



City of
LAUNCESTON

COUNCIL AGENDA

**COUNCIL MEETING
MONDAY 11 MAY 2015**

City of Launceston

COUNCIL AGENDA

Monday 11 May 2015

Notice is hereby given that the Ordinary Meeting of the Launceston City Council will be held at the Council Chambers:

Date: 11 May 2015

Time: 1.00 pm

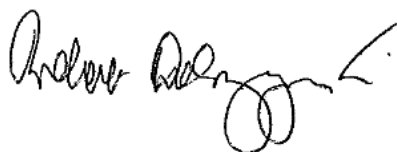
Section 65 Certificate of Qualified Advice

Background

Section 65 of the *Local Government Act 1993* requires the General Manager to certify that any advice, information or recommendation given to Council is provided by a person with appropriate qualifications or experience.

Declaration

I certify that persons with appropriate qualifications and experience have provided the advice, information and recommendations given to Council in the agenda items for this meeting.



Robert Dobrzynski
General Manager

ORDER OF BUSINESS

Item No	Item	Page No
1	OPENING OF MEETING - IN ATTENDANCE AND APOLOGIES	1
2	DECLARATION OF PECUNIARY INTERESTS	1
3	CONFIRMATION OF MINUTES	1
4	DEPUTATION Nil	1
5	ANSWERS FROM PREVIOUS PUBLIC AND ALDERMEN'S QUESTION TIME	1
6	PUBLIC QUESTION TIME	1
7	PLANNING AUTHORITY No Reports	1
8	ANNOUNCEMENTS BY THE MAYOR	2
8.1	Mayor's Announcements	2
9	ALDERMEN'S/DELEGATES' REPORTS	3
10	QUESTIONS BY ALDERMEN	3
11	COMMITTEE REPORTS	4
11.1	Municipal Emergency Management Committee Meeting - 17 April 2015	4
11.2	Heritage Advisory Committee Meeting - 23 April 2015	6
11.3	Tender Review Committee Meeting - 27 April 2015	8
12	COUNCIL WORKSHOPS	10
12.1	Council Workshops - 4 May 2015	10

City of Launceston

COUNCIL AGENDA

Monday 11 May 2015

Item No	Item	Page No
13	PETITIONS Nil	12
14	NOTICES OF MOTION - FOR CONSIDERATION	13
14.1	Notice of Motion - Deputy Mayor Alderman R I Soward - Introduction of a Trial Community Reports Category at Council Meetings	13
15	DEVELOPMENT SERVICES	18
15.1	Community Grants (Round 3) 2014/2015	18
15.2	Signature Event Sponsorship	22
15.3	2016 International Cities, Towns & Communities Society Conference	25
15.4	Northern Tasmania Regional Futures Plan: Directions Paper	28
16	FACILITIES MANAGEMENT	46
16.1	Swim Club Hire at Leisure & Aquatic Centre	46
17	QUEEN VICTORIA MUSEUM AND ART GALLERY No Reports	64
18	INFRASTRUCTURE SERVICES	65
18.1	Launceston Speed Limit Review	65
19	CORPORATE SERVICES No Reports	71
20	GENERAL MANAGER Nil	72
21	URGENT BUSINESS Nil	73

City of Launceston

COUNCIL AGENDA

Monday 11 May 2015

Item No	Item	Page No
22	INFORMATION / MATTERS REQUIRING FURTHER ACTION	74
23	CLOSED COUNCIL	75
23.1	Memorandum of Understanding	75
24	MEETING CLOSURE	75

1 OPENING OF MEETING - IN ATTENDANCE AND APOLOGIES

2 DECLARATION OF PECUNIARY INTERESTS

3 CONFIRMATION OF MINUTES

RECOMMENDATION:

1. That the Minutes of the meeting of the Launceston City Council held on 27 April 2015 be confirmed as a true and correct record.

4 DEPUTATION

Nil

5 ANSWERS FROM PREVIOUS PUBLIC AND ALDERMEN'S QUESTION TIME

Nil

6 PUBLIC QUESTION TIME

7 PLANNING AUTHORITY

No Reports

8 ANNOUNCEMENTS BY THE MAYOR

8.1 Mayor's Announcements

FILE NO: SF2375

Tuesday 28 April

- Attended and presented prizes for the Science and Engineering Challenge

Wednesday 29 April

- Attended Farewell Dinner for Alan Garcia, Chief Executive Officer - LGAT

Thursday 30 April

- Attended the General Management Committee and LGAT General Meetings

Friday 1 May

- Officiated at the Liberal Bass Executive Meeting
- Met with Mr Kenji Harada, Parliamentary Vice Minister of Defence and Japanese delegation re; Sister City Relationship between Launceston and Ikeda

Saturday 2 May

- Officiated at the Centenary of ANZAC Concert at the Door of Hope

Tuesday 5 May

- Attended the Scouts Tasmania AGM
- Attended Theatre North performance of KELLY

Wednesday 6 May

- Officiated at the 2015 Festival of Voices Program Launch

Thursday 7 May

- Attended North Launceston Bowls & Community Club
- Officiated at Civic Reception to mark the 125th Anniversary of UTAS

Friday 8 May

- Participated in the White Ribbon "Walk a Mile in their Shoes" event
-

9 ALDERMEN'S/DELEGATES' REPORTS

10 QUESTIONS BY ALDERMEN

11 COMMITTEE REPORTS**11.1 Municipal Emergency Management Committee Meeting - 17 April 2015****FILE NO:** SF3177**AUTHOR:** Rod Sweetnam (Director Facilities Management)**GENERAL MANAGER:** Robert Dobrzynski (General Manager)

DECISION STATEMENT:

To receive and consider a report from the Municipal Emergency Management Committee.

RECOMMENDATION:

That Council receive the report from the Municipal Emergency Management Committee meeting held on Friday 17 April 2015.

REPORT:

The meeting of the Municipal Emergency Management Committee held on 17 April 2015 discussed:

1. Members Reports
Members provided an update on current activities and general discussion took place.
2. Framework for Vulnerable People
Members discussed the onus on local government and the issue around keeping lists of people.
3. Deputy Coordinator attending Workshops
Members were advised that the Deputy Emergency Coordinator will be attending a Workshop held by DPIWE and then regional workshops.

ECONOMIC IMPACT:

Not relevant for this report.

ENVIRONMENTAL IMPACT:

Not relevant for this report.

SOCIAL IMPACT:

Not relevant for this report.

11.1 Municipal Emergency Management Committee Meeting - 17 April 2015...(Cont'd)

STRATEGIC DOCUMENT REFERENCE:

2.5 A city which values its environment


BUDGET & FINANCIAL ASPECTS:

N/A

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Rod Sweetnam: Director Facilities Management

11.2 Heritage Advisory Committee Meeting - 23 April 2015**FILE NO:** SF2965**AUTHOR:** Fiona Ranson (Urban Design & Heritage Planner)**DIRECTOR:** Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To receive and consider a report from the Heritage Advisory Committee's meeting held on 23 April 2015.

RECOMMENDATION:

That Council receive the report from the Heritage Advisory Committee meeting held on 23 April 2015.

REPORT:

The Heritage Advisory Committee met on Thursday, 23 April 2015.

The Committee noted the following items.

- Heritage Planning Review - \$50,000 requested for the review of the Council's Heritage List has been included in the draft budget considerations. It was agreed that this project should be staged and that the budget amount be allocated over the next two financial years: \$25,000 in the 2015/2016 budget; and \$25,000 in the 2016/2017 budget.

The following items were discussed:

- 2015 Launceston Heritage Awards, including Heritage Snap! - The launch of this year's Awards was held on Thursday 19 March in the railway exhibition hall of the QVMAG at Inveresk. Entries are now all in and the awards presentations will be held at 4.30pm on Thursday 21 May in the committee/seminar room at the QVMAG at Inveresk.
 - Briefing for Aldermen - The Heritage Advisory Committee propose to make a deputation to SPPC at the 18 May meeting.
 - Terms of Reference - including consideration of development applications This document had not been reviewed since 2011 and it was suggested that some clarification was required in regard to the purpose and role of the Committee especially around how the committee may provide feedback on development proposals for heritage properties.
-

11.2 Heritage Advisory Committee Meeting - 23 April 2015...(Cont'd)

ECONOMIC IMPACT:

N/A

ENVIRONMENTAL IMPACT:

N/A

SOCIAL IMPACT:

N/A

STRATEGIC DOCUMENT REFERENCE:

N/A

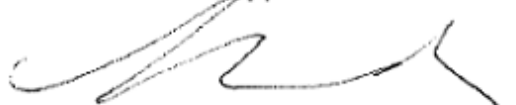
BUDGET & FINANCIAL ASPECTS:

N/A

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Leanne Hurst: Director Development Services

11.3 Tender Review Committee Meeting - 27 April 2015**FILE NO:** SF0100**AUTHOR:** Raj Pakiarajah (Manager Projects)**DIRECTOR:** Harry Galea (Director Infrastructure Services)

DECISION STATEMENT:

To receive and consider a report from the Tender Review Committee (a delegated authority committee).

RECOMMENDATION:

That Council receive the report from the Tender Review Committee meeting held on 27 April 2015.

REPORT:

1. Launceston City Heart Playspaces for Civic Square and Brisbane Street Mall (Concept Design for Masterplan) - CD.001/2015

The Tender Review Committee accepted the tender submitted by Aspect Studios for the Launceston City Heart Playspaces for Civic Square and Brisbane Street Mall (Concept Design for Masterplan), at a cost of \$24,180.00 (excl. GST).

2. Launceston City Heart Wayfinding and Connectivity (Strategy, Framework and Documentation) - CD.003/2015

The Tender Review Committee accepted the tender submitted by Aspect Studios for the Launceston City Heart Wayfinding and Connectivity (Strategy, Framework and Documentation), at a cost of \$46,300.00 (excl. GST).

3. St Leonards Hockey Centre Synthetic Playing Surface Replacement - CD.016/2015

The Tender Review Committee accepted the tender submitted by Polytan Asia Pacific Pty Ltd for St Leonards Hockey Centre Synthetic Playing Surface Replacement, at a cost of \$396,410.00 (excl. GST).

ECONOMIC IMPACT:

The economic impact has been considered in the development of this project.

11.3 Tender Review Committee Meeting - 27 April 2015...(Cont'd)

ENVIRONMENTAL IMPACT:

The environmental impact has been considered in the development of this project.

SOCIAL IMPACT:

The social impact is considered in the development of this project.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Budget 2014/2015.

BUDGET & FINANCIAL ASPECTS:

This project is funded in accordance with the approved 2014/2015 Budget.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Harry Galea: Director Infrastructure Services

12 COUNCIL WORKSHOPS**12.1 Council Workshops - 4 May 2015****FILE NO:** SF6146**AUTHOR:** Anthea Rooney (Committee Clerk)**DIRECTOR:** Michael Tidey (Director Corporate Services)

DECISION STATEMENT:

To consider Council Workshops of 4 May 2015.

PLANNING APPLICATION INFORMATION:

N/A

PREVIOUS COUNCIL CONSIDERATION:

N/A

RECOMMENDATION:

That Council note the Council Workshops held on 4 May 2015.

REPORT:

The following Council Workshops were held on 4 May 2015:

- Northern Tasmania Regional Futures Plan - Direction Paper
- Tourism Review
- Priority Projects
- Lane Hire - Launceston Aquatic Club

ECONOMIC IMPACT:

N/A

ENVIRONMENTAL IMPACT:N/A

12.1 Council Workshops - 4 May 2015...(Cont'd)

SOCIAL IMPACT:

N/A

STRATEGIC DOCUMENT REFERENCE:

N/A

BUDGET & FINANCIAL ASPECTS:

N/A

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.


Michael Tidey: Director Corporate Services

13 PETITIONS

Nil

14 NOTICES OF MOTION - FOR CONSIDERATION**14.1 Notice of Motion - Deputy Mayor Alderman R I Soward - Introduction of a Trial Community Reports Category at Council Meetings****FILE NO:** SF5547**AUTHOR:** Alderman R I Soward (Deputy Mayor)**GENERAL MANAGER:** Robert Dobrzynski (General Manager)

DECISION STATEMENT:

To consider a Notice of Motion from Deputy Mayor Alderman R I Soward regarding introduction of a trial Community Reports category at Council meetings.

RECOMMENDATION:

That Council:

- a) The Launceston City Council trial a “community reports” category for a maximum of 15 minutes duration in its Council Meeting agendas as soon as is practical with the trial period running for 6 months.
 - b) At the conclusion of the trial the Launceston City Council review the trial period on the effectiveness or otherwise of the trial period and report back on its review for further consideration by council.
-

REPORT:

Alderman Soward will provide some background to this.

I am advised some councils around Australia allow time in the early part of the meeting agenda for community groups to inform Council of work they are doing in the community. Upon reflection on this information I propose we trial a similar thing giving groups the same opportunity. I propose it would work in the following way.

- Each group is allowed 3 minutes - no extensions of time.
 - Maximum 15 minutes allowed per meeting for community reports.
 - Potential speakers should notify Council of their intention to use the time by close of business Friday prior to the meeting. If speakers do not notify council and simply turn up on the day they may miss out if there are a large number of pre notified group speakers.
-

14.1 Notice of Motion - Deputy Mayor Alderman R I Soward - Introduction of a Trial Community Reports Category at Council Meetings...(Cont'd)

- It is suggested that should something like this happen, highly unlikely as it might be, it is left to the discretion of Aldermen that the 15 minute period be extended if its deemed appropriate by Aldermen to do so.

Such an idea assists Council to learn more about the work community groups do in our community. We know that we have many community groups in the city boundaries who give tens of thousands of hours of volunteer time and it is fitting that the work they do can be shared via a short report with Council. It is suggested for the purpose of the NOM that community group be defined as a community group based that works in our community - it could cover sport and recreation groups, the arts, a whole range of service and volunteering groups, special interest/hobby groups, civics and multi-cultural groups etc.

It would not to my mind be an opportunity for developers or event promoters to spruik a plan or an investment opportunity for instance as that does not fit into the spirit of a "community group".

