

## Nowra CBD Revitalisation Strategy Committee

**Meeting Date:** Wednesday, 01 August, 2018  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 4.00pm

**Please note:** Council's Code of Meeting Practice permits the electronic recording and broadcast of the proceedings of meetings of the Council which are open to the public. Your attendance at this meeting is taken as consent to the possibility that your image and/or voice may be recorded and broadcast to the public.

### Agenda

1. **Apologies**
2. **Confirmation of Minutes**
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3. **Declarations of Interest**
4. **Reports**
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5. **General Business**

**Membership**

Mr Paul Keech or delegate  
Mr Phil Costello or delegate  
Ms Annie Aldous  
Mr James Caldwell  
Mr Scott Baxter  
Mr Brendan Goddard  
Mr George Parker  
Ms Lynnette Kearney  
Mr Luke Sikora  
Mr Wesley Hindmarch

**Non-voting members**

All Councillors

Quorum – Five (5) members

**Purpose**

- To direct the development and implementation of the Revitalisation Strategy for the Nowra CBD and review as appropriate.
- To determine overall capital works programs established by the Nowra CBD Revitalisation Strategy, as amended from time to time.
- To agree an annual capital works budget with council
- To identify and approve all expenditure of funds identified in the Nowra CBD Revitalisation Strategy, additional funds allocated by council for capital expenditure in the Nowra CBD including any loans, grants or from funds from any other source.
- To act as a communication conduit between Council and the CBD stakeholders in respect to the Nowra CBD Revitalisation Strategy with appropriate support from council as required.
- Assist council in advocating the adopted CBD Revitalisation Strategy to the community.
- Provide a report to council each year outlining progress towards achieving the goals set out in the CBD Revitalisation Strategy together with any recommendations for updating the Revitalisation Strategy.
- Consult with relevant stakeholders as needed.

**Delegated Authority**

- To expend funds allocated to the CBD Nowra Revitalisation Strategy Committee by Council within the approved budget.
- To establish sub Committees as deemed appropriate.
- To promote the advantages of the CBD inside and outside the area, including making press releases and promoting the Nowra CBD Revitalisation Strategy project.
- To raise funds other than rates and loans to fund the objectives of the Committee.
- To expend funds raised outside of Council as the Committee deems appropriate, e.g. promotions, entertainment etc.

## MINUTES OF THE NOWRA CBD REVITALISATION STRATEGY COMMITTEE

**Meeting Date:** Wednesday, 6 June 2018  
**Location:** Jervis Bay Rooms, City Administrative Centre, Bridge Road, Nowra  
**Time:** 4.07pm

The following members were present:

Mr James Caldwell - Chairperson  
Mr Phil Costello - Director, Planning Environment and Development  
Mr Paul Keech - Director Assets and Works  
Ms Annie Aldous  
Mr Scott Baxter  
Ms Lynnette Kearney  
Mr Brendan Goddard – arrived 4.27pm  
Mr Wesley Hindmarch – arrived 4.32pm

Others present:

Clr Joanna Gash  
Clr Patricia White  
Stephen Dunshea – Director Finance, Corporate and Community Services  
Jessica Rippon – Executive Strategy manager  
Gordon Clark – Strategic Planning Manager  
Sara McMahon – Governance Unit Manager  
Roslyn Holmes – Unit Manager – City Design and Support  
Jessica Volkanovski – Strategic Planner

### Apologies / Leave of Absence

Apologies were received from Clr Findley and Luke Sikora

### Confirmation of the Minutes

Business arising from the previous Minutes:

Clr White congratulated Staff for having the McDonalds sign moved at South Nowra.

**RESOLVED** (James Caldwell / Annie Aldous)

That the Minutes of the Nowra CBD Revitalisation Strategy Committee held on Wednesday 11 April 2018 be confirmed.

CARRIED

## Declarations of Interest

Nil

## REPORTS

### CBD18.36 Nowra CBD Revitalisation Strategy - Budget Update

HPERM Ref:  
D18/176834

Jessica Volkanovski addressed the meeting in relation to the proposed Winter Event and made the following comments:

- The Sub Committee met to prepare a Winter Event for this year based around a community Arts Project
- The draft concept to engaging a consultant for a Paint by Numbers Arts project in Egans Lane
- Will also be coordinating Food/Coffee trucks
- It is suggested that the event be held on Thursday 12 July 2018 (between 11am-4pm)
- The proposed budget for the Paint by Numbers project including music, entertainment and flyer distribution is estimated at \$4,550

James Caldwell questioned whether the funding is partial or full and stated that he would like to see presence of the Committee assisting in this project on the day.

Jessica Volkanovski advised that the flyers will mention the Nowra CBD Revitalisation Strategy Committee and advised that when the Committee is quoted it is always excluding GST.

It was raised that in relation to the \$50,000 for the Nowra Business Chamber, who will arrange the Quarterly/Annual Auditing and pay for that.

**Action:** Stephen Dunshea advised that he will come back to the Committee with a response as to the auditing and management of the promotional funds and will also provide the protocols in relation to the roles, responsibilities and risks etc.

Note: Brendan Goddard arrived at the meeting at 4.27pm

Note: Wesley Hindmarch arrived at the meeting at 4.32pm

### **Recommendation (Item to be determined under delegated authority)**

That the Committee receive this report for information.

### **RESOLVED** (Scott Baxter / Lynnette Kearney)

That the Nowra CBD Revitalisation Strategy Committee undertake a Winter Event in the CBD on Thursday 12 July 2018 at a cost of \$4550 excl GST to be funded from the Promotions and Activations Budget.

CARRIED

### **CBD18.38 Additional Item - EOI - Winer Event - response - Bundanon Trust**

Wesley Hindmarch tabled a letter from Bundanon Trust and addressed the meeting in relation to a recent meeting with Bundanon Trust.

In response to the letter from Bundanon Trust, Wesley made the following comments:

- To note that the initial nominated budget is excessive
- Planet Nowra might be more suitable
- Will go back to Bundanon with festival sizes that may be more appropriate for the budget
- Respond back to the Trust seeking examples and express that the Committee is interested however need to modify the scope, and involve them in a scope.

Clr White suggested that it had already been agreed to open the opportunity for EOI to other groups

Jessica Volkanovski advised that the EOI document will be distributed to the Committee for review and comment prior to going out to public EOI.

It was suggested that a panel be formed to review the EOI document, staff will liaise with members to form the panel.

A draft of the EOI document for 2019 and possibly beyond could possibly be ready by the end of June.

**Action:** Staff to clarify that the (up to) \$50,000 is for funding for a group to organise the event.

**RESOLVED** (Wesley Hindmarch / Lynnette Kearney)

That an EOI continue as planned for an event in 2019 and a response be sent to Bundanon Trust.

CARRIED

## **ADDENDUM REPORTS**

### **CBD18.37 Nowra CBD Revitalisation Committee - Project Update Report**

**HPERM Ref:  
D18/187027**

#### **Recommendation (Item to be determined under delegated authority)**

That the Committee note the progress report on the following projects:

1. Wayfinding Signage
2. Banner System for Princes Highway
3. Raised Planter Boxes
4. Permanent Festive Lighting for Junction St & Berry St

Note: The Committee decided to deal with each project separately

#### **Wayfinding Maps**

Roslyn Holmes addressed the meeting regarding an update and progress on the Wayfinding signage and made the following Comments:

- Each sign will carry identical information or slightly different information (heritage or historic/shopping etc)
- Will have a standardised map for all 3 signs

- Suggested areas for signs are Junction Street, Bus Depot/Library and Jelly Bean Park
- The Committee need to provide clear ideas of what map and signage they want

The signs will have additional information regarding locations of public toilets etc.

Does the Committee want a “You are here map” or Wayfinding Map?

Clr Gash suggested that staff come back with designs

**Action:** Staff will come back with a simple directional map. It was noted that the map will be the same on each sign.

**RESOLVED** (Wesley Hindmarch / Annie Aldous)

That the Sub-Committee in conjunction with staff develop a concept for the signs and report back to the Committee

CARRIED

### **Planter Boxes**

Staff would prefer to finalise and purchase prior to the end of financial year.

With respect to the individually requested planters Ros will follow up afterwards

### **Lighting**

Lynette Kearny suggested that Nowra CBD do a Mini Vivid.

Clr White addressed the meeting and made the following comments:

- In Junction Street, Council pays for the power for the lamp posts.
- In the lattice between the lamp posts can fix lights to the lattice
- Propose projected lighting onto nominated facades in Junction, Berry and Kinghorne Streets
- Have met with Lynette, Council Engineers and Roslyn Holmes to discuss lighting and globes etc and it was suggested to have a trial on the façade of the CBA.
- For the big trees on Berry Street suggested flood lighting which would need \$25,000 approval

Roslyn Holmes advised that she had received a quote for \$25,000 for the Berry Street lighting, however the opportunity for that quote is now closed.

**MOTION** (Paul Keech)

That the Nowra CBD Revitalisation Strategy Committee agree to fund changing colour flood lighting of the two (2) fig trees on Berry Street, Nowra outside the Library up to \$30,000

MOTION lapsed due to lack of a seconder.

**RESOLVED** (Lynette Kearney / Brendan Goddard)

That the Festive Lighting Sub-Committee conduct lighting of the four (4) nominated building facades in Junction Street and present a further report and implementation costs back to the Committee (receive 2 quotes and conduct an e-meeting for the final voting of funds).

FOR: Phil Costello, Paul Keech, Annie Aldous, James Caldwell, Scott Baxter, Brendan Goddard, Lynette Kearney and Wesley Hindmarch

AGAINST: Nil

CARRIED

### **Banners**

Staff advised the following in relation to the banners:

- For the banners on Endeavour Energy poles, they have a process that must be followed
- Will nominate a 3 month rotation on Banners
- Will secure quotes for banners and poles

**Action:** This is a work in progress and will report back to the Committee

### **Berry Street Footpath**

Staff advised that there is a plan in the attachments to the Agenda.

If the Committee proceed with the plan as attached, Council is able to grow the parking by 3 car parks and have a café blister. Staff need the Committees preferred opinion and advised that it may need a crossing in the future.

Staff requested feedback if the Committee was in approval of the suggested plan, and if so will go out to public consultation.

**Note:** The Committee agreed and are happy with the suggested Plan for the Berry Street Footpath upgrade (as provided in the report) and approve for Council to continue with public exhibition.

### **RESOLVED** (By consent)

That the Committee proceed with the plans as presented (D18/186450) which depict a 2.4m pedestrian separation centred between garden beds and café blister and that if in the future funding is allocated for a 3.6m wide pedestrian crossing to be placed in this same location, then modification to the garden beds and café blister will be undertaken to allow for installation of a crossing.

Note: The benefit of proceeding with the narrow separation is that it minimises carpark loss of up to 3 spaces in Berry Street.

CARRIED

## **GENERAL BUSINESS**

### **CBD18.39 Additional Item - Footpath Berry Street - Owner Contributions**

The Committee raised a question regarding whether Council was going to discuss with land owners regarding contributions to the footpath?

