowledgment to the importance of engaging with our community.

Council's social media engagement has been recognised not only at the recent Local Government Professionals Awards, but by independent media company SHUNT, who ran a project analysing local government social media statistics across much of Australia. Waratah Wynyard Council consistently performed well in these rankings, often outperforming the major City councils.

The impacts of Council's social media engagement have been substantial, demonstrating the effectiveness of a strategic communication plan. It was recorded by Shunt Applied Creative that there was an increase in Facebook reactions by 149.1% and in an increase in Facebook engagement by 105% over a 90-day period in 2021. The Waratah-Wynyard Council was acknowledged by Shunt as "Facebook engagement and productivity leaders" when compared with all other Tasmanian Councils.

Upon the completion of the Year 3 Communication and Engagement Strategy actions there have been other notable achievements in the digital space. Waratah-Wynyard Council's social media following (on Facebook, Twitter, Instagram and YouTube) increased by a total of 30.6%, expanding its network of users across multiple platforms.

The Social Media Engagement Initiative was implemented to respond to Council's key strategic objectives, and the success of the initiative has positioned Council itself as a leading social media presence of Local Government in Tasmania. The Social Media Engagement Initiative has transformed Council's digital presence so that it is more engaging and more inclusive, strengthening communication with its expanding digital community. Whilst there is still room for growth, the Waratah-Wynyard Communications team commits to growing with these essential digital platforms, through education initiatives such as META Certification.



Communications and engagement tools

It is true that not everyone is on digital media, although it must be acknowledged that the internet, websites and social media are the primary sources of information for the majority of the population in the modern world. Council acknowledges it must not forget those who are unable or unwilling to adopt this media, and that some information and feedback is better provided and received in other ways.

For this reason, Council has a broad range of communication tools that it uses for various purposes as appropriate, including:

Social media (including Facebook polls) – a breakdown of our audience for Facebook (below) shows a good spread of ages, with the largest audience being women between the ages of 35-44.

In the past 12 months, Councils Facebook posts have reached over 114,000 people in the month of October 2022, with engagement at an impressive 38.5k.

Page overview

Discovery

🌐 Post reach	114,096
👤 Post engagement	38,540
👤 New Page followers	248

Interactions

😊 Reactions	4,637
💬 Comments	1,118
➡ Shares	1,104
🖼️ Photo views	10,021
🖱️ Link clicks	1,637

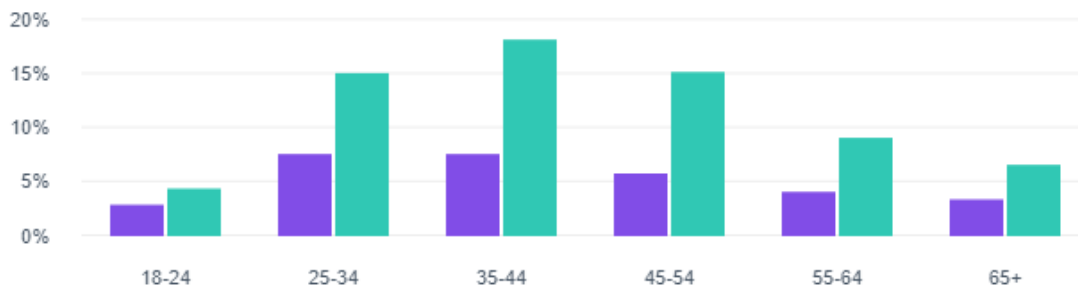
Other

👁️ Hide all posts	7
🗑️ Unfollows	0

Audience

Age and gender

■ Men 31.40%
■ Women 68.60%



Council has and does involve the public in all major projects this may be through the formation of a Working Group, an Advisory Group or through more widely publicised requests for feedback. All projects and policies receive a broad range of feedback from key stakeholders and interested parties with many of the ideas being put forward adopted into final plans and policies. Some examples of consultation and engagement include:

Working groups and committees – Councillor representatives and senior staff work alongside community interest groups. Examples include:

- Public Art Advisory group
- Youth Leaders
- Boat Harbour Beach masterplan advisory group
- ICEP working group (soon to transition to SEAP)
- Cam River Masterplan working group
- Wynyard Showgrounds Working Group
- Australia Day Committee
- Waratah Community Board
- Wynyard Waterfront and Environs Masterplan Working Group
- ANZAC Park Working Group

Community stakeholder and special interest advisory groups - these are formed for significant projects or for specific communities of interest. Examples include:

- Wynyard local business group
- Major project stakeholders – e.g.: local residents around capital works
- Somerset Futures Group
- Sisters Beach Working Group
- Waratah Museum group
- Waratah Men’s Shed

Other Projects where public input has been sought and influenced the final outcomes:

- Sustainable Murchison Community Plan
- Open Space Sport and Recreation Plan
- Planning Scheme – Local Provisions
- Public Land Disposal
- Fossil Bluff Masterplan
- Dog Management Policy
- East Wynyard Foreshore Masterplan
- Ballad Avenue
- Age Friendly / Youth plans

Community conversations – Councillors and senior staff attend open community forms in each of our communities (Boat Harbour, Sisters Beach, Wynyard, Somerset, Yolla, Waratah) and are available to provide information and listen to community concerns.

In 2021 Community Conversations round:

- 255 people attended
- 164 ideas put forward
- 77 service requests

Customer service/conquest system – the community engage with Council on various matters such as issues/complaints/requests for service.

Conquest Job Stats for 01.07.21 – 30.06.22	
Jobs Registered	1482
Completed in Conquest	1480
Still Open	2
Closed – still to be completed (usually by contractors)	23
Waratah Jobs	61

Council meetings – the public are able to attend and ask questions or make public statements. Meetings are now also livestreamed, with views skyrocketing.