Such community group reports also assist in building community awareness about what is going on in our community so there is no downside to this NOM - there is no cost to council and it is simply setting aside 15 minutes in the agenda perhaps after public question time section of the agenda for community groups to share their community group report.

OFFICER COMMENTS - Mr Michael Tidey (Director Corporate Services)

Providing the opportunity for Aldermen to hear from the community groups is no doubt a worthwhile objective. The question for Aldermen to consider in the context of the Notice of Motion is whether providing this opportunity as part of a formal Council meeting is the most appropriate method of achieving the objective.

Council meetings are governed by meeting regulations that are framed around a decision making process. There is an expectation that matters will be considered, based on agenda items and decisions made after due consideration. Members of the public attend or listen to meetings to hear particular items and the decisions made. It is desirable for the structure of the meeting to, as far as reasonably possible, deal with the business of the meeting in an efficient and timely manner.

While the Notice of Motion refers to providing a maximum time of 15 minutes there is some uncertainty created for later agenda items. Other concerns include the limited physical space in the Council Chamber and the impact up to five community deputations could have, when there is public interest in the main agenda items. The process could also tie up at least eight Council staff in a meeting when the matters covered don't require their involvement.

14.1 Notice of Motion - Deputy Mayor Alderman R I Soward - Introduction of a Trial Community Reports Category at Council Meetings...(Cont'd)

A preferred alternative would be to create a time separate to the Council meeting where the community reports could be presented and those Aldermen and staff, with an interest, are able to attend. If, on a Council meeting day, this would need to be at a set time after the normal finish time (say 5.00pm or 5.30pm). The arrangement would be for a trial period and success of the trial could be measured in terms of the number of presentations and the number of aldermen in attendance. Aldermen may wish to consider another time that is separate from the regular Council and Committee meetings.

ECONOMIC IMPACT:

N/A

ENVIRONMENTAL IMPACT:

N/A

SOCIAL IMPACT:

N/A

STRATEGIC DOCUMENT REFERENCE:

N/A

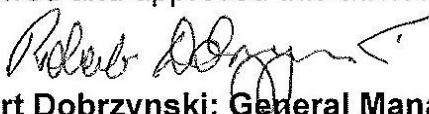
BUDGET & FINANCIAL ASPECTS:

N/A

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Robert Dobrzynski: General Manager

ATTACHMENTS:

1. Notice of Motion - Alderman Deputy Mayor R I Soward - Introduction of a Trial Community Reports Category at Council Meetings.
-

LAUNCESTON CITY COUNCIL

MEMORANDUM

AFILE NO: SF5547 / SF2346

RS

DATE: 22 April 2015

TO: Robert Dobrzynski General Manager

FROM: Alderman Rob Soward Deputy Mayor

SUBJECT: Notice of Motion - Community Reports Category at Council Meetings

In accordance with Clause 16 (5) of the Local Government Regulations 2005 (Meeting Procedures) please accept this Notice of Motion for placement on the agenda of the Meeting of Council to be held on Monday May 11th 2015

Motion

- a) The Launceston City Council trial a "community reports" category for a maximum of 15 minutes duration in its Council Meeting agendas as soon as is practical with the trial period running for 6 months.
- b) At the conclusion of the trial the Launceston City Council review the trial period on the effectiveness or otherwise of the trial period and report back on its review for further consideration by council.

Background

Alderman Soward will provide some background to this.

I am advised some councils around Australia allow time in the early part of the meeting agenda for community groups to inform Council of work they are doing in the community. Upon reflection on this information I propose we trial a similar thing giving groups the same opportunity. I propose it would work in the following way.

- Each group is allowed 3 minutes - no extensions of time.
- Maximum 15 minutes allowed per meeting for community reports.
- Potential speakers should notify Council of their intention to use the time by close of business Friday prior to the meeting. If speakers do not notify council and simply turn up on the day they may miss out if there are a large number of pre notified group speakers.
- It is suggested that should something like this happen, highly unlikely as it might be, it is left to the discretion of Aldermen that the 15 minute period be extended if its deemed appropriate by Aldermen to do so.

LAUNCESTON CITY COUNCIL

MEMORANDUM

Such an idea assists Council to learn more about the work community groups do in our community. We know that we have many community groups in the city boundaries who give tens of thousands of hours of volunteer time and it is fitting that the work they do can be shared via a short report with Council. It is suggested for the purpose of the NOM that community group be defined as a community group based that works in our community - it could cover sport and recreation groups, the arts, a whole range of service and volunteering groups, special interest/hobby groups, civics and multi-cultural groups etc.

It would not to my mind be an opportunity for developers or event promoters to spruik a plan or an investment opportunity for instance as that does not fit into the spirit of a "community group"

Such community group reports also assist in building community awareness about what is going on in our community so there is no downside to this NOM - there is no cost to council and it is simply setting aside 15 minutes in the agenda perhaps after public question time section of the agenda for community groups to share their community group report.

Attachments

Nil



Alderman Rob Soward

DIRECTORATE AGENDA ITEMS

15 DEVELOPMENT SERVICES

15.1 Community Grants (Round 3) 2014/2015

FILE NO: SF6148

AUTHOR: Angela Walsh (Grants & Sponsorship Officer)

DIRECTOR: Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider requests for Community Grants received in Round 3 2014/2015.

PREVIOUS COUNCIL CONSIDERATION:

N/A

RECOMMENDATION:

That the following recipients receive the recommended grant amounts.

No	Request	Details	Score	Requested	Recommend	Page #
1	Stompin	'ECO' (August 2015 - May 2016)	100%	\$5,000	Approval \$5,000	2 - 13
2	Tasmanian Acquired Brain Injury Service (TABIS)	Carers Education and Engagement Project (12- 16 October 2015)	99%	\$2,548	Approval \$2,548	14 - 23
3	Tamar Community Peace Trust	Community Peace Garden (May - July 2015)	96%	\$5,000	Approval \$5,000	24 - 33

15.1 Community Grants (Round 3) 2014/2015...(Cont'd)

REPORT:

The total requests received for Community Grants Round 3 2014/2015 (including individuals/teams/groups) is \$13,348.

Based on the assessment results, the recommended allocation of funds for Round 3 2014/2015 is \$13,348 (including \$800 for individuals/teams/groups).

The Assessment Panel has assessed each application against the assessment criteria (detailed below). The full details of each request are set out in a separate report which has been distributed to Aldermen together with an analysis of the projects/activities and their respective scores.

The normal distribution of funds (according to score) is as follows:

81 - 100%	=	100% of requested funds
61 - 80%	=	75% of requested funds
50- 60%	=	50% of requested funds
< 50%	=	No funding provided

All applications have been assessed using the following criteria:

Individual/Team/Group Applications

Individual/team/group grants will be provided if you are a young person 18 years or under living in the Launceston Municipal area, who have been selected to represent Australia, Tasmania or Northern Tasmania.

In accordance with the Community Grants (Individual/Team/Group) Policy the following individuals/teams/groups have been approved for funding:

Tasmanian U13 Little Athletics Team (2 team members)	\$100
Vigoro Tasmania State Junior Team (3 team members)	\$150
Red Storm Racing Queechy High School (4 team members)	\$200
High Octane Racing (3 team members)	\$150
Team Hercules 4X4 (4 team members)	\$200
Total	\$800

15.1 Community Grants (Round 3) 2014/2015...(Cont'd)

Organisation Applications**Mandatory Requirements:**

- Community benefit must be the primary purpose of the project/activity
- Project/activity is held within the Launceston Municipal area
- Must respond to one or more priorities identified in the City of Launceston Strategic Plan 2014-2024
- A detailed budget must be included with the application
- A risk management plan (for the project/activity) must be included with the application

Assessment Points

- Aims and outcomes that benefit the Launceston community and are achievable
- Project plan demonstrates good organisational planning for the project/activity
- Budget for project/activity is realistic and includes evidence of self-support (i.e. fundraising, sponsorship, use of volunteers, in-kind support, etc.)
- Merits of the project/activity for the Launceston community

ECONOMIC IMPACT:

Approval of the recommended grants will result in a positive economic impact to those individuals/teams/groups and organisations by providing funds that will enable them to undertake their project or activity.

ENVIRONMENTAL IMPACT:

Approval of the recommended grants will have minimal impact on the environment.

SOCIAL IMPACT:

Approval of the recommended grants will provide a number of valuable social impacts for our community. It will encourage physical activity for young people, community arts and personal development programs as well as providing educational opportunities.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Strategic Plan 2014-2024

- 1 A creative and Innovative City
-

15.1 Community Grants (Round 3) 2014/2015...(Cont'd)

BUDGET & FINANCIAL ASPECTS:

Available Funds \$29,781

Amount recommended this Round

Individuals/Teams/Groups - \$800

Organisations - \$12,548 \$13,348

Balance \$16,433

Remaining Rounds 2014/2015 Nil

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Leanne Hurst: Director Development Services

15.2 Signature Event Sponsorship

FILE NO: SF5791

AUTHOR: Angela Walsh (Grants & Sponsorship Officer)

DIRECTOR (ACTING FOR THIS ITEM): Wendy Newton (Manager Community Tourism and Events)

DECISION STATEMENT:

To consider Signature Event Sponsorship for the 2015/2016 financial year.

PREVIOUS COUNCIL CONSIDERATION:

SPPC Workshop - April 2015
Council - 9 July 2012 - Item 14.1

RECOMMENDATION:

1. That Council approve a 1 year extension to the existing Signature Event Sponsorship arrangement as detailed below.

No	Organisation	Event	Proposed Signature Event Sponsorship 2015/2016 F/Y
1	Tasmanian Symphony Orchestra	Symphony Under the Stars (February)	\$20,000
2	Tasmanian Sports & Events (previously Events South)	Launceston 10 (June)	\$15,000
3	Launceston Cycling Classic Inc.	Stan Siejka Launceston Cycling Classic (December)	\$15,000
4	Festivale Committee	Festivale (February)	\$20,000
5	Festivale Committee	New Year on Royal (NYOR) (December)	\$40,000
6	Junction Arts Festival	Junction Arts Festival (September)	\$35,000
	TOTAL		\$145,000

2. That in addition to providing Signature Event Sponsorship (1 year) of \$40,000 for NYOR, Council underwrite the event to the value of \$10,000, should it be cancelled due to a washout;
3. That the fee for temporary occupancy permit be waived for NYOR event;

15.2 Signature Event Sponsorship...(Cont'd)

REPORT:

The existing Signature Event (3 year) funding arrangement has been completed.

In determining a funding model for Event Sponsorship (including Signature Events), Council's Policy should support its strategic objectives. It is therefore recommended that Council approve a 1 year extension to the existing Signature Event Sponsorship arrangement, pending the completion of the Tourism Northern Tasmania (TNT) Events Strategy, and the review of Council's Events Strategy 2012-2015.

The review of Council's Events Strategy will determine a strategically aligned Event Sponsorship Policy that ensures both the continued integrity of the Event Sponsorship Program and the delivery of a strategically balanced annual events calendar.

ECONOMIC IMPACT:

Approval of the recommended Signature Event Sponsorship will result in a positive economic impact to the Launceston community.

ENVIRONMENTAL IMPACT:

Approval of the recommended Signature Event Sponsorship will have minimal impact on the environment.

SOCIAL IMPACT:

Approval of the recommended Signature Event Sponsorship will provide a number of valuable social impacts for our community.

STRATEGIC DOCUMENT REFERENCE:

City of Launceston Strategic Plan 2014-2024 sections:

1. A creative and innovative City
 2. A City where people choose to live
 4. A diverse and welcoming City
 7. A City that stimulates economic activity and vibrancy
-

15.2 Signature Event Sponsorship...(Cont'd)

BUDGET & FINANCIAL ASPECTS:

Approval of the recommended funding requires a pre-commitment from the 2015/2016 financial year budget.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Wendy Newton (Acting for this Item) / Manager Community Tourism & Events

15.3 2016 International Cities, Towns & Communities Society Conference**FILE NO:** SF4382**AUTHOR:** Wendy Newton (Manager Community, Tourism and Events)**DIRECTOR:** Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider pre-committing up to \$20,000 of the 2015/16 budget towards sponsorship of the 2016 International Cities, Towns & Communities Society Conference (ICTC) in order to be eligible to enter a bid as host city for the Conference.

PREVIOUS COUNCIL CONSIDERATION:

SPPC Workshop - 4 May 2015

RECOMMENDATION:

That Council endorses a pre-commitment of up to \$20,000 from the 2015/16 budget towards sponsorship of the 2016 International Cities, Towns & Communities Society Conference (ICTC) in order to be eligible to enter a bid as host city for the Conference.

REPORT:

The City of Launceston has an opportunity to bid for the 2016 International Cities, Towns & Communities Society Conference (ICTC) to be held in Launceston in September/October 2016.

ICTC is now in its fifteenth year of bringing together visionary professionals to facilitate world best practices in the planning, development and management of cities, towns and communities and particularly the planning, development and management of public spaces and infrastructure.

The Conference is expected to attract approximately 400 delegates over four days with an expected \$500,000 injected into the local economy.

Benefits to the city and region include:

- Access to hundreds of worlds' leading specialists in town planning, development, urban renewal, place making and management;
 - Hosting field trips to showcase local development and planning projects e.g. Penny Royal, Silos, City Heart laneways, etc;
-

15.3 2016 International Cities, Towns & Communities Society Conference...(Cont'd)

- Link to the GLP and City Heart projects;
- Potential to attract new projects to Launceston through showcasing to planners, developers, architects, etc; and
- Professional development and networking opportunities for those who attend.

In addition, the host city has the opportunity to shape the overarching conference theme, tailor workshop sessions specifically to projects or areas of interest, invite guest speakers and include conference topics that compliment future objectives.

In order to be eligible to bid, the host city is required to pre-commit \$20,000 towards sponsorship of the Conference, including the payment of a \$200 deposit on application. Business Events Tasmania, who will prepare the bid document, has indicated the possibility of pursuing a matching contribution of \$10,000 towards the pre-commitment, however this is yet to be confirmed.

If successful, 50% of the pre-commitment is required to be paid in the 2015/16 budget year, with the remaining 50% required to be paid three months prior to the Conference date.