Staff advised that no decision was made in relation to approaching land owners and quotes would need to be sought first to provide costings to land owners.

The Committee were advised about projects being “shovel ready” and that what the Committee is trying to achieve is in line with the Masterplan.

**CBD18.40 Additional Item - Report Request - Capital Works Projects**

It was requested that a report be submitted to a future meeting with capital works projects.

Clr Gash advised that the Committee can view the Capital Works Budget on Council's website.

Note: it was requested that the next meeting be held in August 2018. Note that the Chairperson is away 5-25 August 2018.

There being no further business, the meeting concluded, the time being 6.13pm.

Mr James Caldwell  
CHAIRPERSON

## **CBD18.41 Banner Systems - Nowra CBD**

**HPERM Ref:** D18/222672

**Group:** General Manager's Group  
**Section:** Economic Development

**Attachments:** 1. JBMM Banner Bracket Policy [↓](#)

### **Purpose / Summary**

To reply to parts of a Nowra CBD resolution requesting comments about the CBD Banners.

### **Recommendation (Item to be determined under delegated authority)**

Submitted for information and consideration to determine future actions relating to banners management and budget responsibilities.

### **Options**

1. Propose an appropriate recommendation once considering the information within the report.
2. Do nothing

### **Background**

The Nowra CBD Revitalisation Strategy Committee passed the following resolution in April 2018 - CBD18.26:

*That Council*

1. *Approach Endeavour Energy to obtain necessary approvals for the installation of the Bannerconda® banner system on the Endeavour Energy Poles along the Princes Highway between Bridge Road and Worrigee Street, Nowra.*
2. *Provide the Committee with an overview of how other Banners in the CBD are managed including an overview of the policies in place and a spreadsheet of bookings for the current flags.*
3. *Create a policy as to how the Banners along the Princes Highway will be managed, should this not be able to be managed under an existing policy of the Council*
4. *Seek advice as to what funding may be available from the Shoalhaven Tourism Action Group and the Business and Economic Development Committee of the Council towards the installation of Bannerconda® banner system on the Endeavour Energy Poles along the Princes Highway between Bridge Road and North Street, Nowra.*

For Part 1. - Permission from Endeavour Energy to install Bannerconda® System on their infrastructure on the Princes Highway

Staff have commenced the approval process with Endeavour Energy and are awaiting feedback from their delegated representative. The timeframe for this is unknown.

Addressing part 2. above: The first banners were erected by Council in Junction Court during the time when the Shoalhaven Business Chamber was looking after CBD Promotions.

Council's EDO worked with the SBC procuring flags etc on behalf of SBC using CBD money and arranged for these to be flown.

When the CBD Promotions program ceased, the EDO assumed responsibility for flying the banners. Additional Bannerconda® systems were purchased for Kinghorne St to give 18 banner points all up.

Banners are generally purchased by the EDO and taken up and down by Council Parks & Reserves staff (paid by EDO). Flags are purchased from a provider in Melbourne – approx. cost varies but usually \$100/banner for generic and \$150/banner for specific artwork. From order to delivery is 10 working days minimum.

Flags are rotated every 4-6 weeks. Council has generic flags for Spring, Summer, Autumn & winter, Christmas, Anzac and Naidoc. Special flags have been booked and flown for special events – UoW; 100 years of Lions; Superheroes; Rainbow Yes campaign; Navy Fleet Celebration; Queens Baton Relay. Some of these are for once off events and some recurring. Flags were either paid for by private organisations or other Council budgets.

The scheduling of banners is undertaken by the EDO. For 2018 the schedule is:

- Summer – Jan 2-19
- Queens Baton Relay – Jan 19 – Feb 6
- Summer – Feb 6 – Mar 1
- Autumn – Mar 1 – Apr 12
- Anzac – Apr 12 – Apr 27
- Council – Apr 27 – May 31
- UoW - June 1 – Jun 30
- NAIDOC – Jul 1 -14
- UoW – Jul 15 – 31
- ?? – Aug/Sept
- Spring & sunshine – October/November
- Christmas - December

All banners are washed after use by Flagstaff. When damaged, the banners are discarded and given to community groups to make carry bags out of them.

In 2017-2018 the expenditure on the CBD Banner program was \$9,073.

With regard to Item 3 Banner Policy for the Nowra CBD, there is an existing policy (POL16/243) which can be amended to accommodate any additional poles with Bannerconda® systems that the Committee deem appropriate.

In Huskisson there are 5 banner brackets in Owen St and these are administered by the Jervis Bay Maritime Museum. The banners are designed to:

- promote significant events affecting Jervis Bay
- visually enhance Huskisson's streetscape
- create a sense of community and a sense of place within Jervis Bay
- promote major arts, cultural activities and sporting events of public interest
- stimulate local economic activity.

The JBMM have a booking policy and this is attached.

#### Funding for Banners – part 4) above:

The Business and Employment Development Committee does not have a budget.

The Economic Development budget is carrying the current costs associated with the CBD banners and it is not core ED business and occurs at the expense of other ED promotional work. These costs should be part of Nowra CBD Revitalisation committee budget.

The Tourism budget is fully committed on other programs.

### **Community Engagement**

The community feedback is generally positive as it adds to the colour and vibrancy of the Nowra CBD. The fact that independent groups have chosen to use the opportunity demonstrates that they have community value.

### **Financial Implications**

The ongoing cost should be part of a Nowra CBD Revitalisation rather than via the Council's Economic Development Budget.

### **Risk Implications**

There is minimal risk in continuing the program. To discontinue would attract community comment and ridicule about the lack of colour on the main street and regarding the banners going the same way as the Christmas decorations!

## JERVIS BAY | MARITIME MUSEUM

### OWEN STREET BANNER POLICY & PROCESS

#### BANNER POLICY AND PROCESS 2017

##### 1. OBJECTIVES

Huskisson / Jervis Bay Maritime Museum street banner program is designed to:

- promote significant events affecting Jervis Bay
- visually enhance Huskisson's streetscape
- create a sense of community and a sense of place within Jervis Bay
- promote major arts, cultural activities and sporting events of public interest
- stimulate local economic activity.

##### 2.0 BACKGROUND

Jervis Bay Maritime Museum has 5 banner brackets across Owen Street. The banner poles fly street banners 2000 x 700mm wide and are an important part of the museum's cultural communication strategy to activate and visually enhance Huskisson as a vibrant and dynamic community.

The Museum will use the banner poles within the Endeavor Energy and State NSW Legislation to promote significant events and non-commercial (they cannot be used for commercial advertising) activities.

The poles are available for hire by not-for-profit groups for purposes consistent with Council's requirements.

The banner poles are located at key areas along major transport corridors, in town centers or at tourist destinations like local beaches.

The banners are an effective form of communication for visitors and locals on a daily basis.

Jervis Bay Maritime Museum has contracted a professional company to install/remove all street banners as required as required by Endeavor Energy

##### 3.0 JERVIS BAY MARITIME MUSEUM RESPONSIBILITY

The JBMM is responsible for managing the banner schedule and will have priority booking for particular times of the year within the Shoalhaven City Guidelines.

##### 4.0 HIRING STREET BANNER BRACKETS

External organisations may make application to hire street banner poles when not in use for JBMM events and activities.

Unique Document Number : 01 C 17	Policy Owner: Board Group: Communications	Responsible For Implementation: Board	Reference: JBMM PC32	
Adopted:	Last Amended: 11 July 2017	Review Date:	Version:	Page 1 of 4

## JERVIS BAY | MARITIME MUSEUM

### 4.1 HIRING PROCESS

Applicants can enquire about street banner availability by calling the Marketing Officer or Director of the Jervis bay Maritime Museum at ph: 4441 5675

- Applicants are required to fill out a street banner booking form, available online, from the Communications Unit.
- Bookings must be made to book all five banners.
- The minimum booking period is four weeks and the maximum is twelve weeks.
- It is recommended applications be submitted at least two months before the intended installation date because of production times and limited banner availability.
- Jervis Bay Maritime Museum reserves the right to decline any booking request that is not consistent with the purposes of this policy.
- All artwork requires approval by the Director prior to printing.
- Logo recognition on banners must be limited to a maximum of 10 per cent of the size of the banner.
- The preferred logo placement is along the bottom of the banner. No more than three logos are allowed per banner.
- Booking periods commence on Mondays with installation occurring on the Sunday night or Monday morning.

### 4.2 COSTS

Hirers are required to pay all costs relating to the printing, storage and delivery of the banners.

JBMM charges a small administration fee for the hiring of the banner poles as per its fees and charges.

Costs to install and dismantle banners are also charged to hirers.

Full payment to hire, install and dismantle banners is required upfront and bookings are not final until payment is received.

### 4.3 DESIGN

Effective banner designs feature simple and bold graphics with limited use of text to event names or short 'grabs'.

<b>Unique Document Number</b> : 01 C 17	<b>Policy Owner:</b> Board <b>Group:</b> Communications	<b>Responsible For Implementation:</b> Board	<b>Reference:</b> JBMM PC32	
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## JERVIS BAY | MARITIME MUSEUM

### 4.4 APPROVAL

Hirers are required to seek approval of the final artwork by the Director, JBMM.

Jervis Bay Maritime Museum reserves the right to reject, at its discretion, any banner design that does not comply with the street banner policy or is considered unsuitable.

The banner program is not intended to be an advertising medium for commercial products and services.

### 4.5 INSTALLATION

Will be by the EE Licensed / JBMM approved contractor.

- Installation typically occurs on Sunday evening/Monday morning.
- Installation of banners can also be dependent on traffic, weather conditions, the number of banners to be installed and other external factors. Hirers should allow up to two days variance on the installation date.

### 4.6 STREET BANNERS POLICY

- Hirers are required to send their banners to the contractor by the Friday prior to installation.
- Hirers are responsible for collecting their banners from the contractor as soon as possible once they have been removed. JBMM and its contractor will not be held responsible for uncollected banners. Banners not collected within one month after their dismantling date will be disposed.
- Jervis Bay Maritime Museum reserves the right to have any installed banners that are badly torn dismantled prior to the scheduled dismantling date.

### 4.7 RE-USE POLICY

- JBMM recommends that you either recycle or reuse your banners after they have been dismantled.
- JBMM can recommend recycling options for your banners or put you in contact with organisations that make old banners into banner bags and other products.

PLEASE NOTE: Community Groups should ensure they have written confirmation of their booking and design approval, prior to proceeding with banner production.

### 5.0 PAYMENT OF FEES

A 30% deposit of the installation cost is required. Your booking will not be confirmed until this payment has been received. An invoice for the deposit will be sent to the subscriber. Once the banners have been installed, an invoice for the balance of the costs will be sent to the subscriber.

### 6.0 CANCELLATIONS

All cancellations must be made in writing to [marketing@jbmm.asn.au](mailto:marketing@jbmm.asn.au) at least two weeks prior to the scheduled installation date.

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## JERVIS BAY | MARITIME MUSEUM

**GENERAL INDEMNITY CLAUSE** The subscriber is required to sign an Indemnity Form to indemnify the JBMM against any damage or injury to Person or property associated with the display of the banner.