In the last year Council’s YouTube channel stats are:

- 8,342 views
- 1,284.50 watch hours
- 104 new subscribers
- 88,508 impressions

Interestingly, the demographics show the largest proportion of YouTube views for Council come from the over 65 age group (31.6%)

These stats show a 145% increase in the previous 12 months for views, and a 404% increase in watch time.

Viewer age ↓	Views	Average view duration	Average percentage viewed	Watch time (hours)
13–17 years	–	–	–	–
18–24 years	–	–	–	–
25–34 years	9.5%	26:56	18.9%	13.7%
35–44 years	16.3%	18:45	13.1%	16.5%
45–54 years	26.9%	23:45	17.3%	34.4%
55–64 years	15.8%	18:54	14.1%	16.1%
65+ years	31.6%	11:22	9.6%	19.4%

Listening posts – staff set up in public spaces with information or to ask for feedback on specific projects or topics of interest (e.g., Oldina Reserve Plan)

Mainstream media including TV, newspaper, and radio

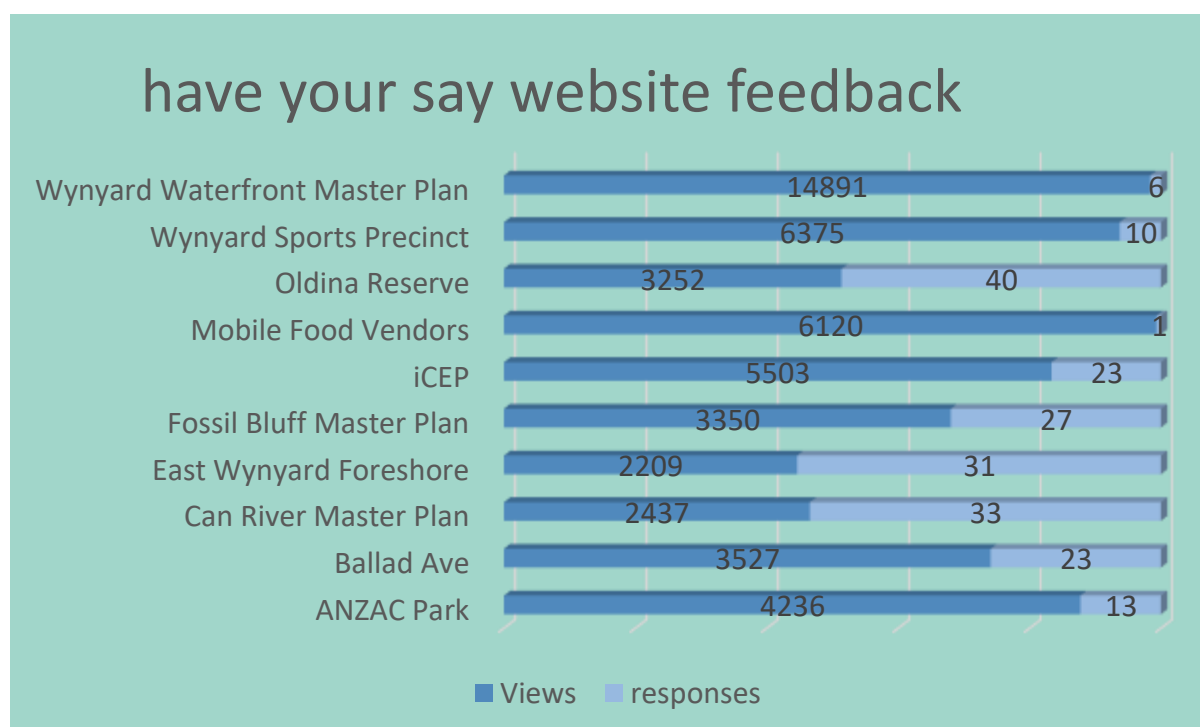
Noticeboards – digital and traditional community notice boards

Website – users of Councils website have increased 49% since the development of a new, more user friendly and customer focussed site in 2020. The Planning and Development Application page regularly has one of the highest interactions from the public – showing strong engagement with the planning process.

<input type="checkbox"/>	1. /		29,935 (19.03%)
<input type="checkbox"/>	2. /planning-and-development/advertised-permits/		10,384 (6.60%)
<input type="checkbox"/>	3. /our-council/contact-us/		7,845 (4.99%)
<input type="checkbox"/>	4. /events-calendar/spring-loaded-2021-program/		4,828 (3.07%)
<input type="checkbox"/>	5. /news/somersets-anzac-park-to-be-transformed-into-coasts-premier-all-abilities-playground/		3,741 (2.38%)
<input type="checkbox"/>	6. /jobs-council/current-vacancies/		3,625 (2.31%)
<input type="checkbox"/>	7. /our-council/agendas-minutes/		3,045 (1.94%)
<input type="checkbox"/>	8. /public-notice/		2,904 (1.85%)
<input type="checkbox"/>	9. /waste-recycling/waste-transfer-stations/		2,390 (1.52%)
<input type="checkbox"/>	10. /financial-services/rates-payments/		2,091 (1.33%)

Have your say (website) - open consultation periods giving the community opportunity to provide commentary on Council projects/plans

Since the new website has been live there has been ten 'Have Your Say' project feedback opportunities, with 51,900 views and 207 formal responses.



9.0 PUBLIC QUESTIONS WITHOUT NOTICE

A summary of questions without notice and response(s) and the name of the person asking the question will be recorded in the minutes.

10.0 PUBLIC STATEMENTS WITHOUT NOTICE

A summary that includes the name of the person making a public statement and subject title of that statement will be recorded in the minutes.

11.0 Closure

There being no further business the Annual General meeting closed at _____pm.