The Conference is not eligible under the current Event Sponsorship Policy, as funds can only be committed in the year the Conference is being held.

Should the City of Launceston not prepare a bid for the Conference, Business Events Tasmania will offer the opportunity to Hobart, who hosted the Conference in 2000 and 2011.

ECONOMIC IMPACT:

The attraction of 400 delegates over four days with an expected \$500,000 injected into the economy from accommodation, food and beverage, exhibition supply, venue hire, etc.

ENVIRONMENTAL IMPACT:

Access to world specialists in environmental sustainability and professional development opportunities.

SOCIAL IMPACT:

Access to world specialists in social planning and place making, with professional development opportunities.

COUNCIL AGENDA

Monday 11 May 2015

15.3 2016 International Cities, Towns & Communities Society
Conference...(Cont'd)

STRATEGIC DOCUMENT REFERENCE:

Greater Launceston Plan
Launceston City Heart Project

BUDGET & FINANCIAL ASPECTS:

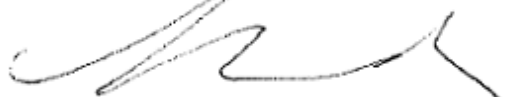
A pre-commitment of up to \$20,000 is required from the 2015/16 budget. In the event that Business Events Tasmania is able to secure matching funding from other partners the contribution from the City of Launceston will be \$10,000.

If the bid for the event is unsuccessful the only financial outlay will be the initial \$200 deposit.

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Leanne Hurst: Director Development Services

15.4 Northern Tasmania Regional Futures Plan: Directions Paper**FILE NO:** SF3532**AUTHOR:** Bruce Williams (Economic Development Officer)**DIRECTOR:** Leanne Hurst (Director Development Services)

DECISION STATEMENT:

To consider the Northern Tasmanian Regional Futures Plan: Directions Paper.

RECOMMENDATION:

That Council:

1. Receives the Northern Tasmania Regional Futures Plan: Directions Paper.
 2. With respect to the input sought by Northern Tasmania Development, considers:
 - What industries are growing, have the capacity to grow, or want to grow?
 - What is likely to drive economic growth in northern Tasmania?
 - Which enterprises are investing in research and development?
 - Where do you see the best opportunities for the region to be competitive through high-value specialisation?
 - What will it take to become a global or national leader in key sectors and specialisations?
 - What projects would fit into this framework?
 - How should this process be governed?
 3. Authorises the General Manager to prepare and submit the Council's comments to Northern Tasmania Development by 22 May 2015 and circulate the final response to Aldermen.
-

REPORT:

The Northern Tasmania Regional Futures Plan (RFP) (attachment 1) is a regional economic development plan. It seeks to engage business, industry, government and other agencies in collaborative activity that will deliver growth to the region.

The Directions Paper details the framework of scope, purpose, themes and governance that will guide delivery of the plan.

15.4 Northern Tasmania Regional Futures Plan: Directions Paper...(Cont'd)

Northern Tasmania Development has requested comments from the Council on the Discussion Paper by 22 May 2015 to direct further discussions about strategic priority sectors, potential projects and governance arrangements in May and June 2015.

A number of Economic development initiatives are already identified in the Launceston Retail Strategy and Greater Launceston Plan. Council could consider specifically identifying these as actions for inclusion into the Futures Plan as follows:-

- Joint hosting of regional business / investment forums to facilitate economic development.
- GLP project A.2 Regional marketing and intelligence
- GLP project C.1 Launceston online marketplace
- GLP project D.3 Regional migration program
- GLP project D.5 Research park project
- GLP project D.6 Technical campus project
- GLP project E.2 Sustainability working group
- GLP project F.1 City heart project

The General Manager has provided an initial response to the Directions Paper as a member of the working group on the Northern Tasmania Regional Futures Plan (attachment 2) and also on matters relating to governance and implementation (attachment 3).

The Economic Development officer has prepared responses on the questions posed by Northern Tasmania Development (attachment 4).

The Directions Paper was considered in a workshop with Aldermen on 4 May. The following additional matters were considered important elements to be included in the Regional Futures Plan:

- Population growth;
- Addressing socio-economic disadvantage;
- A sound governance structure;
- Development of a Prospectus for the region.

The above-mentioned items and the detail provided in the attachments will form the basis of a submission to Northern Tasmania Development.

ECONOMIC IMPACT:

Consideration contained in the attachment.

15.4 Northern Tasmania Regional Futures Plan: Directions Paper...(Cont'd)

ENVIRONMENTAL IMPACT:

Consideration contained in the attachment.

SOCIAL IMPACT:

Consideration contained in the attachment.

STRATEGIC DOCUMENT REFERENCE:

Strategic Plan 2014-2024: A city building its future

Strategic Plan 2014-2024: A city that stimulates economic activity and vibrancy.

BUDGET & FINANCIAL ASPECTS:

N/A

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Leanne Hurst: Director Development Services

ATTACHMENTS:

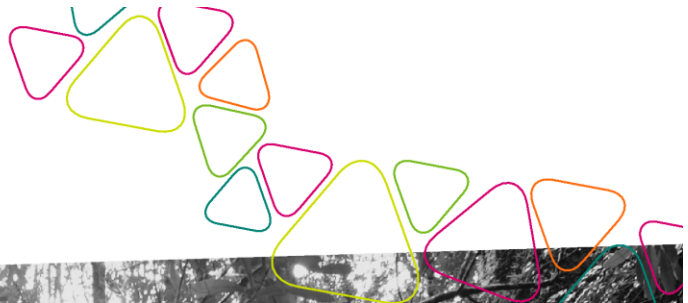
1. Northern Tasmania Regional Futures Plan: Directions Paper
 2. Northern Tasmania Regional Futures Plan - General Manager's Response to NTD
 3. Northern Tasmania Regional Futures Plan - Governance and Implementation
 4. Economic Development Officer's Response to Regional Questions.
-

Attachment 1 - Northern Tasmania Regional Futures Plan - Directions Paper (Pages = 8)



Regional Futures Plan:
Directions Paper





Executive Summary

What is it?

The Regional Futures Plan (RFP) will establish an alliance of organisations with a shared strategic direction for Northern Tasmania. It will address the challenges focusing on economic development as the fundamental driver of prosperity, as well as the need for change in the way we make things happen.

Who's involved?

This Directions Paper is informed by the work and views of hundreds of people and organisations including the Councils, Tasmanian and Australian Government, private enterprise, service providers and peak bodies.

Why do it?

Much planning and strategising occurs in Northern Tasmania, but does not always result in the region working and speaking collaboratively in a strategic way. The RFP is about taking the next step; not just about planning for future growth, but coordinating action that results in new investments and jobs needed to drive growth.

The objectives of the RFP are to provide:

- A platform for business, industry, government and other stakeholders to discuss 'big picture' regional issues across interest groups and municipalities, and speak with one voice.
- Efficiency through collaboration and sharing of information and resources.
- Enhanced effectiveness from all levels of government and the private sector through the co-ordination and prioritisation of regional projects, and
- Alignment of the objectives of major regional organisations.

Why is it different?

The RFP is a plan for the future of our region, developed by the people of our region, based on goodwill and a desire to see the region succeed. By working together, our private enterprise, governments and service providers can more effectively influence future growth. It strengthens the voice of Northern Tasmania and our ability to deliver priority projects.

RFP provides a platform where we can engage with business, industry, government and other agencies. Through this innovative structure we are able to identify common issues and work together for our mutual benefit.

How?

The RFP is an evolving concept. This Directions Paper presents a framework to achieve the objectives of the RFP, prioritise and implement action, and measure success.

To be successful, this strategic framework will need commitment from all levels of government, education, enterprise and stakeholders of the Northern Tasmanian region. Broad support for major priorities with coordinated implementation will present stronger cases for funding and resourcing for projects and a greater likelihood of success.

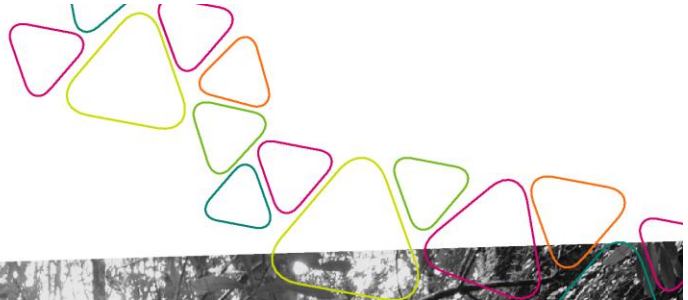
Next steps

We seek your comments. Feedback from this review will result in changes and additions to the RFP that will be presented in June 2015. Please provide feedback to Northern Tasmania Development by 22 May 2015. Comments should be emailed to Ben Marquis ben@northerntasmania.org.au or posted to PO Box 603, Launceston 7250.

Your comment and input is sought to confirm the intention and direction of the RFP.

Questions we seek input on:

- What industries are growing, have the capacity to grow, or want to grow?
- What is likely to drive economic growth in northern Tasmania?
- Which enterprises are investing in research and development?
- Where do you see the best opportunities for the region to be competitive through high-value specialisation?
- What will it take to become a global or national leader in key sectors and specialisations?
- What projects would fit into this framework?
- How should this process be governed?



Regional Futures Plan: Directions Paper

The Mission:

At present, there is no widely accepted coordinating framework to guide priority setting or collaborative economic development in Northern Tasmania. Regional project resourcing, institutional arrangements and actions are relatively disjointed. Much planning and strategising occurs, but does not always result in the region working and speaking in unison on key priorities.

Since mid-2014, Northern Tasmania Development has spoken with over 200 industry, community and government representatives from across Tasmania. There is a strong sentiment that the northern region can do better and be more prosperous. It is clear we cannot afford to keep doing the same thing and expect a different result.

The Regional Futures Plan (RFP) will establish a clearer economic direction for Northern Tasmania and provide the framework to proactively manage priority regional development actions. It will align priorities, resources and efforts towards outcomes that are crucial to the long term prospects of the region. Greater coordination will position the region at a decided strategic advantage where we can speak with coherence, consistency and unity of purpose in advocating for priority projects.

The RFP seeks to harness the goodwill and energy of stakeholders, sectors and institutions of the region to actively collaborate in areas of mutual interest.

Why Collaborate?

The impetus for this project is based around a recognised need for organisations and industry groups to collectively work on economic development issues in partnership with Local Councils, the Tasmanian Government and Australian Government.

The major benefits of this 'whole of region' approach are:

- Better utilisation of limited resources;
- Improving efficiency by reducing duplication;
- Better use of the region's 'human capital';
- Improved ability to attract support for priority initiatives;
- Enhanced empowerment and accountability.

However, meaningful regional collaboration is easier said than done. It requires dedication and commitment.

Relationship building and trust will be necessary components of meeting the objectives of coordinated regional economic development.

Productive and respectful relationships within the region are critical, as are those built outside the region and outside the state because they will have a significant impact on our future economic prosperity.

What we want

Economic development is the top priority for Northern Tasmania to address two fundamental regional challenges; creating job opportunities and improving Northern Tasmanians' standard of living. In creating jobs and prosperity, other positive community impacts will also be realised, including population growth and socio-economic progress.

The Gross Regional Product (GRP) for Northern Tasmania is currently \$6.1bn being around 25.2% of Tasmania's \$25.1bn Gross State Product (GSP) and 0.38% of Australia's \$1.6tr Gross Domestic Product (GDP). The current economic growth rate for Tasmania is 1.2% compared to Australia which is 2.5%. On a per capita basis Northern Tasmania's GRP is \$44,068, compared to Tasmania as a whole which is \$50,572 and Australia at \$73,627.¹ Furthermore, Northern Tasmania's unemployment rate sits at 8.2%² well above both Tasmania's rate of 6.6% and Australia's rate of 6.3%.³

Clearly the current level of economic activity in Northern Tasmania is well below both state and national averages and is not sufficient to reverse the unemployment rate and lift living standards. Economic activity is currently not sufficient to provide work for those who wish to work and we are not fully utilising the labour resources of the region.

The RFP will focus on initiatives that can grow the Northern Tasmanian economy in order to raise living standards in Tasmania to at least the national average level. That is, a state of economic activity that provides work for those who wish to work. Achieving this goal would fully utilise the labour resources of the region.

¹ Latest REMPLAN data incorporating Australian Bureau of Statistics (ABS) June 2014 Gross State Product, 2009 / 2010 National Input Output Tables and 2011 Census Place of Work Employment Data.

² Regional Australia Institute regional indicators

³ ABS Australian Labour Force, February 2015

How will we get there?

The RFP will enhance and rejuvenate our economic potential by coordinating and guiding efforts to:

- Raise the economic profile of the region;
- Seek new opportunities for economic development in the region, and;
- Make more effective use of resources in promoting regional economic development.

For our relatively small economy to show resilience to national economic trends, it must be a diversified economy that builds on our existing core industries, but also closely reflect changes to our competitive advantages brought about by new infrastructure developments, technology developments and global trends.

Therefore, the RFP will seek to achieve greater prosperity by taking action that underpins the current and future high impact sectors of the Northern Tasmanian economy.

High impact sectors within a regional economy are those that are contributing significantly to generate prosperity, productivity and employment. They are the sectors most likely to grow the economy through increased value-adding and by developing innovative products and processes that potentially lead to new markets and greater competitiveness in the global market place.

A collaborative approach to regional economic development

Industry, government and education directly influence economic development (see Figure 1).

The most effective drivers of economic development in Northern Tasmania have been carefully judged combinations of private enterprise activity and government supportive action and investments in education, training and research.

Projects such as the irrigation schemes and the north east mountain bike project are testimony to collaboration leading to better outcomes.

Government plays a pivotal role in influencing economic development and commerce. It is able to enhance the economic environment (e.g. reforms to enhance competition), improve capabilities and efficiency (e.g. Investing in core infrastructure) and assist flexibility (e.g. creating a more adaptable regulatory framework) to enhance productivity. Government also has a responsibility to ensure policy development is enabling and not obstructive or restrictive to economic development. Notably, local government understands intimately the local communities they serve; this knowledge must be brokered and leveraged effectively to enhance future activities.