**The Indemnity Form must be forwarded to the JBMM, along with a copy of the subscriber's** Certificate of Currency for Public Liability insurance (acceptable level of insurance equals ten million dollars) at least two weeks prior to the scheduled installation of the banners.

### 7.0 PAYMENT TERMS

Payment is required in advance of installation

JBMM Administration Fee per Hire	\$200.00
Banner Installation / change-over fee	\$550.00*

\*This fee is based on a contractors pre-agreed quotation, and Certified for installation on Endeavour Energy Poles. This fee will be subject to annual CPI increases.

The Jervis Bay Maritime Museum will organise the installation and be the liaison with the installer.

### BANNER DESIGN

Size: 700mm x 2000mm

Quantity: 5

Double sided print, block-out vinyl,

Triple stitched sleeve top and bottom. This is due to wind shear in Owen Street.

Single eyelet for cable tie (at top)

Artwork needs to allow 100mm clear top and bottom of any wording, so it doesn't interrupt the stitch line.



### BANNER PRODUCTION

Banner production lead times need to be taken into consideration

Banner production and design can be organised by the JBMM **Cost \$1,065 +GST**

Revised: JANUARY 2017

Unique Document Number : 01 C 17	Policy Owner: Board Group: Communications	Responsible For Implementation: Board	Reference: JBMM PC32	
Adopted:	Last Amended: 11 July 2017	Review Date:	Version:	Page 4 of 4

## **CBD18.42 Information Report - Overview - Nowra CBD Workshop**

**HPERM Ref:** D18/204568

**Group:** Finance Corporate & Community Services Group  
**Section:** Human Resources, Governance & Customer Service

**Attachments:** 1. Overview - Nowra CBD Workshop [↓](#)

### **Purpose / Summary**

To advise the Committee of the outcome and overview of the Workshop held on Monday 21 May 2018.

### **Recommendation (Item to be determined under delegated authority)**

That

1. The attached report regarding overview of the Workshop be received for information.
2. In accordance with the outcomes of the workshop
  - a. The Nowra CBD Revitalisation Strategy be promoted and reviewed regularly
  - b. The Nowra CBD Revitalisation Strategy Action Plan be formalised, monitored and revisited annually.
  - c. The Nowra CBD Revitalisation Committee be consulted in the preparation of the Draft Capital Works Program in relation to works in the Nowra CBD
  - d. The terms of reference and delegations of the Nowra CBD Revitalisation Strategy Committee be clarified and amended to incorporate the outcomes of the workshop
  - e. The frequency of meetings of the Nowra CBD Revitalisation Committee be increased to monthly meetings until September 2018, after which meetings will be held bi-monthly meetings (6 per year).

### **Options**

1. As Recommended
2. The Committee adopt an alternate recommendation

### **Background**

At the Council meeting of Tuesday 27 March 2018, Council resolved (MIN18.227) as follows:

*That:*

1. *Council and the Nowra CBD Revitalisation Strategy Committee participate in a workshop to develop a strategy and action plan to optimise the functioning of the Committee as it addresses its task of revitalising the Nowra CBD.*
2. *Following the workshop, Council allocate a sum of up to \$500,000 p.a. for the remaining term of the current Council, (indexed annually to Rate Peg amount), to*

*the Nowra CBD Revitalisation Strategy Committee to implement the strategy and action plan identified at the workshop.*

As a result of the above resolution, a Workshop was held on Monday 21 May 2018, attached is an overview of the outcomes of the Workshop. This was previously circulated to participants for comment on any inaccuracies or oversights, and none were raised.

As outlined in the attached, the outcomes of the Workshop were as follows:

” *It was **generally agreed** that the next step should be a fine-tuning of the Committee’s Terms of Reference (T of R), as follows:*

- *Reinforcing the role of the staff representatives on the Committee as the ‘communication conduit’ between staff and CBD stakeholders.*
- *Clarifying Council/ Committee decisions – ‘what we can and can’t do’ without Council approval.*
- *Clarifying the nature of day-by-day operational decisions and actions by staff that should not require Committee approval. For instance, the T of R requiring approval of ‘all expenditure’ of funds. Consideration should be given to staff ‘delegation’ on operational matters – where to draw the line?*

*More specifically, it was **generally agreed** that:*

- *the ‘review’ of the Revitalisation Strategy (as required by the T of R) be regularized within the required Annual Reporting.*
- *meetings of the Committee should be more frequent – a range of options was discussed and bi-monthly was the preferred option (subject to demand). Further, with a view to the immediate situation, that monthly meeting be organized to clear the air and add momentum.*
- *staff should participate in the sub-committees, where appropriate. Internal sub-committees of staff could be established, where appropriate, to work with the Committee on actions in the Action Plan.*
- *outcomes of sub-committee operations should be ratified by the Committee, with appropriate notice to council staff.*
- *actions should be treated as ‘projects’ with a project manager, milestones and reporting to the Committee. Major changes/ actions by the Committee or internally by staff (including in costings) should be noted and circulated. i.e. reporting both ways. This would promote transparency and confidence in staff and the Committee.*

*The conclusions were as follows:*

- *“The NCBDRS is a ‘good flexible set of elements’ and should be promoted and reviewed regularly.*
- *The current Action Plan (2014) is also appropriate, but should be formalized (with time targets), monitored and revisited annually.*
- *The need for mutual respect between the Committee, Councillors and staff – ‘give us a go’*
- *Conflict between the Committee and council staff mostly relates to the variable ‘tasks’ (relating to ‘actions’) – ‘the source of the issues’. Roles and responsibilities should be clarified: identifying and clarifying ‘grey areas’. This should be revisited annually.*
- *The need to improve communication flow:*
  - *Acknowledging the significant role of staff committee members, as the conduit for communication with staff.*

- *Ensuring that requests to staff from the Committee are reasonable, and that staff participation be promoted and responses be prompt.*
- *More frequent Committee meetings (see above).*
- *The Committee should be involved in the draft capital works program.*
- *Clarification is required on the circumstances where a Committee decision is required e.g. Masterplan matters –v– basic infrastructure works. For the latter, the Committee should be ‘informed’ and ‘permission’ not required.*
- *The need to be clear on delegation to the Committee.*

*Overall, the current Action Plan should continue to be developed and monitored, and that the Terms of Reference and delegations should be clarified.”*

The above outcomes have been reflected in the recommendations outlined in the report.

**Shoalhaven City Council  
CBD Revitalisation Strategy Committee and Councillor Workshop  
Monday May 21 2018**

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## **OVERVIEW OF PROCEEDINGS**

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Prepared by  
Dr Danny Wiggins  
Facilitator

### **1. Introduction**

The Workshop was attended by 10 participants – Nowra CBD Revitalisation Committee (the Committee) members and Councillors. A full list of participants is provided at **Attachment 1**. The workshop was required by a Council Resolution of March 7.

In addition, the facilitator requested advice (in advance) from the Committee and Councillors on objectives and key issues.

As a result, the objectives were to:

1. Discuss priorities for CBD action:
  - Recap on the Nowra CBD Revitalisation Strategy (NCBDRS)
  - Change of direction?
  - Future priorities
  - Towards an Action Plan
2. Discuss the operation of the Committee:
  - Recap on Terms of Reference
  - Clear on roles and responsibilities (Committee, Council and staff)
  - Rules and decision-making processes
  - Reporting – indicators of success

A full program is provided at **Attachment 2**

### **2. Preliminary comments**

Before formal proceedings commenced, a number of participants flagged what they felt were the key issues:

- 'A free reign for the Committee'.
- The need to improve relations between the Committee and Council (including staff); improving feedback from the council staff, timely responses.
- The need for transparency and reporting.

The facilitator noted the comments and turned the group to the Program.

### 3. The CBD Revitalisation Strategy

Formal proceeding commenced with the Council resolution – a recap on the progress of the Revitalisation Committee and the current ‘Action Plan’, operationalizing the NCBDRS.

The role of the CBD Masterplan was acknowledged as the guide for the Revitalisation Strategy. In terms of a Vision, the Committee preferred varying visions as a positive, adding to the Committee’s operation. The Committee believe that the Revitalisation Strategy is a ‘good, flexible set of elements’ and that there were no broad priorities. On the contrary, flexibility in tasking was the preferred option.

During discussion it was **generally agreed** that the current Action Plan was supported and that it should be followed-up. More specifically, it was agreed that:

- the Action Plan was an appropriate guide for Committee action.
- the list of actions should be revisited annually by the Committee.
- in particular, there should be the flexibility for the Committee to work the list and priorities, in response to changing circumstances.

Examples of recent actions were raised by participants:

NCBDR STRATEGY	EXAMPLES OF RECENT ACTIONS
Traffic and parking	Signage
Civic improvements	Footpath safety
Maintaining public assets	Clean-ups
Safety program	Police liaison Footpaths Berry Street improvements
Development incentives	Facebook
Public art plan	Art murals
Key sites action plan	Jellybean Park

LEP and DCP	South Nowra issue
Marketing, promotion and communication	Xmas Survey work
Activation Plan	Clean up

It was noted that this table, especially the broad strategies, could be a prompt for ensuring that actions are evenly spread, and any future priorities debated. For instance, in response to the facilitator’s preparatory email, some suggestions on actions were made:

- More activation at night
- ‘Soft infrastructure’ – local heroes to participate (e.g. Taree and Port Augusta)
- Promoting Nowra’s diversification
- Relate the CBD to the River Festival
- Promoting affordable housing

#### 4. The Operation of the Committee

As the workshop progressed, it was clear that the main issue was the operational aspects of the Committee, in particular the relationship with Council and staff.

A spirited discussion raised a number of key issues. As indicated above, some participants felt that the Committee should proceed without interference, acknowledging the ‘passion and care in the Committee’

Some were concerned that time-delays (and lack of reasonable priority) in staff responses/ actions had significant implications for project delivery e.g.

- Christmas preparation – four months to finalise
- Berry Street footpath
- South Nowra signage

This issue was acknowledged by the staff representatives on the Committee. One further implication of the time-lags is that the Committee does not always have progress/ initiatives to report on.

It was **generally agreed** that the next step should be a fine-tuning of the Committee’s Terms of Reference (T of R), as follows:

- Reinforcing the role of the staff representatives on the Committee as the 'communication conduit' between staff and CBD stakeholders.
- Clarifying Council/ Committee decisions – 'what we can and can't do' without Council approval.
- Clarifying the nature of day-by-day operational decisions and actions by staff that should not require Committee approval. For instance, the T of R requiring approval of 'all expenditure' of funds. Consideration should be given to staff 'delegation' on operational matters – where to draw the line?

More specifically, it was **generally agreed** that:

- the 'review' of the Revitalisation Strategy (as required by the T of R) be regularized within the required Annual Reporting.
- meetings of the Committee should be more frequent – a range of options was discussed and bi-monthly was the preferred option (subject to demand). Further, with a view to the immediate situation, that monthly meeting be organized to clear the air and add momentum.
- staff should participate in the sub-committees, where appropriate. Internal sub-committees of staff could be established, where appropriate, to work with the Committee on actions in the Action Plan.
- outcomes of sub-committee operations should be ratified by the Committee, with appropriate notice to council staff.
- actions should be treated as 'projects' with a project manager, milestones and reporting to the Committee. Major changes/ actions by the Committee or internally by staff (including in costings) should be noted and circulated. i.e. reporting both ways. This would promote transparency and confidence in staff and the Committee.

## 5. Conclusion

Prompted by the facilitator, participants summarised the outcomes of the Workshop as follows:

- The NCBDRS is a 'good flexible set of elements' and should be promoted and reviewed regularly.
- The current Action Plan (2014) is also appropriate, but should be formalized (with time targets), monitored and revisited annually.
- The need for mutual respect between the Committee, Councillors and staff – 'give us a go'
- Conflict between the Committee and council staff mostly relates to the variable 'tasks' (relating to 'actions') – 'the source of the issues'. Roles and responsibilities should be clarified: identifying and clarifying 'grey areas'. This should be revisited annually.
- The need to improve communication flow:
  - Acknowledging the significant role of staff committee members, as the conduit for communication with staff.

- Ensuring that requests to staff from the Committee are reasonable, and that staff participation be promoted and responses be prompt.
- More frequent Committee meetings (see above).
- The Committee should be involved in the draft capital works program.
- Clarification is required on the circumstances where a Committee decision is required e.g. Masterplan matters –v– basic infrastructure works. For the latter, the Committee should be ‘informed’ and ‘permission’ not required.
- The need to be clear on delegation to the Committee.

Overall, the current Action Plan should continue to be developed and monitored, and that the Terms of Reference and delegations should be clarified.

### **Where to from here?**

The facilitator advised that the next step is a draft Overview of Proceedings for the Workshop.

The participants requested that, before finalisation, the draft be circulated to participants for their comments – inaccuracies and/or oversights; not additional matters

The Workshop concluded at approximately 6.30pm.

## **Attachment 1**

### **List of participants**

Councillor Jo Gash  
Councillor Patricia White  
Councillor Annette Alldrick  
Councillor Nina Cheyne  
Councillor Amanda Finlay (Mayor)  
Lynne Kearney  
James Caldwell (Chairperson)  
Scott Baxter  
Annie Aldous  
Phil Costello (Director of Planning and Development Services)  
Paul Keech (Director of Assets and Works)

## Attachment 2

### Workshop between Councillors and Nowra CBD Revitalisation Strategy Committee Members

## Objectives of the Workshop

The objectives are to:

1. Discuss priorities for CBD action:
  - Recap on the CBD Revitalisation Strategy
  - Change of direction?
  - Future priorities
  - Towards an Action Plan
  
2. Discuss the operation of the Committee:
  - Recap on Terms of Reference
  - Clear on roles and responsibilities  
(Committee, Council and staff)
  - Rules and decision-making processes
  - Reporting – indicators of success

**Workshop between Councillors and Nowra CBD  
Revitalisation Strategy Committee Members**

**Monday May 21 2018**

**PROGRAM**

4.00pm Introduction Objectives and Program D. Wiggins

4.10pm The CBD Revitalisation Strategy  

- Recap on Strategy
- Change of Direction?
- Future priorities

Participants

5.10pm Recap:  

- Towards an Action Plan?

D. Wiggins

5.30pm Refreshment break

5.45pm Operation of the Committee:  

- Recap on Terms of Reference
- Roles and responsibilities – Committee, Council and staff
- Rules and decision-making Processes
- Reporting – indicators of success

Participants

6.45pm Where to from here? D. Wiggins

7.00pm Close

## CBD18.43 Report and Feedback - Nowra CBD Access Improvement Financial Assistance Program

**HPERM Ref:** D18/207314

**Group:** Finance Corporate & Community Services Group  
**Section:** Recreation Community & Culture

**Attachments:** 1. Promotional flyer - CBD Access Improvement Program [↓](#)  
2. Proudly Accessible Sticker - Design [↓](#)

### Purpose / Summary

To provide feedback on the 2017/18 Nowra CBD Access Improvement Financial Assistance Program, and request that further funding be allocated in 2018/19 to the program, as well as further funding for an initiative that aims to promote businesses that are providing accessible infrastructure and inclusive services.

### Recommendation (Item to be determined under delegated authority)

That the Committee:

1. Continue with the Nowra CBD Access Improvement Financial Assistance Program in 2018/19.
2. Increase the maximum funding amount for the Nowra CBD Access Improvement Financial Assistance Program to \$5,000 per application with a total of \$15,000 allocated to the program from the 2018/19 Nowra CBD Renewal budget.
3. Provide \$3,000 to facilitate the 2018/19 *Proudly Inclusive Business* recognition pilot program also from the Nowra CBD Renewal budget.

### Options

1. Adopt the recommendations as stated.

**Implications:** An increased financial allocation per application will mean that businesses can implement changes that adequately address access issues, noting that several businesses wished to construct ramps and automatic doors, but the previous allocation of \$3,000 was significantly insufficient.

The Proudly Inclusive Business recognition pilot program will complement the work being done by the Nowra CBD Access Improvement Financial Assistance Program.

The committee will be required to allocate \$18,000 to fund both programs and will be recognised widely for its contribution.

2. Support the Nowra CBD Access Improvement Financial Assistance Program only in 2018/19.

**Implications:** A budget allocation of \$15,000 is required and would support 3 businesses to improve accessibility in the CBD, making it a more accessible and inclusive shopping destination.

3. Support the pilot program Proudly Inclusive Business recognition pilot program only in 2018/19.

Implications: A budget allocation of \$3,000 is required and would support many businesses to improve accessibility in the CBD, making it a more accessible and inclusive shopping destination.

4. Do not run either the Grant Program or Pilot Program.

Implications: If businesses in Nowra CBD do not offer good access, they will not meet the needs of an ageing community and will potentially miss business from people with disability, parents with prams and people who are frail-aged. Proactively supporting businesses to improve access and inclusion makes good business sense and is important to ensure equitable access to services and facilities for all members of our community.

## Background

### History and Evaluation

The Nowra CBD Access Improvement Financial Assistance Program was developed to encourage building owners and business operators in the Nowra CBD to improve physical access to their business. The program offered to fund 50 percent of the cost of works, up to a maximum of \$3000.

Staff from Council's Community and Recreation Unit developed guidelines and an application form for the grant program. It was advertised widely via a direct mail and on social media. The grant program was launched in July 2017.

Two (2) applications were received and both were deemed eligible.

- 74 Kinghorne Street for construction of a ramp and widening of entry door, up to a value of \$3,000.
- 82 Junction Street for construction of handrails, tactile flooring and braille signage, up to a value of \$2,287.

Members of the Nowra CBD Revitalisation Committee resolved to support these applications at their meeting on 20 September 2017. Unfortunately, even though the project at 74 Kinghorne St was completed, it did not meet Building Code Standards so financial assistance was not paid. The works undertaken at 82 Junction Street were completed as stated and funding was dispersed.

Despite a further promotional campaign in May 2018 no further applications have been received. As part of the May 2018 promotional program a Community Development Officer and member of Council's Inclusion and Access Committee visited 58 businesses in the Nowra CBD. A promotional flyer **Attachment 1** was delivered to all businesses.

### Feedback from the Nowra CBD walk-around:

- 58 business were visited, factsheets and guidelines regarding the grant program were delivered to 36 businesses that indicated an interest in the program. Approximately 20 of the business that were visited were accessible and had no need for financial support.
- The walk around was received by business in a positive way. Business owners all felt that the program was a good initiative.
- A member of Council's Inclusion and Access Committee accompanied staff on the walk around. The member has a lived experience of disability and her presence was valuable. The member spoke to some shop owners about how access is helpful and had tips on how to improve internal layout of the shop to make it easier for people with a disability, pram or any other aid to be able to move around the shop.

- There was interest in installation of automatic doors, however this is a costly exercise and some owners asked if the \$3000 cap could be increased to assist with installation of automatic doors.
- In many cases the premise was not owned by the occupant making it difficult to engage directly with the property owner. Future engagement strategies need to target landowners and occupants.

In summary, despite good promotion and community engagement the grant program did not attract a high number of quality applications. Factors contributing to the poor uptake appear to be related to the fact that most of required works are costly (automatic doors) and because there are already a reasonably high number of accessible premises in the Nowra CBD.

The Committee may wish to consider delivering a pilot program that promotes businesses that are already providing accessible and inclusive businesses and/or running the grant program. If the grant program is run again the minimum contribution could be increased to \$5,000 and guidelines will need to be revised to ensure that all funded projects meet required Building Standards. The financial assistance program will also need to be directly promoted to the owners of buildings.

Members of Council’s Inclusion and Access Committee have considered the development and implementation of the pilot program and are very supportive. The pilot program could be known as the “Shoalhaven Proudly Inclusive Business Recognition Program”. The primary objective of the proposed program will be to publicly acknowledge and support businesses that already provide good access to their premises. It is thought that this will in turn encourage more businesses to provide good access and inclusive service.

It is suggested that a panel comprised of members of Council’s Inclusion & Access Advisory Committee members and members of the CBD Revitalisation Committee be formed to assess applications. Businesses that meet criteria could be promoted via a media campaign and stickers that are designed locally. A draft design of the sticker is provided in **Attachment 2**. Recipients could also be provided with an information kit to help them to continue to improve access and inclusion. If successful, the program could be extended to other areas within the Shoalhaven Local Government Area.

**Community Engagement**

The Grant Program was promoted with a social media campaign on Council’s Facebook page, direct mail to all property owners and business owners in the program area. It was followed up with personal visits to 58 businesses in May 2018.

**Financial Implications**

The total cost of the Nowra CBD Access Improvement Financial Assistance Program in 2017/18 was \$2,287, leaving \$12,713 unspent.

The total cost of the Nowra CBD Access Improvement Financial Assistance Program in 2018/19 is expected to be \$15,000 comprising 3 grants worth up to \$5,000 each. Applicants are required to match funding.

The total cost of the Proudly Inclusive Business Recognition Program is expected to be \$3,000.

Printing of Stickers (200)	\$1,000
Printing of Toolkit	\$ 500
Graphic Design and promotion	<u>\$1,500</u>
<b>Total</b>	<b><u>\$3,000</u></b>

**Risk Implications**

Nil

CBD18.43

## Disability Inclusion Action Plan 2017-2021

# Nowra CBD Access Improvement Program

### Do you want to increase access to your business in the Nowra CBD?

Make it easier for people living with disability, seniors with limited mobility and parents with prams access your premises.

Nowra CBD Revitalisation Strategy Committee is offering Nowra CBD shop owners the opportunity to receive financial assistance of up to \$3,000 to upgrade your shop accessibility. Note: Applicants must make a financial contribution of 50% of the total cost of the upgrade.