Business and industry is instrumental as the primary generator of wealth in the region. Industry has a shared interest in achieving development outcomes to the betterment of Northern Tasmania. The involvement of industry in collaborative regional economic development projects is pivotal in that it signifies legitimacy, ownership and validation of the region's strategic direction. The role of the RFP is about ensuring new and existing businesses can

create jobs and investment opportunities.

A primary determinant of productivity and standard of living is how well a region develops and utilises the skills, knowledge and education of its population. In today's 'knowledge economy', education is key to enhancing economic efficiency by increasing the value, adaptability and efficiency of labour.

To be competitive in national and global markets, for example, business and industry rely upon knowledge and research to add value and innovate in order to rapidly customise products to market demands. Underpinning this is the application of research and design to the development of innovative or value added products and more efficient methods of production. Institutions such as the University of Tasmania and CSIRO are some of the region's most important assets given their crucial role in creating and transmitting knowledge through linkages to the business community.

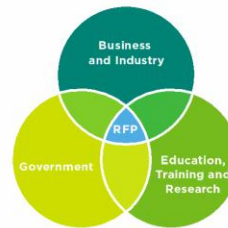


Figure 1: Proposed collaborative approach to economic development

Currently, economic development in Northern Tasmania is relatively disjointed. However, bringing industry, government and education closer together to collaborate on important projects will lead to better utilisation of limited resources, reduction in duplication of effort and better outcomes. The purpose of the RFP is to clarify a collaborative approach to economic development that reflects the fact the region is a system.

Pillars of the Northern Tasmanian economy

High impact sectors are those that contribute a disproportionately high level of economic output, value added employment or trade in an identified sector when compared with the State or national average.

The Pillars of the Northern Tasmanian economy are:

- Food and Agribusiness
- Tourism, and
- Advanced Manufacturing

These Pillars are areas where Northern Tasmania has the strongest natural or competitive advantage. The selection of these areas are supported by the Australian Government, the Tasmanian Government, the Business Council of Australia and various reports on Northern Tasmania as priority growth areas.⁷

There is a prime opportunity to specialise through action that combines these Pillars, such as advanced manufacturing in agribusiness.

⁷ Australian Government Industry Growth Centres Initiative; Tasmania Government Department of State Growth; Business Council of Australia.



Pillar 1: Food and Agribusiness

Tasmanian agriculture, including downstream processing and manufacturing, contributes around 30% to Gross State Product. Northern Tasmanian food and agribusiness can be broadly categorised into five major areas; traditional mixed farming enterprises (incorporating broad acre cropping, wool, forestry and livestock production), dairy, viticulture, aquaculture and niche/ high value products.

Noteworthy assets and observations include:

- Northern Tasmania's forestry resources are nationally significant
- Irrigation capacity and water availability is driving agricultural expansion, intensification and conversion (especially) dairy production
- Northern Tasmania produces the vast majority of Tasmanian wine
- Aquaculture has potential for further growth.
- A localised concentration of seafood processing, fisheries, hatchery facility shared by Petuna and Tassal and the UTas School of aquaculture.
- This pillar aligns with one of the Federal Government's Industry Growth Centres which is the centre point of the Government's new policy direction and is a part of the Industry Innovation and Competiveness Agenda.



Pillar 2: Tourism

Tourism in Northern Tasmania generates \$349m in direct visitor expenditure. Currently, Tasmania services a predominantly (86%) mainland market. Further investment and new product can enable it to compete more effectively for increased international visitation.

Regional Tourism Organisation (RTO), Tourism Northern Tasmania (TNT) has developed their Destination Management Plan, which aims to increase visitor expenditure to \$496m by 2021. This plan works with both Tourism Tasmania's and Tourism Australia's 2021 growth targets.⁸ RFP will collaborate with TNT to achieve this target. The RFP will be highly integrated with TNT's and the other RTO's strategic plans and priority initiatives.

Noteworthy assets and observations include:

- Offerings of quality experiences in pristine environments with ready access to international connections will assist in entry of new emerging markets.
- State initiatives to develop more tourism and recreation product based on the liveability of the region, and the pristine and 'remote' environmental qualities is promising.
- Tourism growth is a focus point of both State and Federal Government priorities due to its value adding potential.

Example Project: North East Rail Trail

The project will see the development of a 94km multi-use trail from Launceston to Legerwood through conversion of disused railway corridor. The project will provide enabling infrastructure investment to support the development of experiential product in the context of cycle tourism being a growth market for Northern Tasmania. It would create ongoing employment of 40 in the region and be complementary to the impact of the North East Mountain Bike Project.



Pillar 3: Advanced Manufacturing

Manufacturing is an important industry in Northern Tasmania. A small number of multinational firms play a significant role in driving the core economy by contributing a large proportion of the region's economic profile. Manufactured goods comprise 53% of the region's exports by value and the sector is also responsible for 26% of Northern Tasmania's economic output.¹⁰

Importantly for the future of the region, the transport role of the Bell Bay port and the airport are nationally significant. The concentration of manufacturing at Bell Bay as well as its continuing strength in Launceston means the region is the state's manufacturing hub in terms of employment and production.

Noteworthy assets and observations include:

- The manufacturing sector is the largest value-adding sector to regional economy.
- Approximately 7,000 people are directly employed in advanced manufacturing businesses in the region.
- This pillar aligns with one of the Federal Government's Industry Growth Centres which is the centre point of the Government's new policy direction and is a part of the Industry Innovation and Competiveness Agenda.

Example Project: Microwave Assisted Thermal Sterilisation (MATS)

This project will assess the viability and investment case for the introduction into Australia of MATS technology. MATS technology can produce high quality ready-to-eat packaged meals that are shelf stable for long period of time without freezing or refrigeration. The technology was pioneered in the US for the defence forces. Significant potential exists to utilise this technology for food processing in Tasmania for commercial, residential and defence applications.

⁸ Tourism Northern Tasmania, Northern Tasmania's Destination Management Plan 2012 - 2017
¹⁰ Latest REMPLAN data incorporating Australian Bureau of Statistics (ABS) June 2014 Gross State Product, 2009/2010 National Input Output Tables and 2011 Census Place of Work Employment Data.

Foundations

The RFP Foundations are defined as the specific categories that are pivotal to further growth and success of the Pillar sectors. By recognising and understanding how the underlying foundations interact with each of the Pillar sectors, the region will be able to ensure concentrated and targeted effort.

Example Project: Launceston Gateway Precinct Master Plan

The Launceston Gateway Precinct Master Plan is the strategic planning for the future use and development of the Launceston Airport, adjacent industrial area and associated road and rail infrastructure. The future development of this 300ha area is a strategic lynchpin for Tasmania. It sits at the confluence of Tasmania's logistical network (rail, road, port, air) and is the best access point to mainland Australia. The Gateway precinct includes the Launceston Airport, a key economic contributor to Northern Tasmania.



Foundations 1: Human Capital

From the Regional Australia Institute... "The skills, health and education of a workforce are fundamental to a region's competitiveness. Strong Human Capital allows communities and the individuals within these communities to be more productive and more able to respond to shifts in the economy."

Core elements of human capital are:

- Education
- Skills based training and experience
- Health
- Labour market flexibility and adaptability

Building the region's human capital will be an essential underpinning foundation if the region is to prosper and grow. Developing an educated and skilled workforce will be a primary enabler for the regions businesses and industries to continue to grow the regional economy. Collaboration between government, industry education and training centres to ensure all stakeholders are working for the betterment of the region will be a pivotal factor to a better skilled regional workforce.

Examples of how the current state and progress of our human capital can be measured are:

- Welfare Dependence - % of population over 15 who receive some form of welfare (currently 31%)
- Health - Adults with at least 1 of 4 health risk factors; smoking, harmful use of alcohol, physical inactivity and obesity (currently 58.9%)
- Life Long Learning - % of working age population participating in education and training (currently 43.9%)
- Year 12 completion - % of population that has completed year 12 (currently 32.57%)
- Unemployment rate - % of working able

population who are unemployed (currently 8.2%)

- University Qualifications - % of working population with a university qualification (currently 15.7%)
- Technical Qualifications - % of working population with certificate and diploma qualifications (currently 33.9%)



Foundations 2: Regional Dynamics

Essential to the success of our region will be to understand and then improve how we work together within the region and with external stakeholders. Regional dynamics can be seen as a unique set of factors that can influence the culture, effectiveness, pride and confidence of a region.

This concept includes the core elements of:

- Institutional foundations
- Innovation
- Leadership
- Community sentiment

Examples of measures to track current situation and progress are:

- AIRC Innovation Census
- Leadership Capacity - % of the workforce employed in management, the professions or self-employed (including farmers), measuring both the quality of human capital and the availability of slack resources suitable for leadership roles (currently 29.7%)
- Volunteer Activity - % people aged 15 years and over who participate in voluntary work (currently 19.6%)



Foundations 3: Natural Resource Management

Underpinning the region's capacity to generate economic activity and quality of life is our natural environment. It is critical there be a considered and effective approach to natural resource management and monitoring. Working with NRM North to develop mutual priorities and projects will be fundamental action to ensure that the region's NRM practices and procedures are inherently best practice. Core focus elements of NRM include:

- Forest resources
- Mineral resources
- Productive land
- Preserved land
- Water resources
- Climate
- Soils

Current situation and progress can be measured by:

- Water Quality (including river and estuary health)
- Biodiversity
- Community and stakeholder partnerships
- Productive land management plans



Foundations 4: Infrastructure

Infrastructure is separated into 2 sub-sections:

- Transport and Logistics
- Built Capital

From the Regional Australia Institute... "Transport infrastructure - roads, rail, airports and ports - are critical to the efficient delivery of goods and services and support a region's competitiveness in economic markets by reducing freight costs." The accessibility and importance of transport and logistics infrastructure and services will be measured by:

- Road infrastructure accessibility
- Rail infrastructure accessibility
- Gateway to state - distance to airport, distance to port
- Exporters, importers and wholesalers
- Public transport efficiency

Examples of measures to track current situation and progress are:

- Distance to Airport - average distance for residents and businesses to a commercial airport (18.6km)
- Distance to Port - average distance for businesses to a port (43.2km)
- Port of Bell Bay freight movement (tonnes) - (1.2m in 1.2m out 2013-2014)
- Port of Bell Bay % of State freight movement (tonnes) - (26.3% in, 25.3% out 2013/2014)

Built Capital can be defined as either pre-existing or planned infrastructure that add value to the regional community.

Examples of built capital in Northern Tasmania are:

- NBN
- Irrigation scheme
- Recreational trails and pathways
- Hydro and renewable energy
- Tourist attractions

Regional Scorecard

Northern Tasmania Development has begun to identify indicators to track our progress in each Pillar. A 'regional scorecard' is being developed to map dynamic indicators (that we can affect) across each Pillar. The purpose of the regional scorecard is to confirm whether our actions are targeted towards making a material difference to the functioning of the region. The scorecard will also present information at the municipal level where appropriate. At present there is no coordinated approach to do this.

This will include figures such as:

- GRP annual growth
- Unemployment rates
- Youth unemployment rates
- Participation rates
- Average annual income

What success will look like

Successful execution of the RFP will include the following elements:

- Quantitative progress toward the regional objective (increase in GRP %)
- Projects successfully achieving their intended purpose, as measured.

Implementation and Governance

Governance is seen as a key mechanism for building competitive advantage and driving regional economic development. It refers to the set of institutions, systems, processes and relationships that exist at the regional level through which revenue is raised, decisions are made, services provided, power is exercised and shared and interactions occur. Regional governance is not hierarchical. It involves looser processes of coordinating, influencing and negotiating.

Good regional governance is a necessary condition for effectively implementing the RFP. It produces greater consensus, knowledge and resource sharing, consistency and coordinated action, all of which contribute to an enabling environment. The upshot is that done properly, regional governance can become part of Northern Tasmania's competitive advantage.

The success of the RFP will be determined by the efficacy of its implementation, which in turn will be influenced by the efficacy of governance arrangements put in place. Thoughtful consideration of implementation and governance is required. Notwithstanding its importance, a conversation of the 'how' should not precede confirmation of the 'what'.

The primary purpose of this Directions Paper and foremost priority of the RFP is to test a proposed strategic direction for Northern Tasmania against a broad audience. A holding point will be reached once feedback on this Directions Paper has been received and the strategic direction for Northern Tasmania has been confirmed.

Following this, a proposed governance model tailored to the confirmed strategic direction for Northern Tasmania will be tested against a broad audience.

For further information relating to the Project contact:
Ben Marquis at NTD on 6380 6802.

Attachment 2 - Northern Tasmanian Regional Futures Plan: Directions Paper
General Manager's Response (Pages = 2)

REGIONAL FUTURES PLAN

1. Statement of Intent, a simple preliminary such as:
"To increase the prosperity of the region and positively influence the living standards and social outcomes of residents."

2. Local government will be a key stakeholder in achieving the Desired Future State established for the region. However there will be a range of other key private sector and government stakeholders who will be crucial in:
 - Defining the Desired Future State for the region
 - Planning the Strategic Framework (whether framed in Pillars, Objectives, Strategies and Actions or otherwise) which will "travel the journey" from the Current State to the Desired Future State.
 - Contributing through defined strategies and actions to achieving the Desired Future State.
 - Collaborating and communicating through a unity of purpose to achieve desired outcomes.

It will be important to determine and articulate the ***Value Proposition*** that will encourage the commitment of these key stakeholders to participate in the process.

3. Scan the available research data and analysis, including the Greater Launceston Plan to develop an evidence based Current State position which indicates where the region currently sits on a range of important economic, social and environmental indicators.

4. Establish a preliminary proposed framework for the Regional Futures Plan. For example, identify Key Pillars and set a subsequent structure around Objectives, Strategies and Actions.

5. Identify key stakeholders who will need to be engaged to define the Desired Future State and finalise the proposed Strategic Framework for the Regional Futures Plan to take the region from Current State to Desired Future State.