For more information:  
visit [www.getinvolved.shoalhaven.nsw.gov.au/diap](http://www.getinvolved.shoalhaven.nsw.gov.au/diap)  
or contact Council's Community Development Officer  
on Tel: 4429 3411.



Good access is good for business

[shoalhaven.nsw.gov.au](http://shoalhaven.nsw.gov.au)  



**Proudly Accessible**

CBD18.43 - Attachment 2

## **CBD18.44 Information Report - Update - Outstanding Actions**

**HPERM Ref:** D18/241334

**Group:** Finance Corporate & Community Services Group  
**Section:** Human Resources, Governance & Customer Service

**Attachments:** 1. Outstanding Actions - Nowra CBD Revitalisation Strategy Committee [↓](#)

### **Purpose / Summary**

To advise and update the Committee on the Outstanding Actions from the Nowra CBD Revitalisation Strategy Committee.

### **Recommendation (Item to be determined under delegated authority)**

That the Outstanding Action report be received for information.

### **Options**

1. As Recommended
2. Adopt an alternate recommendation

### **Background**

These actions (Attached) are drawn from Resolutions made by the Committee of which an action is required.

The Action Table (Attached) is current as at the time of drafting this report (Tuesday 17 July 2018).

This will be a standing report on the Agenda for each meeting to keep the Committee informed of progress on the actions/resolutions from previous meetings.

<b>Action Sheets Report</b>			<b>Committee:</b> Nowra CBD Revitalisation Strategy Committee
<b>Meeting Date:</b> 11/10/2017	<b>Item No:</b> CBD17.47	<b>Title:</b> Council funding of Flags for the "yes" group in the forthcoming postal vote	<b>Target date:</b> 10/11/2017
<b>EDRMS No:</b> D17/333722	<b>Minute No:</b>	<b>Officer:</b> Rippon, Jessica	<b>Completed:</b>
<b>Resolution:</b>		<b>Notes</b>	
<b>RESOLVED</b> (Lynnette Kearney / Annie Aldous)			
That:			
<ol style="list-style-type: none"> <li>1. The report from the General Manager to the Committee explaining the funding arrangement for the flags for the "yes" group be received for information.</li> <li>2. A Protocol be developed in relation to the communication between Council Staff and the CBD Committee (on a regular basis) with respect to promotions and banners.</li> </ol>			
CARRIED			
<b>Meeting Date:</b> 07/03/2018	<b>Item No:</b> CBD18.25	<b>Title:</b> Additional Item - Request for Next Project - Western Side of Berry Street - Report request	<b>Target date:</b> 06/04/2018
<b>EDRMS No:</b> D18/78393	<b>Minute No:</b>	<b>Officer:</b> Manley, Mary	<b>Completed:</b>
<b>Resolution:</b>		<b>Notes</b>	
The Chairperson advised that Brendan Goddard still feels that the next footpath project should be the western side of Berry Street and how does the Committee and/or Council approach the land owners to contribute?		<p>11/05/2018 3:14:27 PM - Mary Manley Presentation given to April meeting</p> <p>02/07/2018 3:52:18 PM - Mary Manley</p>	
Staff advised that as stated in the last meeting, that a report or update will come back to the Committee once the more detailed design work is completed.			

<b>Action Sheets Report</b>	<b>Committee:</b> Nowra CBD Revitalisation Strategy Committee
<p>Schematic landscape and traffic management plans have been issued to all business owners, transport companies &amp; community transport agents as well as the Disability Inclusion Action Committee. In addition the plans have been handed to shopkeepers on both sides of Berry Street. The plans indicate the intention of proposed works.</p> <p><i>17/07/2018 3:36:44 PM - Lynda Ho</i></p> <p>Noting that the Committee gave in principle support to the plans entitled Berry Street Nowra (Western side) plan number 4985_59/1&amp;2 at its last meeting (6 June 2018). Stakeholder consultation has commenced with schematic landscape and traffic management plans being mailed out to all business owners, transport companies &amp; community transport agents &amp; Nowra Business Chamber representatives. These documents have also been provided to the Disability Inclusion Action Committee. In addition the plans have been handed to shopkeepers on both sides of Berry Street. Staff are allowing sufficient time for comments to now be returned from these groups.</p> <p>Once the feedback is at hand, staff will commence internal consultation with groups such as Traffic Management Committee. Staff will then seek the Committee's endorsement and financial support.</p>	

<b>Meeting Date:</b>	<b>Item No:</b>	<b>Title:</b>	<b>Target date:</b>
11/04/2018	CBD18.26	Banners system - Princes Hwy - Endeavour Energy - CBD banner management report request - Policy - Funding - STAG / BEDC	11/05/2018
<b>EDRMS No:</b>	<b>Minute No:</b>	<b>Officer</b>	<b>Completed:</b>
D18/118172		Manley, Mary / Greg Pullen / Gordon Clark / Coralie Bell	
<b>Resolution:</b>	<b>Notes</b>		
<b>RESOLVED</b> (By consent)	<i>07/05/2018 11:32:14 AM - Mary Manley</i>		
That Council	Seeking approval from Endeavour Energy for placement of Banaconda Systems on their poles. Three options available costings currently being obtained for all options.		
1. Approach Endeavour Energy to obtain necessary approvals for the installation of the Bannerconda® banner system on the Endeavour Energy Poles along the Princes Highway between Bridge Road and Worrigea Street, Nowra.	<i>11/05/2018 3:13:23 PM - Mary Manley</i>		

Action Sheets Report	Committee: Nowra CBD Revitalisation Strategy Committee
<p>2. Provide the Committee with an overview of how other Banners in the CBD are managed including an overview of the policies in place and a spreadsheet of bookings for the current flags.</p> <p>3. Create a policy as to how the Banners along the Princes Highway will be managed, should this not be able to be managed under an existing policy of the Council</p> <p>4. Seek advice as to what funding may be available from the Shoalhaven Tourism Action Group and the Business and Economic Development Committee of the Council towards the installation of Bannerconda® banner system on the Endeavour Energy Poles along the Princes Highway between Bridge Road and North Street, Nowra.</p> <p>CARRIED</p>	<p>Additional investigative works required - on-going 02/07/2018 3:41:15 PM - Mary Manley</p> <p>Item 1 - An application was lodged with Endeavour energy on 20/6/2018. Items 2 forwarded to Economic Development for processing - overview provided to the committee. 02/07/2018 3:43:56 PM - Mary Manley</p> <p>Item 4 Funding - currently no budget. Economic Development budget is currently carrying the costs and cannot be increased. Tourism Section have provided a link to available funding. 17/07/2018 3:51:07 PM - Lynda Ho</p> <p>Item 1 - Permission from Endeavour Energy to install Bannerconda® System on their infrastructure on the Princes Highway Staff have commenced the approval process with Endeavour Energy and are awaiting feedback from their delegated representative. The timeframe for this is unknown.</p> <p>Items 2, 4</p> <ul style="list-style-type: none"> <li>• An application was lodged with Endeavour Energy on the 20/6/18 for the fitment of the Bannaconder system onto Endeavour poles. Feedback is expected by 1/8/18.</li> <li>• Items 2, 3 and 4 have been sent to appropriate staff.</li> <li>• Item 2 - Economic Development Unit</li> </ul> <p>The first of these banners were erected by Council in Junction Court in the time when the Shoalhaven Business Chamber was looking after CBD Promotions. Council's EDO worked with the SBC procuring flags etc on behalf of SBC using CBD money and arranged for these to be flown.</p> <p>When the CBD Promotions program ceased, the EDO assumed responsibility for flying the banners. Additional Bannerconda® systems were purchased for Kinghorne St to give 18 banner points all up.</p>

**Action Sheets Report**

**Committee:** Nowra CBD Revitalisation Strategy Committee

Flags are generally purchased by the EDO and taken up and down by Council Parks & Reserves staff (paid by EDO).  
 Flags are purchased from a provider in Melbourne – approx. cost varies but usually \$100/banner for generic and \$150/banner for specific artwork. From order to delivery is 10 working days minimum.  
 Flags are rotated every 4-6 week. Council has generic flags for Spring, Summer, Autumn & winter, Christmas Anzac and Naidoc. Special flags have been booked and flown for special events – UoW; 100 years of Lions; Superheroes; Rainbow Yes campaign; Navy Fleet Celebration; Queens Baton Relay. Some of these are for once off events and some recurring. Flags were either paid for by private organisations or other Council budgets.  
 The scheduling of banners is undertaken by the EDO. For 2018 the schedule is:

- Summer – Jan 2-19
- Queens Baton Relay – Jan 19 – Feb 6
- Summer – Feb 6 – Mar 1
- Autumn – Mar 1 – Apr 12
- Anzac – Apr 12 – Apr 27
- Council – Apr 27 – May 31
- UoW - June 1 – Jun 30
- NAIDOC – Jul 1 -14
- UoW – Jul 15 – 31
- ?? – Aug/Sept
- Spring & sunshine – October/November
- Christmas - December

All banners are washed after use by Flagstaff. As damaged, the banners are discarded and given to community groups to make carry bags out of them.

<b>Action Sheets Report</b>	<b>Committee:</b> Nowra CBD Revitalisation Strategy Committee
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	<p>Item 4 Funding for Banners. The Business and Employment Development Committee does not have a budget. The Economic Development budget is carrying the current costs associated with the CBD banners and the extent of this expenditure cannot be increased. The Tourism Section have provided the Nowra CBD C'tee with a link to available funding.</p> <p>Item 3 Banner Policy for the Nowra CBD There is an existing policy (POL16/243) which can be amended to accommodate any additional poles with Bannerconda® systems that the Committee deem appropriate.</p> <p><i>25/06/2018 3:03:25 PM - Coralie Bell</i> committee advised of grants programs through tourism TRIM link is D18/206948</p> <p><i>25/06/2018 3:04:10 PM - Coralie Bell</i> Action completed by: Bell, Coralie committee advised of grant funding opportunities though tourism TRIM link is D18/206948</p>
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<b>Meeting Date:</b> 11/04/2018	<b>Item No:</b> CBD18.27	<b>Title:</b> Permanent Christmas Lighting - Junction & Berry St - Fig trees - Funds voted - Sub committee formation - membership	<b>Target date:</b> 11/05/2018
<b>EDRMS No:</b> D18/118172	<b>Minute No:</b>	<b>Officer:</b> Manley, Mary	<b>Completed:</b>
<b>Resolution:</b> <b>RESOLVED</b> (By consent) That: 1. The Committee receive the report for information.		<b>Notes</b> <i>07/05/2018 11:35:15 AM - Mary Manley</i> Meeting arranged with the Sub Committee for 8/5/2018 to further discuss. 4 options available and cost estimates are available for all options.	

Action Sheets Report	Committee: Nowra CBD Revitalisation Strategy Committee
<p>2. The Committee agree to fund fairy lighting of the two (2) fig trees in Berry Street at the front of the Library at a cost of \$10,000.</p> <p>3. That a Christmas Lights Sub - Committee comprising of Clr White and Lynne Kearney to work with Roslyn Holmes on options for lighting within the constraints of the current promotions budget, with the view that suppliers be invited to a future meeting to provide options.</p>	<p><i>11/05/2018 3:13:03 PM - Mary Manley</i> Investigative works continuing.</p> <p><i>02/07/2018 3:49:46 PM - Mary Manley</i> Three (3) contractors were contacted on 19/6/2018 to provide concepts and budget quotes for static lighting on buildings and for lighting trees. Feedback to be provided by 1/8/2018.</p> <p><i>02/07/2018 3:51:45 PM - Mary Manley</i> Revised Target Date changed by: Manley, Mary From: 11 May 2018 To: 11 May 2018 Reason: See notes for action undertaken.</p> <p><i>17/07/2018 3:29:19 PM - Lynda Ho</i> Three contractors were contacted on the 19/6/18 requesting lighting concepts and quotes for static lighting on buildings. Staff are currently investigating and obtaining costs to provide colour wash uplighting to the Nowra School of Arts Building using existing power supply and upgrading the existing infrastructure. Staff are also investigating the opportunity for installation of down lights to external brick facade of Nowra's Shoalhaven Regional Art Gallery.</p> <p>Quotes for the colour wash uplighting of the 2 Figtrees outside of the Shoalhaven Library are being sought.</p> <p>It is intended that the Lighting Subcommittee provide all prices to the Committee at its next meeting.</p> <p><i>24/07/2018 12:12:13 PM - Debbie Williams</i> Investigations and cost estimates are being prepared for permanent lighting to designated buildings and trees within Nowra CBD.</p> <p>The original cost-estimate of \$10K to install fairy lighting to the two fig trees adjacent to Shoalhaven Library in Berry Street has since lapsed.</p> <p>Costs are being sought to install colour wash lights with power drawn from the library.</p>
<p>CARRIED</p>	

<b>Action Sheets Report</b>			<b>Committee:</b> Nowra CBD Revitalisation Strategy Committee
<b>Meeting Date:</b> 11/04/2018	<b>Item No:</b> CBD18.29	<b>Title:</b> Worrigeer Street Footpath Upgrade - Costings - Report received - Additional information request	<b>Target date:</b> 11/05/2018
<b>EDRMS No:</b> D18/118172	<b>Minute No:</b>	<b>Officer:</b> Ho, Lynda	<b>Completed:</b> 25/05/2018
<b>Resolution:</b>		<b>Notes</b>	
<p><b>Action :</b> The Director Assets and Works, Paul Keech, will seek further detailed information and provide it to the Committee if available. It was noted that more detailed information may have to be provided on a confidential basis.</p> <p><b>RESOLVED</b> (By consent) That the report outlining the Worrigeer Street Footpath Upgrade Costings be received for information.</p> <p>CARRIED</p>		<p>25/05/2018 1:26:20 PM - Lynda Ho The action referred to was completed before the due date as follows:</p> <p>1) On 20 April 2018 information on the Worrigeer Street Footpath costings was provided to Jock Cladwell and Scott Baxter (D18/131821). A copy of this information was then separately emailed to all Councillors; and</p> <p>2) On 21 May 2018 a detailed breakdown of the Worrigeer Street Costings was provided to the Nowra CBD Revitalisation Committee by Governance (D18/168825).</p> <p>25/05/2018 1:27:49 PM - Lynda Ho Action completed by: Ho, Lynda Refer to existing note</p>	
<b>Meeting Date:</b> 11/04/2018	<b>Item No:</b> CBD18.30	<b>Title:</b> Possible Annual Winter Event - Sub committee formation - membership - Expression of interest - Event organisers	<b>Target date:</b> 11/05/2018
<b>EDRMS No:</b> D18/118172	<b>Minute No:</b>	<b>Officer:</b> Volkanovski, Jessica	<b>Completed:</b>
<b>Resolution:</b>		<b>Notes</b>	
<p><b>RESOLVED</b> (By consent) 1. That the report be received for information.</p>			

<b>Action Sheets Report</b>	<b>Committee:</b> Nowra CBD Revitalisation Strategy Committee
<p>2. That a 2018 Winter event be organised by a Sub-Committee comprising of Scott Baxter, Brendan Goddard, Lynne Kearney, and Jessica Volkanovski.</p> <p>3. That an Expression of Interest process be run to receive proposals from event organisers for a Winter Festival for 2019 onwards in accordance with the report on “Identifying the potential for a winter event to contribute to Nowra’s ongoing revitalisation” as prepared by MyTravelResearch.Com. with a budget of up to \$50,000 per year.</p> <p>CARRIED</p>	

<b>Meeting Date:</b>	<b>Item No:</b>	<b>Title:</b>	<b>Target date:</b>
11/04/2018	CBD18.31	Wayfinding Signage - Assisting Pedestrian Movement	11/05/2018
<b>EDRMS No:</b>	<b>Minute No:</b>	<b>Officer</b>	<b>Completed:</b>
D18/118172		Manley, Mary/ Jessica Rippon	02/07/2018
<b>Resolution:</b>		<b>Notes</b>	
<b>RESOLVED</b> (By consent)		07/05/2018 11:33:46 AM - Mary Manley	
1. That the information provided to the Committee with respect to possible designs for Wayfaring signs be received for information		Concept designs have previously been presented to the committee. Jessica Rippon and Roslyn Holmes to meet with Wesley Hindmarch to further process this matter.	
2. That Jessica Rippon and Roslyn Holmes work with Wesley Hindmarch on the wayfinding signage.		11/05/2018 3:12:08 PM - Mary Manley	
CARRIED		Further investigative works being undertaken	
		02/07/2018 3:37:30 PM - Mary Manley	
		Partial marquette of preferred design, built by SCC’s welding crew. Meeting held 3/7/2018 with sub committee to further resolve details Wesley Hindmarsh to obtain endorsement by Committee to proceed to quotation	
		02/07/2018 3:38:54 PM - Mary Manley	
		Action completed by: Manley, Mary	
		See notes for comments	

<b>Action Sheets Report</b>			<b>Committee:</b> Nowra CBD Revitalisation Strategy Committee
<b>Meeting Date:</b> 11/04/2018	<b>Item No:</b> CBD18.34	<b>Title:</b> Additional Item - Berry Street Footpath Upgrade - Support	<b>Target date:</b> 11/05/2018
<b>EDRMS No:</b> D18/118172	<b>Minute No:</b>	<b>Officer</b> Manley, Mary	<b>Completed:</b> 07/05/2018
<b>Resolution:</b> <b>RESOLVED</b> (By consent) That the verbal update from Unit Manager City Design and Support with respect to the concept stage of the Berry Footpath Upgrade is accepted and the Committee supports further work on the project. CARRIED		<b>Notes</b> <i>07/05/2018 11:36:23 AM - Mary Manley</i> Concept Design and Cost Estimate previously provided to the committee at their last meeting. Detailed design currently being prepared as authorised by committee 11.5.2018. <i>07/05/2018 11:37:33 AM - Mary Manley</i> Action completed by: Manley, Mary Completed, see notes.	

<b>Meeting Date:</b> 06/06/2018	<b>Item No:</b> CBD18.36	<b>Title:</b> Budget Update - Winter event - Funds voted - Auditing / Management promotional funds - Information request	<b>Target date:</b> 06/07/2018
<b>EDRMS No:</b> D18/189877	<b>Minute No:</b>	<b>Officer</b> Turner, Lauren / Dunshea, Stephen	<b>Completed:</b>
<b>Resolution:</b> Jessica Volkanovski addressed the meeting in relation to the proposed Winter Event and made the following comments: <ul style="list-style-type: none"> <li>The Sub Committee met to prepare a Winter Event for this year based around a community Arts Project</li> <li>The draft concept to engaging a consultant for a Paint by Numbers Arts project in Egans Lane</li> <li>Will also be coordinating Food/Coffee trucks</li> <li>It is suggested that the event be held on Thursday 12 July 2018 (between 11am-4pm)</li> </ul>		<b>Notes</b> <i>03/07/2018 2:48:56 PM - Kay Bowley</i> Action winter event – Lauren Turner Action promotional funds action – Stephen Dunshea	

<b>Action Sheets Report</b>	<b>Committee:</b> Nowra CBD Revitalisation Strategy Committee
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- The proposed budget for the Paint by Numbers project including music, entertainment and flyer distribution is estimated at \$4,550

James Caldwell questioned whether the funding is partial or full and stated that he would like to see presence of the Committee assisting in this project on the day.

Jessica Volkanovski advised that the flyers will mention the Nowra CBD Revitalisation Strategy Committee and advised that when the Committee is quoted it is always excluding GST.

It was raised that in relation to the \$50,000 for the Nowra Business Chamber, who will arrange the Quarterly/Annual Auditing and pay for that.

**Action:** Stephen Dunshea advised that he will come back to the Committee with a response as to the auditing and management of the promotional funds and will also provide the protocols in relation to the roles, responsibilities and risks etc.

Note: Brendan Goddard arrived at the meeting at 4.27pm

Note: Wesley Hindmarch arrived at the meeting at 4.32pm

**RESOLVED** (Scott Baxter / Lynnette Kearney)

That the Nowra CBD Revitalisation Strategy Committee undertake a Winter Event in the CBD on Thursday 12 July 2018 at a cost of \$4550 excl GST to be funded from the Promotions and Activations Budget.

CARRIED

<b>Meeting Date:</b>	<b>Item No:</b>	<b>Title:</b>	<b>Target date:</b>
06/06/2018	CBD18.37	Project Update Report - Wayfinding Directional Maps concept - Planter Boxes - Lighting building facades - Banners - Berry St Footpath Pedestrian separation	06/07/2018
<b>EDRMS No:</b>	<b>Minute No:</b>	<b>Officer</b>	<b>Completed:</b>
D18/189877		Holmes, Roslyn / Turner, Lauren	
<b>Resolution:</b>	<b>Notes</b>		

<p><b>Action Sheets Report</b></p>	<p><b>Committee:</b> Nowra CBD Revitalisation Strategy Committee</p>
<p><b>Wayfinding Maps</b></p> <p>Roslyn Holmes addressed the meeting regarding an update and progress on the Wayfinding signage and made the following Comments:</p> <ul style="list-style-type: none"> <li>• Each sign will carry identical information or slightly different information (heritage or historic/shopping etc)</li> <li>• Will have a standardised map for all 3 signs</li> <li>• Suggested areas for signs are Junction Street, Bus Depot/Library and Jelly Bean Park</li> <li>• The Committee need to provide clear ideas of what map and signage they want</li> </ul> <p>The signs will have additional information regarding locations of public toilets etc.</p> <p>Does the Committee want a “You are here map” or Wayfinding Map?</p> <p>Clr Gash suggested that staff come back with designs</p> <p><b>Action:</b> Staff will come back with a simple directional map. It was noted that the map will be the same on each sign.</p> <p><b>RESOLVED</b> (Wesley Hindmarch / Annie Aldous)</p> <p>That the Sub-Committee in conjunction with staff develop a concept for the signs and report back to the Committee</p> <p>CARRIED</p> <p><b>Planter Boxes</b></p> <p>Staff would prefer to finalise and purchase prior to the end of financial year.</p> <p>With respect to the individually requested planters Ros will follow up afterwards</p> <p><b>RESOLVED</b> (Lynnette Kearney / Brendan Goddard)</p> <p>That the Festive Lighting Sub-Committee conduct lighting of the four (4) nominated building facades in Junction Street and present a further report and implementation</p> <div style="float: right; width: 30%;"> <p><i>03/07/2018 3:16:23 PM - Kay Bowley</i></p> <p>Ros - Wayfinding Maps, Festive Lighting &amp; Berry St Footpath - Lauren - Banners</p> <p><i>06/07/2018 5:10:11 PM - Roslyn Holmes</i></p> <p>All items are currently under investigation, design and cost estimates. Presentation to the Committee August or September to the C'tee.</p> <p><i>17/07/2018 4:05:46 PM - Lynda Ho</i></p> <p>The Sub-Committee consisting of Wes Hindmarsh, Jessica Rippon &amp; Ros Holmes met on 3 July 2018 and resolved that the City Design Unit provide a draft plan of signage information, materials and size for discussion. As a result of this decision, Ros has provided schematic designs to the Committee Chair and the Sub-Committee members on 16 July 2018. Ros Holmes is currently obtaining cost estimates from experienced sign manufacturers and will report back to the sub-committee as soon as possible.</p> </div>	

<b>Action Sheets Report</b>	<b>Committee:</b> Nowra CBD Revitalisation Strategy Committee
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costs back to the Committee (receive 2 quotes and conduct an e-meeting for the final voting of funds).