6. Engage with identified key stakeholders using the **Value Proposition** to:
 - Identify other key stakeholders
 - Gain commitment to participate in a facilitated workshop to achieve the outcomes in 5 above.

7. Develop a Draft Regional Futures Plan from the workshop outcomes incorporating:
 - Current State presentation
 - Desired Future State presentation
 - Pillars of key strategic areas
 - Objectives under each Pillar to move from Current to Desired Future State
 - Strategies to achieve the Objectives
 - Actions to deliver the Strategies
 - Performance Measures
 - Responsibility definitions and timelines
 - Governance arrangement appropriate to the Strategic Framework developed
 - Communication Strategy to provide productive collaboration and co-ordination.

8. Seek community input into the Draft Regional Futures Plan through a consultative on-line process and media engagement.

9. Formalise the Plan.

10. Establish governance arrangements and the Strategic Matrix Framework.

11. Progress implementation within prioritised areas.

Attachment 3 -Northern Tasmania Regional Futures Plan
Governance and Implementation (Pages = 1)

**Northern Tasmania Regional Futures Plan
Directions Paper**

Implementation and Governance

1. Specific series of actions required to translate the strategic intent to delivered outcomes - otherwise becomes a philosophical document only.
2. Co-ordination, collaboration, unity of purpose are consistent themes as the crucial "enablers" to achieve outcomes in key areas. Yet there is little consideration on how we will achieve this and overcome the current parochialism and narrow focus.
3. Ownership of the strategic intent and the specific series of actions is paramount to achieve the "Strategic" and "Unity of Purpose" objectives. Responsibility for delivery will be across different stakeholders - no discussion on how this engagement, ownership and accountability will be achieved.
4. Where is the community in all this? "The RFP is a plan for the future of our region, developed by the people of our region" - How is this reflected?
5. Communication Strategy and Accountability reporting against Actions Matrix required.
6. Governance arrangements are really crucial to success and credibility. Really no specific consideration given to the How.

Attachment 4 Northern Tasmania Regional Futures Plan
Economic Development Officer's Response to Regional Questions (Pages = 4)

Economic Development Officer Response to Questions, Northern Tasmanian Development Regional Futures Plan Direction Paper

Industries that are growing

According to the 2011 census the top 5 following industry growth sectors are

- Public administration and safety
- Education and training
- Accommodation and food services
- Construction
- Health care and social assistance

Future Economic drivers

- a. Tourism and events [food experience, experiential and ECO Tourism have opportunities] particularly for the Asian tourist market
- b. Agriculture, particularly
 - Vegetable [mainland focus, driven by increase in population]
 - Dairy [export focus driven by world markets and increase in demand for dairy products from Asia and limited alternatives to supply markets, grass based cost competitive industry]
 - Berry crops mainland focus, but maybe also exports, driven by competitive climate for berry production]
 - Cherries [export and domestic focus driven by competitive climate advantages and market timing]
- c. Fisheries
 - Salmon, [Tassal, Huon and Petuna companies are on track to create a billion dollar industry]
 - Shellfish [abalone , China export market]
 - Crustaceans [Lobster, China export market]
- d. Forestry
 - World demand for furniture timber and other manufactured timber construction products will grow. Investment by Forico is expanding.
 - There is an opportunity to leverage value from Tasmania's ability to produce wood fibre
- e. Education
 - UTAS has an established point of difference in the domestic and international market for maritime and nursing studies. There are other opportunities to develop existing and new programs
 - Tasmania has an opportunity to develop integrated education programs for the Asian market which include secondary, VET and tertiary education
- f. Health Sector
 - There are opportunities to position Northern Tasmania as centre for excellence in aged care management.

Opportunities for the region to be competitive through high-value specialisation?

There are opportunities for high value specialisation within most of the above economic drivers.

There are particular opportunities in:-

- Development of a centre to enable food processing using Microwave assisted technologies [MATS]. UTAS is facilitating a proposal to develop this in Scottsdale
- Dairy processing
- Quality food experiences [tourism]

How to become a global or national leader in key sectors and specialisations?

Principles to identify opportunities

- To identify opportunities there are three base line assessment criteria.
 - a. the opportunity must be wealth creative = bring new money into the economy
 - b. the opportunity must be globally competitive / profitable [i.e. be able to compete in the global market]
 - c. the opportunity must have a growing demand profile and a regional supply capability

Projects that would fit into this framework?

Tourism opportunities

- In practice we do not welcome Asian visitors. A simple first step could be to begin an education program for our business people.
- Branding, Tasmanian has a story to tell, but it has to get the narrative right. What does it have to offer the rest of Australia and the World. The clean, green, safe, lifestyle, naturalness story could be revisited etc.

Smart city and the digital economy opportunities

- There are opportunities in the digital economy, with approx. 16,000 business or residents available for connection in Launceston. There is no plan to capitalise on this opportunity.
- More creative and collaborative work could be done around extending WiFi in the city and providing an enhanced tourist experience using apps and mobile devices and place making concepts. Make Launceston a SMART city.
- The digital economy is also a tool that could be used to provide opportunities to address skills training, personal and professional development of:-
 - youth,
 - unemployed
 - poorly educated and socially disadvantaged
 - socially excluded
 - aged sector of the community.

Contemporary forestry / fibre opportunities

- Identify how to value add to the forestry estate. Council can take a position on this and get active in supporting it. The UTAS student accommodation development at Inveresk is an interesting and clever example of modern contemporary prefabricated modular building design and construction using local companies.
- Formalise developing Launceston as a centre for innovative development and use of wood products. Adopt a wood first policy program using the recently adopted policy in La Trobe in Victoria or New Zealand Government or British Columbia. Launceston could facilitate construction of building options using manufactured/laminated and innovative wood products [a] develop a deliberate policy to encourage these constructions + [b] identify local producers of these products and gaps in this market [with UTAS and State growth] + [c] hold an investment forum to attract businesses and developers who may wish to grow these opportunities [UTAS, State Growth, Private Forestry Tasmania, timber manufacturer].

A list of wealth creators

- Council could identify and commit to a public position to support key economic development / wealth creation projects such as:-
 - Tourism
 - Tree changers
 - Golf
 - MOFO equivalent
 - AFL football and other sports events
 - mining
 - forestry/fibre production
 - wind farms
 - Asian engagement [become a city that welcomes Asian tourists]
 - UTAS and creating a student city
 - Celebration of the seasons...4 seasons and work around that [Dark MOFO is one seasonal celebration/event? etc.]

Opportunities to collaborate and support other LGA's

- Support key economic development / wealth creation projects in neighbouring LGA's such as George Town Industrial Precinct and Comalco.

Ageing population opportunities

- Identify which growth and economic prosperity opportunities arise from a growing Aged/Health Care sector and then pursue these. Can Launceston become a destination for Retirees? What would that look like? How would we market this?

Asia engagement opportunities

- Become more active in supporting export enhancement programs to both the mainland and Asia by lobbying for programs to support-
 - developing export readiness of our people
 - providing better access to markets
 - settle / sort out a Tasmanian brand and how this can be applied to export products

- Formalise developing Launceston as an Asia friendly City... Council could facilitate [a] welcome to airport and city [with TNT], + [b] enhance Wi-Fi to develop apps for place finding, culturally sensitive information [language], promote business [with UTAS, Cityprom] + [c] education of businesses re Asian tourists with [UTAS, Cityprom, Chamber, State Growth]. This would wrap a number of initiatives into something where the sum is significantly greater than the individual components. This is a "can do" project.

Opportunities to develop collective partnerships and governance arrangements

- An economic development partnership between UTAS, Industry, Chamber, City Prom, NTD, RDA and Council in researching, identifying options facilitating actions to the existing challenges. An agreed collective partnership or mechanism to do this is lacking. This seems to be a prerequisite for economic renewal.
- Innovate Central [<http://www.innov8central.com.au/home>] is one example from the central coast of New South Wales of how collective partnerships can drive economic development and innovation.

16 FACILITIES MANAGEMENT**16.1 Swim Club Hire at Leisure & Aquatic Centre****FILE NO:** SF0087/SF0874/SF5674**AUTHOR:** Elise Frost (Manager Leisure & Aquatic Centre)**DIRECTOR:** Rod Sweetnam (Director Facilities Management)

DECISION STATEMENT:

To consider a proposal from Launceston Aquatic Club regarding changes to the lane hire arrangements and a reduction in lane hire fees.

PREVIOUS COUNCIL CONSIDERATION:

SPPC - 8 April 2015: Deputation - Launceston Aquatic Club

SPPC - 4 May 2015: Workshop - Leisure & Aquatic Centre

RECOMMENDATION:

That Council in regard to a request from the Launceston Aquatic Club to change the method of cost allocation and hire rate for swimming lanes, maintains the current method of allocation and fee structure.

REPORT:**Summary**

In 2008 an Expression of Interest process was undertaken for lane hire at the Launceston Aquatic Centre, now known as City of Launceston Leisure & Aquatic Centre (LAC). Six expressions of interest were received from organisations, and four organisations became hirers of the centre.

- Currently there are three swimming clubs training at LAC. Their numbers and coaching arrangements as at March 2015 were:
 - Launceston Aquatic Club (LA Club) - 55 swimmers and employs a paid professional coach.
 - South Esk Swimming Club - 96 swimmers and have a paid amateur coach and volunteer assistant coaches.
 - Aussi Masters - 95 swimmers and a paid amateur coach.
 - On weeknights between 3.30pm and 6.30pm the competition pool is at capacity. During this time the pool use is divided between three user groups:
 - Swim School use 34% of lane space
 - Swim Clubs use 45% of lane space
 - Public Lap and Recreation Space use 21% of lane space
-

16.1 Swim Club Hire at Leisure & Aquatic Centre...(Cont'd)

- The revenue generated from these user groups, for this time period is:
 - Swim School generate 58% of revenue
 - Swim Clubs generate 20% of revenue
 - Public Lap and Recreation Space generate 22% of revenue

Currently the lanes are hired to the swimming clubs on a per hour, per lane basis. All swimming clubs receive a discount of 30% off the standard lane hire rates. There is no charge for swimmer or parent/spectator entry during the lane hire times.

- LA Club has cited lane hire cost pressures as the main reasons their club has declined in numbers. They have proposed a different fee structure, whereby the swimmers pay a membership directly to the Centre, and the Centre allocates exclusive lane space for use by club swimmers.

Based on the membership fees and membership growth figures presented by LA Club, the proposal has the following impact on Centre forecast revenue budgets over three years.

Impact on Lane Hire Revenue of LA Club Proposal	Year 1	Year 2	Year Three	Overall Impact on Revenue over 3 years
Proposal (20% Increase to LA Club swimmer numbers and 10% increase to other clubs swimmer numbers)	-\$25,476	-\$7,931	+\$18,743	-\$20,692
Assumption 1 (5% increase to all clubs swimmer numbers)	-\$25,476	-\$23,536	-\$14,105	-\$69,240
Assumption 2 (no change to March 2015 swimmer numbers)	-\$25,476	-\$32,552	-\$33,575	-\$97,802

This revenue impact (Proposal) is based on the LA Club estimate of their membership increasing by 20% every year, for three years. Since 2009 the club has declined from 110 to 55 swimmers. The figures suggest an increase back to 2009 swimmer numbers of 110, in three years.

The membership fees have also been calculated if there was to be a 5% increase in all swimmer numbers (Assumption 1) and no increase in swimmer numbers (Assumption 2), across all clubs.

16.1 Swim Club Hire at Leisure & Aquatic Centre...(Cont'd)

- This proposal would change the way in which lanes are changed, and would need to be applied to all clubs. This lane allocation issue has not been resolved.
- South Esk Club have detailed in writing that they do not support the LA Club proposed fee structure. (Attachment 2)
- This proposal transfers the revenue risk from all swimming clubs to LAC. LAC will have no control over club structure, coaching models, marketing and promotion or any other operational aspect of the swimming clubs. However, LAC will be exposed to the full risk associated with fluctuating, or declining swimmer numbers. The revenue generated from swimming club lane hire will cease, and be replaced with membership revenue, which is dependent on the ability of the swimming clubs to attract and maintain swimmers.

History

In August 2001 the Council adopted the Regional Aquatic Leisure Centre strategy as the preferred future aquatic facility development. This was due to its:

- Higher user attractions, ie. children, schools, adults, social groups, older adults;
- Ability to share management costs across a range of activity areas and revenue sources;
- Provision of a total leisure centre that promotes active and healthy lifestyles;
- Providing more aquatic areas allowing for closure of high cost, outdated pools;
- Higher users spend generated to due large range of activities

In the following years LAC was developed and built to meet these strategic objectives. However most of the planning was for a full service facility, which wasn't fully completed until the opening of LAfit in 2014.

LAC has long been the subject of public discussion. Since opening in 2009 the strategic direction and focus has been to minimise the recurrent deficit, through both revenue generation and expenditure control. Fees and charges and operational strategies have been developed with the aim to achieve this goal.

In October 2008 the City of Launceston called for Expressions of Interest (EOI) for Hire of Pool Lane Space. The purpose of the EOI was to *'market test prospective Clubs and other Organisations who wish to hire pool lane space at the Regional Aquatic Centre. Potential clubs and Organisation will be required to register with Council initially and further negotiations will be undertaken regarding hire times and pool spaces'*.

Following this process discussions were held with the applicants. Four of the six groups that submitted EOIs became hirers of the centre. The EOI did not indicate or allude to exclusive use of facilities or feeder relationships with the LAC Swim School, or any other business unit of LAC.

16.1 Swim Club Hire at Leisure & Aquatic Centre...(Cont'd)

Lane Hire Arrangements

In 2014 Swimming Australia completed comparative benchmarking into water space pricing at Council owned swimming facilities (Attachment 1 - Swimming Australia Research). Different arrangements included:

- Free agreed lane space, club swimmers pay public entry rate
- Per lane, per hour charge, with no entry fee for club swimmers*
- Per lane, per hour charge (with free morning hire), club swimmers pay public entry rate
- Per lane, per hour charge, with an annual "club swimmer membership"
- Flat rate per head for agreed lane space

**LAC operates under this arrangement, where there is no entry fee for club swimmers or supervising parents, during the lane hire time.*

From this research Swimming Australia found that "all clubs using indoor water-spaces (25m or 50m) in Tasmania are currently charged a lane hire fee. Over 40% of clubs pay more than \$20 per lane per hours (30% of respondents did not disclose hire fee rates)".