FOR: Phil Costello, Paul Keech, Annie Aldous, James Caldwell, Scott Baxter, Brendan Goddard, Lynnette Kearney and Wesley Hindmarch

AGAINST: Nil

CARRIED

**Banners**

Staff advised the following in relation to the banners:

- For the banners on Endeavour Energy poles, they have a process that must be followed
- Will nominate a 3 month rotation on Banners
- Will secure quotes for banners and poles

**Action:** This is a work in progress and will report back to the Committee

**RESOLVED** (By consent)

That the Committee proceed with the plans as presented (D18/186450) which depict a 2.4m pedestrian separation centred between garden beds and café blister and that if in the future funding is allocated for a 3.6m wide pedestrian crossing to be placed in this same location, then modification to the garden beds and café blister will be undertaken to allow for installation of a crossing.

Note: The benefit of proceeding with the narrow separation is that it minimises carpark loss of up to 3 spaces in Berry Street.

CARRIED

<b>Meeting Date:</b>	<b>Item No:</b>	<b>Title:</b>	<b>Target date:</b>
06/06/2018	CBD18.40	Additional Item - Report Request - Capital Works Projects	06/07/2018
<b>EDRMS No:</b>	<b>Minute No:</b>	<b>Officer</b>	<b>Completed:</b>

<b>Action Sheets Report</b>		<b>Committee:</b> Nowra CBD Revitalisation Strategy Committee
D18/189877	Dimec, Tom	<b>Notes</b>
<b>Resolution:</b>		
It was requested that a report be submitted to a future meeting with capital works projects.		
Clr Gash advised that the Committee can view the Capital Works Budget on Council's website.		

## CBD18.45 Change to Annual Promotions Budget conditions

**HPERM Ref:** D18/245949

**Group:** Finance Corporate & Community Services Group  
**Section:** Finance

**Attachments:** 1. Letter Of Understanding with Nowra CBD Business Chamber [↓](#)

### Purpose / Summary

To propose a recommendation to Council that the requirement for the Nowra CBD Business Chamber to provide audited quarterly reports to Council on promotional activities and expenditure be amended.

### Recommendation

That Council's resolution that Nowra CBD Business Chamber provide audited quarterly reports to Council on promotional activities and expenditure be amended to remove the requirement for audit and instead require the forwarding to Council of an annual financial report.

### Options

1. Adopt the recommendation.

Implications: Nil

2. Decide to adopt an alternative recommendation.

Implications: Further work will be required.

### Background

At its Ordinary Meeting in March 2018, Council resolved that the Nowra CBD Revitalisation Strategy Committee promotional events funds "...be allocated to the Nowra CBD Business Chamber Inc for the expenditure and completion of promotional events" (MIN18.228). A Letter of Understanding was prepared and signed (attached excluding Schedule 1) and the balance of funds of \$48,453.95 to 30 June 2018 was transferred following the receipt of an invoice from the Nowra CBD Business Chamber.

After the funds transfer, the issue of the treatment of expenditure on the Winter Lane Art Project arose and it was agreed that Council would pay any invoices directly and, subsequently, invoice the CBD Nowra Business Chamber for reimbursement of the funds excluding GST (CBD18.36).

The Council resolution in March 2018 also required the Business Chamber "...provide audited quarterly reports to Council on the promotional activities and expenditure". Given that the Nowra CBD Business Chamber Inc is a Tier 2 Association (that is, total revenue less than \$250,000 and current assets less than \$500,000), it is not required to have its financial statements audited. The Chamber has, therefore, requested that the Council resolution be changed to require only an annual financial report. Such a requirement is consistent with the

treatment of the promotional levy granted to the Sussex Inlet District Chamber of Commerce Inc.

Council staff support the Chamber's request particularly given the Letter of Understanding that has now been agreed to and signed (refer Attachment 1).

The allocation of the promotional budget of \$50,000pa to the Nowra CBD Business Chamber is analogous to the provision of a grant by Council for the purpose of events and activities that promote the Nowra CBD. Given that the Business Chamber is not registered for GST, it is not able to claim an input tax credit for any GST it pays. The option of voluntarily registering for GST is open to the Business Chamber, particularly with the changed requirement to have an ABN to register a trading name from November 2018.

### **Risk Implications**

If CBD promotional funds are treated as a grant, it is the responsibility of the Nowra CBD Revitalisation Committee and the Nowra CBD Business Chamber to ensure that funds are spent for promotional events, as intended. Apart from Nowra CBD Revitalisation Strategy Committee overview, the Business Chamber is required to comply with the recordkeeping and reporting obligations of the *Associations Incorporations Act 2009*.

## Letter of Understanding

Between:

Shoalhaven City Council

and

Nowra CBD Business Chamber

### Scope

**ORDINARY MEETING**

**27/03/2018**

**RESOLVED** (Clr Wells / Clr Levett)

**MIN18.228**

That:

1. The Committee's allocation of \$50,000 p.a. for promotional events be reconfirmed.
2. The promotional funds be allocated to the Nowra CBD Business Chamber Inc for the expenditure and completion of promotional activities
3. The Nowra CBD Business Chamber provide audited quarterly reports to Council on the promotional activities and expenditure
4. The terms of reference for the Committee be amended to reflect the above provisions for promotional events.

FOR: Clr Findley, Clr Wells, Clr White, Clr Gartner, Clr Cheyne, Clr Alldrick, Clr Levett and Clr Pakes

AGAINST: Clr Kitchener and Clr Proudfoot

CARRIED

### Funding

The Nowra CBD Revitalisation Strategy Committee is allocated \$50,000 pa for promotional events. This amount will be deposited by Council into the account detailed at Schedule 1.

As at 22 May 2018, the balance of the 2017/18 promotional budget for the Nowra CBD Revitalisation Committee is \$48,453.95

### Delegated authority

POL18.22 Nowra CBD Revitalisation Strategy Committee – Terms of Reference:

- 2.3. To promote the advantages of the CBD inside and outside the area, including making press releases and promoting the Nowra CBD Revitalisation Strategy project.

**Reporting**

Audited quarterly reports on promotional activities and expenditure are to be provided to:

Sara McMahon  
Unit Manager, Governance  
Shoalhaven City Council  
PO Box 42  
NOWRA NSW 2541

[sara.mcmahon@shoalhaven.nsw.gov.au](mailto:sara.mcmahon@shoalhaven.nsw.gov.au)

within 30 calendar days of quarter end.

The suggested format for the report is as follows:

**Nowra CBD Business Chamber  
Report to Council for the Quarter Ended YYYY 2018**

<b>Account balance at start of quarter:</b>		
<b>Activity description</b>	<b>Expenditure</b>	
<b>Total payments</b>		
<b>Funds received from Shoalhaven City Council:</b>		
<b>Account balance at end of quarter:</b>		

**Compliance with Council's procurement policies and procedures**

In pursuing its promotional activities, the Nowra CBD Business Chamber will adhere to the following principles:

- Fairness and impartiality
- Accountability and transparency of process
- Confidentiality and security of information and materials
- Effective management of conflicts of interest

As far as possible, the level and methods of procurement will be consistent with those of Council:

<b>Procurement Amount</b>	<b>Method</b>
Under \$5,001	1 verbal or written quote
\$5,001 – \$24,999	Two (2) written quotes
\$25,000 - \$74,999	Three (3) written quotes
\$75,000 - \$149,999	Formal advertising as a Request for Quotation (RFQ)
\$150,000 +	Formal advertising as a Request for Tender (RFT)

Council staff are available to assist should there be a need for a RFQ or RFT.

**Retention of financial records**

In accordance with accepted practice, financial records should be kept for, at least, seven years after the transactions covered by the records.

**Resolution of disputes**

If a dispute or difference arises between the parties out of or in connection with this agreement, either party may give the other a written notice specifying the dispute or difference.

Within ten (10) working days of the date of the notice, a person holding a position of senior management of each party must meet and undertake negotiations in good faith and on a without prejudice basis with a view to resolving the dispute or difference.

**Signatures**

Signed for and on behalf of )  
SHOALHAVEN CITY COUNCIL by its )  
duly authorised officer in the presence of: )

<u>[Signature]</u> Witness:	<u>[Signature]</u> Signature:
<u>Scott Baxter</u> Name (printed):	<u>James Caldwell</u> Name of Authorised Officer:
Signed for and on behalf of NOWRA ) CBD BUSINESS CHAMBER by its duly ) authorised officer in the presence of: )	

[Signature]  
Witness:  
JUDEE LYNNE NOLAN  
Name (printed):

[Signature]  
Signature:  
Russ Rice  
Name of Authorised Officer:

Subject to this agreement, as the Nowra CBD Business Chamber Inc is not required, by virtue of yearly expenditure being less than \$250K and having less than \$250K assets, to have the financial statements audited, Nowra CBD Revitalisation Committee have requested that in lieu of an audited quarterly report, an annual financial report be acceptable.

## CBD18.46 Removal of Advertising Seats - Nowra CBD

HPERM Ref: D18/237033

**Group:** Assets & Works Group  
**Section:** Project Delivery & Contracts

### Purpose / Summary

To advise the Committee of the options for early termination of the legal agreement between Council and Claude Outdoor to enable removal of 11 advertising courtsey seats in the Nowra CBD.