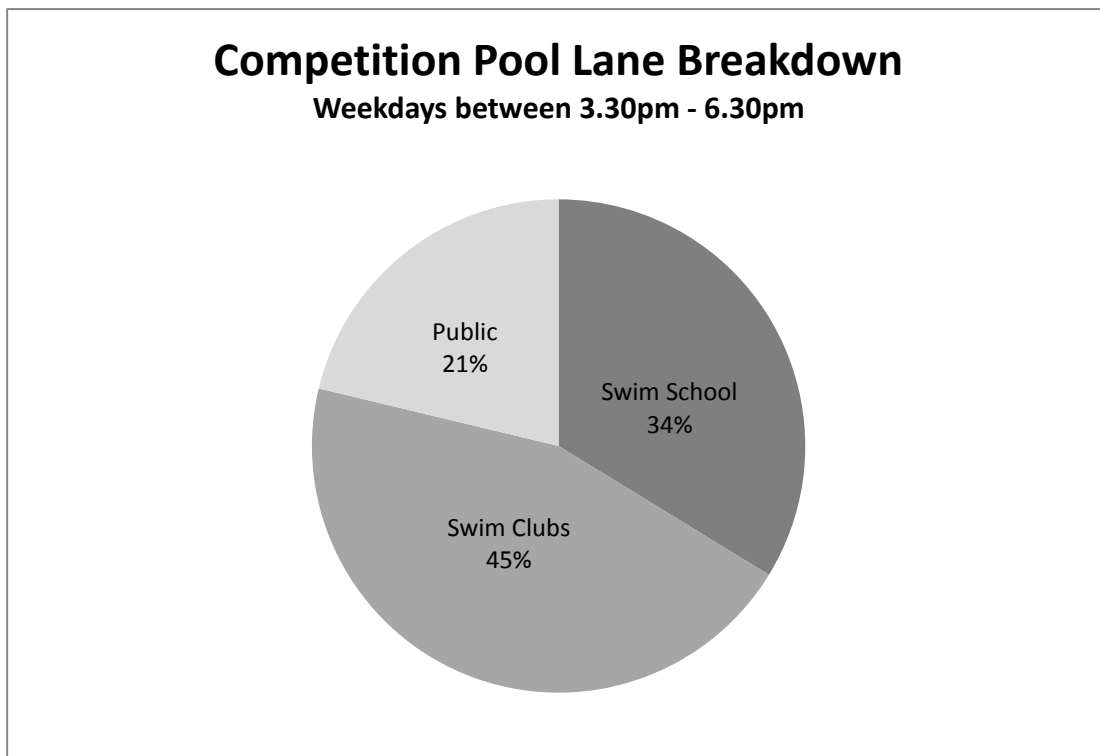
Competition Pool Use and Revenue Sources

The peak use time for the centre is between 3.30pm - 6.30pm on weeknights, during this time the Competition Pool is at maximum capacity.

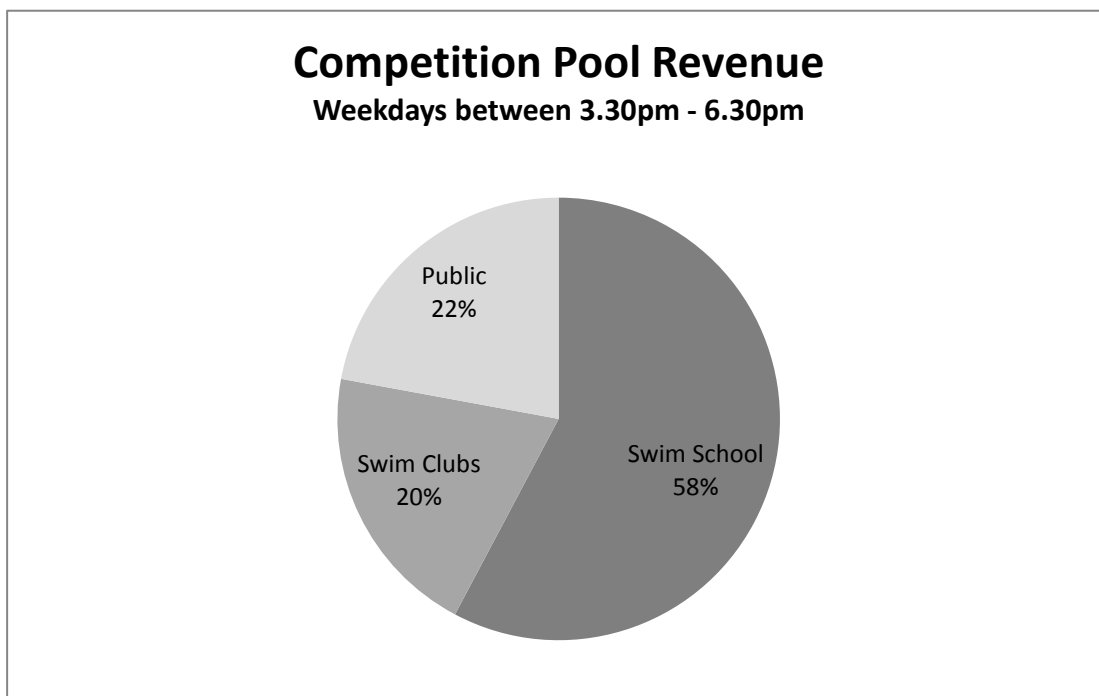
Currently there is capacity to accommodate all requested bookings for swimming clubs at all other times, including morning and weekends.

From a data sample taken in March 2015 shows the majority of revenue during the peak time, from 3.30pm - 6.30pm on weeknights, comes from the LAC Swim School, followed by public use and swimming clubs.

The chart below shows the breakdown of lane allocation between LAC Swim School, swim clubs and public during the peak time:



The chart below shows how much of this revenue is generated by the three user groups:



16.1 Swim Club Hire at Leisure & Aquatic Centre...(Cont'd)

Key Issues raised by LA Club in Council Presentation***Price Structure has created a cap on participation rate due to affordability.***

This is according to data collected by LA Club from current members. Other user groups have requested a reduction in fees, but have not stated that this is a barrier to entry. Lane hire is not the only cost involved in the sport of swimming. Other costs include coaching fees, registration, competition entry and equipment. These fees are set by either the individual swimming club or Swimming Tasmania.

There appears to be no nexus between the pricing structure and the communities' ability to pay.

All fees are Council approved, and based on developed strategies and formulas. Discounts are provided to those issued with government issued concession cards and other discounts are applied after the completion and approval of a business case.

The hire times required by swimming clubs are during the peak period for the centre, between 3.30pm and 6.30pm on weeknights. At this time the centre is at capacity with not only swimming clubs, but also swim school classes, aquafit classes, after work lap swimmers and after school recreation swimmers. During winter, when the outdoor pools are unavailable, the centre finds it difficult, and at times impossible, to appropriately accommodate other sporting teams, such as football and soccer teams, who request lane space when inclement weather closes their training grounds.

We need to better understand what the real purpose of the pool is and how LA Club can continue to support.

LAC is a regional, community facility, and is focused on maximising use for all user groups, while minimising ongoing costs to ratepayers. The centre adequately supports community and regional level competition, but the main focus is regular and ongoing community use. There can be over 30 different user groups utilising LAC per month, with regular usage by schools, swim school students and disability groups. This leads to the requirement for compromise among all user groups.

What is the strategy for the Aquatic Centre Learn to Swim Squads - what pathway do they follow?

The LAC Swim School runs the Royal Lifesaving Society Swim and Survive Program, which is approved by Austswim. This program leads children through three levels of water safety and skill development.

In 2011 the LA Swim School introduced both Junior Fitness Squads and Junior Pool Lifesaving Squads. This was developed from customer demand for a water-based sport, other than competitive swimming. Parents wanted their children to maintain contact with the water, however could not commit to competitive club swimming. There are currently 180 students swimming at this level.

16.1 Swim Club Hire at Leisure & Aquatic Centre...(Cont'd)

Equity concerns between users of Aquatic Centre versus users of other Council facilities eg. Sporting Clubs, Aurora Stadium, QVMAG etc

All Council facilities are operated as the result of Council decisions, to align with strategic directions. The range of services and facilities offered by Council is diverse, and all facilities have a unique purpose, along with strong community support.

The three major facilities, LAC, Aurora Stadium and QVMAG run at a budgeted operating deficit, however their continued operation has substantial and varied community benefit.

Comparative Costs with Junior Sports

It is difficult to draw a direct comparison between the sport of swimming and other sports, such a netball, soccer or football.

Many children's sports are team based and utilise established community facilities that have lower ongoing operating costs, when compared to LAC. These sports are often played not only by local clubs, but also through school based rosters, generating a larger potential member base and greater exposure. These sports also often require 2 - 3 hours of commitment from children and parents per week, for both training and competition. Participating in swimming as a club sport can require up to 20 hours of exclusive use, at varied hours, of a facility with high operating costs.

The expenditure per visit costs related to operating aquatic centres, coupled with the amount of hours required by the sport is likely to mean that swimming will continue to be, by comparison, an expensive sport. However this can also vary due to differing policy decisions by facility owners, community support and sponsorship, the financial acumen of club administrators and support from the major sporting bodies.

Current LAC Fee Structure

The current competition lane hire is based on the following formulas. The rationale is based on the opportunity forgone by the public when the facility is exclusively booked.

Product Type	Pricing Formula	Current 50m Lane Fee (per hour)	Current 25m Lane Fee (per hour)
Standard	Full Price	\$68	\$34
Seasonal	15% discount on Full Price	\$57	\$29
Annual	25 % discount on Full Price	\$51	\$25
Swim Club Rate	30% discount on Full Price	\$48	\$24

16.1 Swim Club Hire at Leisure & Aquatic Centre...(Cont'd)

LA Club Proposal

LA Clubs proposal is to stop charging lane hire fees, and instead charge the swimmers a membership to LAC. Clubs would be allocated lane space at set times for exclusive use by their swimmers.

LA Club has proposed different fees to the current public membership fees at LAC.

LA Club Proposal		LAC Public Equivalent	
Level	Proposed Fee	Level	2015/16 Proposed Fee
Junior	\$400	Swim School Student - one group lesson per week and leisure access for the student at all other times	\$713
Intermediate	\$600	Leisure Membership - access to leisure areas, including a minimum of 3 public lap lanes at all times	\$543
Senior	\$850	Complete Membership - access to all leisure and premium areas, full health club access, full class timetable	\$1092

Notes Regarding LA Club Proposal

- LA Club has stated this structure is aligned with The Hobart Aquatic Centre (THAC) approach. This alignment is in terms of concept, but not cost. The costs associated with the THAC model are commercial in confidence and have not been obtained.
- This proposal would need to be applied to all clubs, not just LA Club.
- The LA Club proposal includes casual access to the facility at all times, not only during designated training times. And also includes allocation of lanes for exclusive use by swimming clubs.
- The issues regarding lane allocation has not been addressed in LA Clubs proposal. These issues will not be resolved through changes to the fee structure, and are part of ongoing discussions between LAC and user groups.
- The issue of parent access has not been addressed.
- The proposal has not been accompanied by a strategic marketing and development plan, to ensure the proposed increases in swimmer numbers are achieved.

16.1 Swim Club Hire at Leisure & Aquatic Centre...(Cont'd)

- South Esk Swimming Club have detailed in writing that they do not support a direct membership arrangement, as proposed by LA Club. (Attachment 2 - Letter from South Esk Swimming Club Inc)
- Aussi Masters have not formally notified LAC of their position, however during the last meeting between Aussi Masters and LAC in March 2015, they indicated they are satisfied with the current lane allocation, but would like a reduction in fees.
- This proposal transfers the risk associated with membership revenue from the swimming clubs to LAC. If proposed growth is not achieved, or overall membership of clubs declines, this will lead to a direct loss in revenue by LAC.
- LA Club has indicated access to LAfit would be included in the proposed fee structure. This aspect not been reviewed in relation to the requirements of the Economic Regulator to charge competitively reasonable fees.

Fee Structure Proposals

Other options investigated by officers include:

- Make no change to the current lane hire arrangements
- Offer a lane hire freeze or discount over 3 years

The current annual revenue received from lane hire by swimming clubs is \$206,626. The estimated three year forecast revenue impact on budget of the proposed options are as follows:

	Revenue Received	Year 1	Year 1 Revenue Impact	Year 2	Year 2 Revenue Impact	Year 3	Year 3 Revenue Impact	Total Revenue for 3 Years	Revenue Impact over 3 Years
1	No Change	\$212,825	+\$6199	\$219,210	\$6385	\$225,786	+\$6576	\$657,821	\$0
2	LAC Proposal	\$181,150	-\$25476	\$212,026	-\$7184	\$243,954	+\$18,168	\$637,129	-\$20,692
2 B	LAC Proposal Assumption 1 5% increase	\$181,150	-\$25,476	\$195,674	-\$23,536	\$211,681	-\$14,105	\$588,505	-\$69,316
2 C	LAC Proposal Assumption 2 0% increase	\$181,150	-\$25,476	\$186,658	-\$23,230	\$192,211	-\$33,575	\$560,019	-\$97,802
3	3 Years Fee Freeze	\$206,626	-\$6199	\$206,626	-\$12,584	\$206,626	-\$19,160	\$619,878	-\$37,943

16.1 Swim Club Hire at Leisure & Aquatic Centre...(Cont'd)

Assumptions of these models include:

1. No Change

Lane Hire Fees will increase by CPI of 3% each year

2. LA Club Proposal

- Memberships rates will increase by CPI of 3% each year
- Swimmer numbers for LA Club will increase by the proposed estimate of 20%
- Swimmer numbers for other clubs will increase by 10% (LAC estimate).
- 2B - Swimmer numbers for all clubs will increase by 5%
- 2C - Swimmer numbers for all clubs will not increase

3. Fee Freeze at Current Rate

Freeze at 2014/15 Lane Hire Rates for 3 years (Attachment 3 - Financial Modelling)

ECONOMIC IMPACT:

N/A

ENVIRONMENTAL IMPACT:

N/A

SOCIAL IMPACT:

Swimming Clubs provide healthy exercise and competition for their members.

STRATEGIC DOCUMENT REFERENCE:

2.2 A city where people choose to live

BUDGET & FINANCIAL ASPECTS:

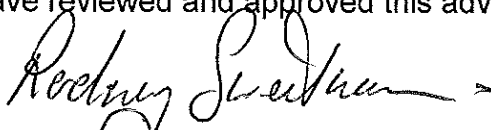
No impact on budget if resolution adopted.

16.1 Swim Club Hire at Leisure & Aquatic Centre...(Cont'd)

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Rod Sweetnam: Director Facilities Management

ATTACHMENTS:

1. Research from Swimming Australia (= 3 pages)
 2. Letter from South Esk Swimming Club - 7/04/2015 (=2 pages)
 3. Financial Modelling of LA Club Proposal and Other Lane Hire Options (=2 pages)
-

Attachment 1 - Research from Swimming Australia (= 3 pages)

Comparative Benchmark Information
Water Space Pricing at Council owed Swimming Facilities

This data has been compiled as a sample for comparing the cost of indoor 50m water space across Victoria, South Australia or Tasmania. In each example the pool is relatively new or has had major renovations undertaken which provide consistency in standard. All pools are Council owned, however, there is a mixture of Council operated and contractor operated facilities. Pool name and associated swimming club are listed.

Casey ARC and Casey RACE: Casey Tigersharks (VIC)**Operator: YMCA**

Casey Tigersharks Swimming Club is one of 14 podium centre's supported by Swimming Australia as part of their high performance athlete program. The Tigersharks currently train out of two 50 metre indoor Council owed facilities; Casey ARC and Casey RACE in Melbourne's outer south-eastern fringe. These pools are 20 years and 6 years old respectively. Whilst the YMCA operates the facilities, the swimming club have a facility access agreement with Council, with the terms of this agreement stipulating that the pool operator must support the provisions of the agreement when they tender for the facilities. As a community based club the Tigersharks have access to free water space. Swimmers instead pay pool entry at the same rate as the public, generally in monthly packages to cover each visit to the pool. Council consider youth engagement in sport as an important element of community building.

Kingston Waves: Cheltenham Swimming Club (VIC)**Operator: Kingston Council**

Kingston 'Waves' is a 50 metre indoor pool approximately 20 years old. Cheltenham Swimming Club is the local swimming club and have a squad structure from an entry level through to national level operating from the facility. The City of Kingston manage and operate Waves and levy a fee of \$26 per hour per lane to the club with no entry fee for swimmers. This fee is invoiced to the club at the end of each month.

Aquazone Aquatic Leisure Centre : Warrnambool Swimming Club (VIC)**Operator: Warrnambool City Council**

Warrnambool Swimming Club is a successful country swimming club in regional Victoria. Aquazone Aquatic Leisure Centre has a 50m outdoor pool and a 25 m indoor pool which were re-developed in 2008. The outdoor 50m is open from October to April while the indoor 25m is open all year round. The Club pays \$3 per hour per lane for each afternoon and evening session. There is no cost for morning sessions. In addition each swimmer pays entry for access to the pool. Club Swimmers are encouraged to take out membership with the centre. The Council in Warrnambool have a strong relationship with the swimming club, being actively involved in an annual swim that brings people into the city. The facility serves a regional population of about 34,000.

**Echuca War Memorial Pool: Echuca Swimming Club (VIC)****Operator: Campaspe Shire Council**

Renovated in 1996, the Echuca War Memorial Pool is a 50metre indoor pool which is the premium swimming facility in the Campaspe and surrounding region. Situation in northern Victoria this venue is one of the first to return to in-house Council management after a long term contractor operation. An agreed amount of lane space is free to the Echuca Swimming Club, but members must pay entry or take out aquatic membership. Until recently the club also has free use of the pool twice a year to run swim meets. An appropriate carnival fee is currently in negotiation. It also has free use of clubroom and storage area.

Boroondara Sporting Complex: Kew Swimming Club (VIC)**Operator: YMCA**

Situated in Melbourne's eastern suburbs Boroondara Sporting Complex was renovated in 2006 and has an outdoor 50m facility that operates year round. Kew Swimming Club and MLC Swimming Club pay \$31.20 an hour per lane. Swimmers do not pay an additional free entry.

Watermarc Greensborough: DVE Aquatic (VIC)**Operator: Belgravia**

New facility in Melbourne's northern suburbs Watermarc was opened in September 2012. DV Aquatic Swimming Club was initially charged \$36 per hour per lane to use the 50m indoor swimming pool when this facility opened, in addition to athletes paying pool entry. This put significant financial strain on the club and it was clear after 12 months that this was not sustainable. After a negotiation with Council they are now paying \$18.70 per lane per hour for 50m space and \$16.87 per hour per lane for 25m access. Athletes still pay pool entry which they are undertaking through an annual swimmer facility membership.

Knox Leisure Works: Boronia Swimming Club (VIC)**Operator: YMCA**

Renovated in 2008, Knox Leisure Works is a 50 metre indoor pool used by Boronia Swimming Club in Melbourne's east. The Club is charged by the facility at a rate of \$3.50 per head. This includes lane hire and athlete entry. The Club has increased numbers since the 2008 renovation and the nature of the agreement with the YMCA provides an incentive to both parties to 'grow' the program.

Noarlunga Leisure Centre: Fleurieu Swimming Club and South Coast Swimming Club (SA)**Operator: Belgravia Leisure**

Located in South Adelaide, Noarlunga Leisure Centre has a 50m indoor water space. Neither the Fleurieu Swimming Club nor the South Coast Swimming Club pay lane hire, however, all swimmers pay pool entry (most take out membership with Belgravia). Belgravia have attempted to instigate a lane hire fee over the years. However, the clubs have demonstrated that as the pool is within a low socio economic area where aquatic programs would not survive if lane hire was charged on top of entry fees.

**Tasmanian Swimming Clubs**

Results drawn from the findings of the 2014 Swimming Australia Water Space Access Survey. (72% of Tasmanian Swimming Clubs participated in the survey but responses were often limited due to perceived commercial in confidence.)

All clubs using indoor water-space (25m or 50m) in Tasmania are currently charged a lane hire fee. Over 40% of clubs pay more than \$20 per lane per hour (30% of respondents did not disclose lane hire fee rates). Clarence Swimming Club (YMCA operated pool) pay \$28 per lane per hour for 50m water space with no entry fee. Other water space agreements, such as Hobart Aquatic and Riverside, are tied up in coaching right agreements. Only Club's operating out of Devonport Aquatic (indoor 25m) pay both lane hire and pool entry, however, this situation is also appearing to be unsustainable as Clubs are now looking to move away from this new facility due to cost.

National Data

National data suggests that most clubs pay less than \$20 per hour per lane. However, many facilities are outdoor and/or 25m in length. Victorian data, which probably offers the best comparison to Tasmania, suggests that clubs can expect to pay somewhere between \$10 and \$40 per hour per lane for indoor 50m space (average \$22) and between \$5 and \$35 (average \$17) an hour for indoor 25m space.

Ultimately there is no 'one size fits all' best arrangement for facilities agreements. Some facilities and Clubs prefer a lane fee with no entry, whilst others prefer a no lane hire with an entry fee approach. Sometimes, when squads are popular, it is cheaper to pay lane hire per hour (if it a reasonable rate) rather than pool entry. However pool entry only agreements do encourage centres to actively promote swimming club membership as the more bodies they have through the gate the greater revenue they make.

The best way for clubs to ensure that they are getting a fair deal at their local pool is to establish a carefully negotiated MOU agreement with the owner of the facility that considers capacity for the swimming community to pay. The MOU should also consider the benefits provided by the Clubs volunteers and the environment that it creates for its members.

achment 2 - Letter from South Esk Swimming Club Inc - 07/04/2015 (=2 pages)



South Esk Swimming Club Inc. Est.1910 **PO Box 726, Launceston, Tasmania, 7250**

7 April 2015

Robyn Titmus
President - Launceston Aquatic Swimming Club
By e-mail

Dear Robyn

RE: Lane Hire charges Launceston Aquatic Centre

I thank you for the e-mail response dated 27 March 2015, and acknowledge the Launceston Aquatic Clubs acceptance of conditions one and two and the non-acceptance of condition three.

On behalf of the South Esk Swimming Club Committee I reiterate the following:

- The South Esk Swimming Club acknowledge the costs involved with the sport of swimming are significant compared to most other sports of which the greatest cost is lane hire charges;
 - South Esk support exploring ways to reduce costs for our members with a focus on ensuring the sport of swimming is accessible to more families so all children have a chance to participate;
 - Since the opening of the Aquatic Centre, South Esk have been working with pool management and Launceston City Council on ways to reduce these costs and will continue to work with pool management and Launceston City Council on ways to reduce costs for our members;
 - Although the South Esk Swimming Club Committee has not been provided a copy of the formal proposal put forward by the Launceston Aquatic Club to Launceston City Council, based on verbal discussions and meetings, we believe the proposal has a number of logistical matters yet to be resolved and agreed to by all parties, including the allocation of lane space under the proposal;
 - We acknowledge the discussion at the meeting on 5 March 2015, of potential equal allocation of lanes between clubs under the proposal. However, as advised in our letter dated 22 February 2015 and subsequent e-mail dated 18 March 2015, the matter of *fair distribution of lanes based on number of swimmers per club* was emphasised up front. When discussed further, and based on current swimmer numbers, the South Esk Committee believe a proposal where swimmers pay the Aquatic Centre direct to be a member and where lane space is divided equally, South Esk members will contribute more than double the revenue to the Aquatic Centre for the same lane space. We do not believe this is a fair and reasonable outcome for our members nor sustainable for members or the club long term.
-



As advised previously, the committee were presented with all the known facts which allowed them to weigh up the benefits versus the risks of the proposal for our South Esk members as follows:

BENEFITS

- Reduction in cost for members and families;
- Sport of swimming more accessible for families creating potential for growth;
- Nil liability to club in terms of contracted lane hire charges;

RISK

- Risk to the security of lane space by moving from a contract arrangement for lane space to a member user pay system;
- Risk to the security of lane space by entering into a trial arrangement with nil guarantee of lane space allocation for our club from LCC at the completion of the formal trial period;
- Inequity in member numbers and allocation of lane space.
- Overall sustainability for our club.

Due to the matter of fair and reasonable lane allocation under the direct membership proposal, together with the risks to our club outlined above, I wish to advise the South Esk Swimming Club Committee do not believe the direct membership proposal is in the best interest of our members and the club long term.

As a result we do not wish to pursue any further discussions on a proposed direct membership arrangement with the Launceston City Council, the Aquatic Centre management or other impacted user groups.

The South Esk Clubs preference is to work with the Launceston City Council, the Aquatic Centre management and other impacted user groups, including Launceston Aquatic Club, during the winter season with a view to implementing an alternative solution for members from 1 October 2015. We believe this will provide the opportunity to:

- Engage our members more effectively;
- Fully explore **ALL** options available to potentially reduce the impact of lane hire on members, including a simple overall reduction in lane hire fees;
- Work on a fair and sustainable model that will stand the test of time.

Thank you for your understanding in this matter and I look forward to working with you to explore alternative solutions on reducing lane hire costs with a view to securing an outcome for our members in readiness for the summer season commencing October 2015.

Yours sincerely

A handwritten signature in black ink that reads 'Jayne Shepherd'.

Jayne Shepherd
President

Attachment 3 - Financial Modelling of LA Club Proposal and Other Lane Hire Options (=2 pages)

Option 1 - No Change

- Current Lane Hire Revenue \$206,626
- CPI Increase of 3%

\$206,626 + 3%	Year One Revenue	Year Two Revenue	Year Three Revenue
Total Hire Revenue	\$212,825	\$219,210	\$225,786

Option 2 - LAC Proposal

- Proposed Membership Rate increases by CPI of 3% each year
- Swimmer numbers increase by LA Club estimates of 20% each
- Swimmer numbers of other clubs increase by 10% each year

Swimmer Breakdown (All Clubs)	Year One Swimmer Numbers	Year One M'ship Rate	Year One Revenue	Year Two Swimmer Numbers	Year Two M'ship Rate	Year Two Revenue	Year Three Swimmer Numbers	Year Three M'ship Rates	Year Three Revenue
Junior	73	\$400	\$29,200	83	\$412	\$34,196	96	\$424	\$40,739
Intermediate	45	\$600	\$27,000	54	\$618	\$33,372	60	\$637	\$38,192
Senior	147	\$850	\$124,950	165	\$876	\$144,458	183	\$902	\$165,023
Totals	265		\$181,150	302		\$212,026	339		\$243,954

Assumption Model 2B - LAC Proposal with 5% Increase

- Proposed Membership Rate increases by CPI of 3% each year
- Swimmer numbers of all clubs increase by 5% each year

Swimmer Breakdown (All Clubs)	Year One Swimmer Numbers	Year One M'ship Rate	Year One Revenue	Year Two Swimmer Numbers	Year Two M'ship Rate	Year Two Revenue	Year Three Swimmer Numbers	Year Three M'ship Rates	Year Three Revenue
Junior	73	\$400	\$29,200	77	\$412	\$31,724	81	\$424	\$34,344
Intermediate	45	\$600	\$27,000	47	\$618	\$29,046	49	\$637	\$31,213
Senior	147	\$850	\$124,950	154	\$876	\$135,904	162	\$902	\$146,124
Totals	265		\$181,150	278		\$195,674	292		\$211,681

Assumption Model 2C - LAC Proposal with no Increase

- Proposed Membership Rate increases by CPI of 3% each year
- Swimmer numbers will not increase

Swimmer Breakdown (All Clubs)	Year One Swimmer Numbers	Year One M'ship Rate	Year One Revenue	Year Two Swimmer Numbers	Year Two M'ship Rate	Year Two Revenue	Year Three Swimmer Numbers	Year Three M'ship Rates	Year Three Revenue
Junior	73	\$400	\$29,200	73	\$412	\$30,076	73	\$424	\$30,952
Intermediate	45	\$600	\$27,000	45	\$618	\$27,810	45	\$637	\$28,665
Senior	147	\$850	\$124,950	147	\$876	\$128,772	147	\$902	\$132,594
Totals	265		\$181,150	265		\$186,658	265		\$192,211

Option 3 - Lane Hire Fee Freeze

- Freeze at 2014/15 Lane Hire Rates for 3 years

\$206,626 + 0%	Year One Revenue	Year Two Revenue	Year Three Revenue
Total Hire Revenue	\$206,626	\$206,626	\$206,626

Comparison of All Options

	Revenue Received	Year One	Year One Revenue Impact	Year Two	Year Two Revenue Impact	Year Three	Year Three Revenue Impact	Total Revenue for 3 Years	Revenue Impact over 3 Years
1	No Change	\$212,825	+\$6199	\$219,210	\$6385	\$225,786	+\$6576	\$657,821	
2	LAC Proposal	\$181,150	-\$25476	\$212,026	-\$7184	\$243,954	+\$18,168	\$637,129	-\$20,692
2B	LAC Proposal Assumption 1	\$181,150	-\$25,476	\$195,674	-\$23,536	\$211,681	-\$14,105	\$588,505	-\$69,316
2C	LAC Proposal Assumption 2	\$181,150	-\$25,476	\$186,658	-\$23,230	\$192,211	-\$33,575	\$560,019	-\$97,802
3	3 Years Fee Freeze	\$206,626	-\$6199	\$206,626	-\$12,584	\$206,626	-\$19,160	\$619,878	-\$37,943

17 QUEEN VICTORIA MUSEUM AND ART GALLERY

No Reports

18 INFRASTRUCTURE SERVICES**18.1 Launceston Speed Limit Review****FILE NO:** SF0607**AUTHOR:** Nigel Coates (Engineering Officer - Traffic)**DIRECTOR:** Harry Galea (Director Infrastructure Services)

DECISION STATEMENT:

To consider a proposal to consult on changes to speed limits within the Launceston urban area.

PREVIOUS COUNCIL CONSIDERATION:

Council Meeting 27 April - Item 18.3

Deferred for further investigation

SPPC Meeting 8 April 2015 - Item 4.4

Presented Launceston Road Safety Consultative Committee comments on Officer Investigations into speed limit review.

Council Meeting 23 September 2013 - Item 17.1

Support for recommendation from Launceston Road Safety Consultative Committee to review urban speed limits

RECOMMENDATION:

That Council approve consultation with the community for a four week period on the following proposed speed limits within the Launceston urban area:

- (1) Bathurst Street (Frankland Street to Brisbane Street) - 50 km/h
 - (2) Newstead Shopping Zone (Elphin Road, Penquite Road and Hoblers Bridge Road) - 50km/h
 - (3) George Town Road (south of Newnham Drive) - 50 km/h
 - (4) High Street - 50 km/h
 - (5) South Launceston Shopping Zone (Hobart Road, Meredith to Talbot) - 50 km/h
 - (6) King Meadows Shopping Zone (Hobart Road, Riseley to Blaydon) - 40 km/h
 - (7) Invermay Road, Invermay - 50 km/h
 - (8) Invermay Road, Mowbray - 50 km/h
 - (9) Mowbray Shopping Zone (Invermay Road, Vermont to Haig) - 40 km/h
 - (10) Wellington Street, Launceston (Cameron Street to Frankland Street) - 50 km/h
-

18.1 Launceston Speed Limit Review...(Cont'd)

REPORT:**Note:**

This report was presented to the 27 April 2015 Council meeting for consideration. A question was raised by Alderman Jim Cox on the proposal to install 40 km/hr speed zone along the Mowbray and Kings Meadows shopping strips. Alderman Cox recalled that when this item was considered by the Launceston Road Safety Consultative Committee (LRSCC) the scope of the project involved a variable time limit rather than applicable for a 24 hour period. The notes of the LRSCC 19 February 2015 meeting were presented to the SPPC 8 April 2015 meeting and in my estimation it is clear that the project presented was a 24 hour restriction proposal given the comments in the notes listed under item 4.9. The intention of this report is to advertise the projects unaltered and following the community consultation process, the Council (after considering both the community and LRSCC comments) could abandon, modify or adopt each of the items presented.

The relevant comments from the LRSCC notes are:

- *Don't support a blanket 24 hours restriction but,*
- *Place electronic signs like used to be in school zones in both areas to identify 40 km/hr during peak times 7.00am to 7.00pm Monday to Saturday.*

Council at its meeting on 23 September 2013 approved the following recommendation of the Road Safety Consultative Committee:

'That Council supports, in consultation with DIER (now the Department of State Growth) a review of speed limits within the Launceston urban area with the aim to improve clarity and maximise road safety'.

Speed limits in Tasmania

Since 2002 the default speed limit in built up areas in Tasmania has been 50 km/h. Built up areas are defined in the Road Rules as areas where buildings are not over 100 metres apart on land next to the road or with street lights not over 100 metres apart. Alternative speed limits in these areas must be signed. A speed limit of 60 km/h has been applied to most arterial roads, with sections of 50 km/h in shopping zones and temporary 40 km/h restrictions in school zones. Speed limits are set by the State Government and based on Australian Standard AS1742.4 and Austroads guidance.

18.1 Launceston Speed Limit Review...(Cont'd)

Speed limits in Launceston

Speed limits are set to achieve consistency along a route but also to improve road safety and amenity. A realistic speed limit will reflect the speed a driver would expect to drive in a road environment based on the mix of traffic (including pedestrian traffic), density of abutting development and the complexity of traffic movements. A consistent speed limit of 50 km/h has been suggested for the whole built up area of Launceston but it is clear from measured traffic speeds that this would be unrealistic and a constant source of frustration for motorists.

Setting speed limits to improve safety

A review of typical traffic speeds and crash data on Launceston's arterial road network has indicated places where the limit is too high and safety benefits could be achieved by reducing the limit. These are shown on Table 1 appended as Attachment 1 and the proposed changes are shown on a plan as Attachment 2. The proposed limit reflects the speed that the majority of vehicles are travelling commensurate with the road environment suggesting that there should be a good level of compliance.

It is widely acknowledged that a reduction in the speed of vehicles will reduce the likelihood of a crash or, if a crash does occur, reduce the level of injury. Austroads quotes research indicating that a 10% reduction in speed will reduce deaths by 38%, serious injuries by 27%, other injuries by 15%, and property damage crashes by 10%. Launceston's Safer Roads Strategy recognises that setting appropriate speed limits will result in a reduction in crashes.

Trevallyn Road

There is ongoing discussion regarding the safety of Trevallyn Road, a petition was received by Infrastructure Services in March 2014 and there have been requests to reduce the speed limit to 40 km/h. This report mainly focusses on lengths of arterial road with speed limits of 60 km/h with recommendations for reducing some to 50 km/h; the speed limit on Trevallyn Road is already 50 km/h. Table 2 provides the same data for Trevallyn Road as that provided for the other roads in Table 1. It can be seen that excessive speed for the conditions/circumstances is a factor in the crashes that have occurred. All the injury crashes in Trevallyn Road occurred before the resurfacing with higher skid resistant asphalt in April 2014.

Table 2 Trevallyn Road Speed & Crash Data

Section	85%ile Speeds	5yr Injury Crash data	Injury Crashes per KM	Injury Crashes per MVKM	5yr Speed related crashes	
					Yes/No	Injuries
Kings Bridge to South Esk Road	55	4	10.00	0.65	Yes	2

18.1 Launceston Speed Limit Review...(Cont'd)

With an 85thile speed of 55 km/h on Trevallyn Road it is unlikely that a speed limit of 40 km/h would be complied with by the majority of road users. This project was discussed with a senior officer of the Department of State Growth who indicated that they would not support a reduced speed limit for this road. At its meeting on 25 August 2014 Council approved a footpath widening and 'road banding' project on Trevallyn Road which is designed to improve driver behaviour and increase pedestrian safety, the details of this are currently being developed.

In summary:

- Trevallyn Road is signed at 50 km/h which is consistent with other roads of similar network importance (e.g. Invermay Road, High Street, Peel Street). Other comparable roads (Alanvale Road, Hoblers Bridge Road, Georgetown Road, Vermont Road, Quarantine Road, Talbot Road) are signed 60 km/h.
- The current 85thile speed is 55 km/hr and a posted speed limit of 50 km/h is appropriate. Any speed lower will be a constant source of frustration (and non-compliance) to motorists.
- Currently (except for school zones within specific times and a section of Salisbury Crescent) there are no 50 km/h zones. However officers are recommending 40 km/h zones for the Kings Meadows and Mowbray shopping precincts.
- The injury crashes (per MVKM) are certainly high and this justified Council approving a unique 'road banding' project that aims to improve driver behaviour (designed to address the high percentage of rear-end accidents).

Proposed speed limits

A 50 km/h speed limit is proposed on additional lengths of arterial road and on specific sections within shopping zones. A 40 km/h limit is proposed in the suburban shopping centres of Mowbray and Kings Meadows. These proposals have been discussed at Launceston Traffic Committee and are supported by State Growth. It is also intended to recommend this limit in the CBD as part of the City Heart project; this will be progressed independent of the general review in conjunction with City Heart traffic changes.

Consultation

Consultation on these proposed changes will be carried out using a variety of techniques:

- Your Voice Your Launceston
- Media releases, adverts and interviews
- Newspaper & magazine articles and advertisements
- Shopping centre displays
- Advanced signage

A plan showing all Launceston urban speed limits (should the recommended changes be supported) is enclosed as [Attachment 3](#).

18.1 Launceston Speed Limit Review...(Cont'd)

The key messages to be used to inform the community will be:

- The City of Launceston are reviewing the posted speed limits and considered:
 - A blanket 50 km/h restriction - to eliminate any confusion due to changing speed zones across the city OR
 - Setting speed limits for arterial roads generally that reflects the speed a driver would expect to drive in a road environment (based on the mix of traffic, pedestrians and cyclists), density of abutting developments and the complexity of traffic movements.
- The City of Launceston recommends changes to the posted speed limits where the limits match the driver expectations.
- National traffic statistical research indicates a reduction of 10% in speed (i.e. 60 km/h to 55 km/h) will reduce death rates by 38%, reduce serious injuries by 27%, reduce other injury by 15% and reduce property damage crashes by 10%.

The Launceston Road Safety Consultative Committee at its meeting dated 19 February 2015 have formed views on each of the recommendations in this report. The Committee's comments together with the view of the broader community will be presented to the Council when determining a final position.

Formal Approvals

Any changes to the posted speed limit will be subject to an application for approval to the Department of State Growth. Implementation of any agreed changes are unlikely before October 2015 given time allocated to community consultation, Council assessment and approval and formal application to the Department of State Growth.

ECONOMIC IMPACT:

A reduction in speed limits will reduce the cost of injury accidents as a result of road accidents which are significant to both the community, in terms of financial cost, and individuals and their families in terms of trauma. This will outweigh any minor increases in travel time as a consequence of these changes.

ENVIRONMENTAL IMPACT:

Lower speeds have the potential to improve the road environment and the impact of traffic on the environments through which it passes.

SOCIAL IMPACT:

Road accidents have a significant social impact on individuals and their families.

18.1 Launceston Speed Limit Review...(Cont'd)

STRATEGIC DOCUMENT REFERENCE:

The key direction within Council's Strategic Plan (2014-2024) which is considered relevant:

- 3.1.2 To improve and maintain accessibility within the City of Launceston area, including its rural areas.

BUDGET & FINANCIAL ASPECTS:

N/A

DISCLOSURE OF INTERESTS:

The officer has no conflict of interest in this item.

I certify that I have reviewed and approved this advice and recommendation.



Harry Galea: Director Infrastructure Services

ATTACHMENTS:

1. Table 1 - Proposed Speed Limit Changes
2. Plan of proposed changes to speed limits
3. Plan of Launceston Urban Speed Limits (following changes)

Please note all attachments distributed electronically

19 CORPORATE SERVICES

No Reports

20 GENERAL MANAGER
Nil

21 URGENT BUSINESS

Pursuant to regulation 8(6) of the *Local Government (Meeting Procedures) Regulations 2005*

22 INFORMATION / MATTERS REQUIRING FURTHER ACTION

This report outlines requests for information by Aldermen when a report or agenda item is put before Council, or a memorandum has been circulated to Aldermen.

It is updated each meeting, with items removed when a report has been presented.

INFORMATION / MATTERS REQUIRING FURTHER ACTION				
<i>As at: 27 July 2015</i>				
Meeting Item No.	Outstanding Items	Action Requested	Director	Officer Comment
13/04/12 14.1	Duck Reach Redevelopment	Recommendation 3: On finalization of the business case analysis outlined in the report, and identification of potential third party development opportunities, Council review the redevelopment options for the Duck Reach site based on a future report	Rod Sweetnam	The project was workshopped in October 2014. Officers are currently awaiting confirmation from Hydro Tasmania they will release scoping information to respondents of an expression of interest process to be advertised by Council - due December 2015
27/04/15 14.2	Notice of Motion - Alderman D H McKenzie - Appointment of a Queen Victoria Museum and Art Gallery (QVMAG) Committee	That Council appoints a Committee to review the strategic direction of the QVMAG with the express view of reporting back to Council with recommendations on its future direction	Richard Mulvaney	The Committee is being formed with the final selection on 7 May 2015. The Committee will then set calendar meetings for presentation of its report after 30 June 2015

23 CLOSED COUNCIL**RECOMMENDATION:**

That Agenda Item(s) 23.1 be considered within closed Council pursuant to the authority contained within regulation 15(2) of the *Local Government (Meeting Procedures) Regulations 2005*, which permits the meeting to be closed to the public for business relating to the following:

- 15.2 (d) The security of property of the Council;
- 15.2 (f) Information provided to the Council on the condition it is kept confidential.

24 MEETING CLOSURE