### Recommendation

That the 11 advertising courtesy seats in the Nowra CBD be removed as soon as possible at an estimated cost of \$52,000 (inc GST) and that the funding for the removal be provided from the Nowra CBD Revitalisation Strategy Committee and Council on a 50/50 basis. With the Nowra CBD Revitalisation Strategy Committee's contribution capped at \$26,000 (inc GST)

### Options

1. The 11 seats are removed and Nowra CBD Revitalisation Strategy Committee funds the full cost of the removal.  
Implications: Cost of \$52,000 including GST to Committee. Loss of annual income to Council from seats of \$3,870 p.a.
2. The 11 seats are removed and Council funds the full cost of removal using the income generated by fees collected from Claude Outdoor as part of the courtsey seats and illuminated street signs agreements.  
Implications: Cost of \$52,000 including GST to Council. Loss of annual income to Council from seats of \$3,870 p.a.
3. The 11 seats are retained until the contract ends in year 2026 at which time either the contract can be extended or the seats can be removed at no cost.  
Implications: No immediate cost to Council or committee. Retention of seats until at least 2026.

### Background

Council is currently bound by a legal agreement with the advertising provider Claude Outdoor which enables advertising in the road reserve on bus shelters and courtsey seats at locations agreed to by Council. The agreement was first signed on 1 February 2001 and renewed on 1 February 2016 and benefits Council by providing maintained infrastructure for public amenity at no cost. There are a number of bus shelters and courtsey seats around the Shoalhaven that are provided and maintained by Claude Outdoor.

The current agreement is binding until 1 February 2026 at which time the contract can be extended, re-negotiated, or not renewed. Should Council elect not to renew the contact at

that time, Claude Outdoor will be entitled to remove all assets which were provided in accordance with the agreement including the 11 courtsey seats in the Nowra CBD.

### **Community Engagement**

Recently both the Nowra CBD Business Chaimber and the Nowra CBD Revitilisation Strategy Committee have advised that they would prefer not to retain the 11 advertising courtsey seats witin Nowra CBD, on the grounds that in many cases they do not provide appropriate levels of public amenity, are not in accordance with the Nowra CBD streetscape guidelines, and may in some cases represent a traffic hazard.

In resposne to this request, Council staff have negotiated with Claude Outdoor to arrive at an appropriate financial penalty for early termination of the agreement for these 11 seats in year 2018.

### **Policy Implications**

By making payment to Claude Outdoor to terminate the agreement early for the 11 courtsey seats witin the Nowra CBD only, the agreement remains active for the remainder of courtsey seats and bus shelters within the Shoalhaven.

### **Financial Implications**

Council currently collects a tarif of \$2,015 p.a for the 11 courtsey seats within the Nowra CBD from Claude Outdoor in accordance with the agreement. If these 11 seats are retained for the life of the agreement until 1 February 2026, a total of \$17,020 will be collected in tariffs.

To date Council has collected approximately \$21,000 for the Nowra courtesy seats only. This income derived from Claude Outdoor seating and identilites and courtesy seating has up until June 2018 been incorporated into the General Fund, however a new job number has been created to capture this income separately going forward.

Following negotiations between Council staff and Claude Outdoor, a rate of \$4,500 including GST per seat has been agreed upon as an appropriate early termination fee, this represents a total of \$49,500 including GST for the 11 seats in the Nowra CBD. Consideration is given to the fact that Claude Outdoor must terminate individual advertising contracts with their clients for each seat that is removed from the agreement.

A further cost of \$2,500 has been quoted for removal of these seats by Council's works and services section. The disposal of the seats will be cost neutral as they will either be installed elsewhere in the Shoalhaven (without advertising), or recycled as scrap metal.

On the basis that if these seats are retained for the life of the agreement they can then be removed at no cost, and that Council will collect tariffs in this time, the option to remove the seats at a cost had not previously been considered. As Council does not have a budget allocated for removing these seats in 2018, and as the Nowra CBD Revitalisation Strategy Committee has requested that they be removed, the first recommendation is that the Committee elects to fund the full cost of the removal

### **Risk Implications**

If the Nowra CBD Revitalisation Strategy Committee elects to proceed with Option 2, where Council funds the full cost of removal, this will have an impact on the avaliability of funds for other projects and maintenance.

## **CBD18.47 Nowra CBD Facade Improvement Financial Assistance Program - Application for 88 Junction Street, Nowra (Ingrid Keller)**

**HPERM Ref:** D18/205062

**Group:** Planning Environment & Development Group  
**Section:** Strategic Planning

**Attachments:** 1. Application For Financial Assistance - Nowra CBD Facade Improvement Program - 88 Junction St Nowra - Ingrid Keller [↓](#)

### **Purpose / Summary**

Determine whether financial assistance will be provided for the proposed works at 88 Junction Street, Nowra (building currently occupied by Cotton On) under the Nowra CBD Façade Improvement Program.

### **Recommendation**

That the Committee agree to support the request under the Nowra CBD Façade Improvements Program for 88 Junction Street, Nowra up to a value of \$2,227.00 (being 50% of the total cost of the works).

### **Options**

1. Support the provision of financial assistance.

Implications: This is consistent with the intent of the program to improve the visual appearance of buildings in the Nowra CBD and decisions made to date.

2. Do not support the provision of financial assistance.

Implications: This will allow the existing budget to be utilised on other eligible improvement applications within the program area or other revitalisation projects, but may be inconsistent with previous decisions.

### **Background**

An application has been received from Ingrid Keller, the owner of 88 Junction Street, Nowra (Cotton On building) to receive financial assistance for improvement works involving restoration and repainting of the exterior façade signage and front walls to match existing colour scheme. The total works are valued at \$4,454. A copy of the application is provided as Attachment 1.

Under the Program Guidelines, the proposed improvement works are categorised as **eligible**. The following responses to the Assessment Criteria are provided below:

- a) *Is the project consistent with the relevant planning controls?*  
Yes.

- b) *Will the project contribute to a greater visual improvement to the façade and the overall streetscape and public domain (i.e. is it close to properties that are also committing to undertake improvement projects)?*

Yes.

- c) *Can the project be completed by the end of the Financial Year?*

No. However, given the application was lodged towards the end of the 2017/18 Financial Year, it is recommended that the applicant have until the end of the 2018/19 Financial Year to complete the project.

### **Financial Implications**

If the Committee decides that financial assistance is warranted from this program, the eligible financial assistance (based on 50% of the total cost of works) is \$2,227.00.

There have previously been three (3) successful applications under the Program. The remaining available budget is \$5525.00. Should this application be supported the remaining budget will be \$3298.00.





## Nowra CBD Façade Improvement Program Application for Financial Assistance

Planning & Development Services Group

City Administrative Centre Bridge Road, Nowra, NSW, Australia, 2541  
**Address all correspondence to:** The General Manager, PO Box 42, Nowra, NSW, Australia, 2541  
 council@shoalhaven.nsw.gov.au | www.shoalhaven.nsw.gov.au | Phone: (02) 4429 3111 | Fax: (02) 4422 1816

This application form must be completed to apply for financial assistance for imbursement of supply of materials under the Nowra CBD Façade Improvement Program. The Nowra CBD Façade Improvement Program Guidelines should be read in conjunction to completing the application form.

### 1 Applicant

Name: INGRID KELLER  
 Address: [Redacted]  
 Suburb: [Redacted] Postcode: [Redacted]  
 Phone: [Redacted] Mobile: [Redacted]  
 Email: [Redacted]

**Proposed Site Location.**  
 Street No: 88 JUNCTION ST  
 Street Name: NOWRA (Cotton on building)

### 2 Development Approvals

Do the façade improvements require Development Approval (i.e. Development Consent or Complying Development Certificate)?  
 No  Yes  
 If yes, DA/Construction Certificate No. is \_\_\_\_\_

### 3 Owner's Consent

Are you the property owner?  
 Yes  No (if not, consent must be received from the property owner or relevant Body Corporate.  
 If the property is owned by a company, consent must be provided by an authorised delegate, i.e. Director)  
McDONALD KELLER GROUP Pty Ltd  
 Print Name(s) of Property Owner

Consent to the making of this application for financial assistance under the Nowra CBD Façade Improvement Program with Shoalhaven City Council (Council) and the undertaking of the proposed works submitted for:  
88 JUNCTION ST  
 (Insert address)  
 Signature(s) of Owner(s) [Signature]

### 4 Proposed Façade Improvement Works

Describe the proposed façade improvement works that you are applying for financial assistance for supply of materials:

- Restoration of exterior finishes, please specify New signage
- Repainting of building façade and windows (please include paint samples / chart) Cotton On Red pms 1795C for signage similar colour
- Removal of opaque roller shutters or security grilles
- Upgrade/Repair or replacement of awning structure
- Other, please specify: \_\_\_\_\_

**Shoalhaven City Council**  
 Received  
 -7 JUN 2018  
 File No. 55437e 49444e  
 Referred to: J. Volkanovski

Privacy Notification: The information will be used solely by Council staff for the purpose mentioned or a directly related purpose. The applicant understands that this information is provided on voluntary basis and they may apply to Council for access or amendment of the information at any time.  
 This form may be published on Council's website in accordance with Government Information (Public Access) Act 2009

Form Number: 863	Issue Date: 07/2015
Version Number 3	Next Review date: 06/2019



CBD18.47 - Attachment 1

**6 Cost of Works**

Provide a breakdown of the estimates cost / quotes of labour and materials for the proposed façade improvement works. Paid tax invoices will need to be provided when claiming financial assistance from Council.

.....  
.....  
.....  
.....  
.....

Do you agree to provide a minimum of 50% of the cost of labour and materials or higher if 50% is more than the maximum Council contribution of \$3,000 (excl. GST)?

Yes     No

**7 Assessment Criteria**

Please tick one or more of the following assessment criteria that your work meets

- Is the proposed façade improvement works consistent with the relevant planning controls?
- Will the proposed façade improvement works contribute to a greater visual improvement to the façade and the overall streetscape and public domain?
- Can the proposed façade improvement works be completed within the allocated time frame

**8 Checklist**

- I have read and understood the Nowra CBD Façade Improvement Program Guidelines
- I have signed the application form
- If you are not the owner, you have obtained the owner's consent to lodge this application
- Provide a photo or sketch of the building's façade detailing the proposed façade improvements
- If repainting, provide paint samples or chart showing colours
- Provide breakdown of cost estimates of labour and materials

**9 Applicant's Declaration**

I understand and will comply with the following terms and conditions of the Nowra CBD Façade Improvement Program.

Print your name: INGRID KELLER

Signature of Applicant: 

Date: 2/5/2018

**Note:** Council will advise the applicant in writing if the financial assistance application is successful or unsuccessful.

**Terms & Conditions**

In making an application for financial assistance under the Nowra CBD Façade Improvement Program, you agree to comply with the following terms and conditions.

1. Applicants are to lodge complete application forms with the required information.
2. Where required, Development Approvals are to be obtained prior to lodging an application for financial assistance.
3. To claim funds from Council, the applicant must provide tax invoices to the agreed materials value of . 50% cost of labour and materials to a maximum of \$3,000 (excl. GST).
4. The application form, forms part of an agreement with Council (if approved) of what financial assistance for imbursement will be provided.
5. Works must commence after the applicant has signed the agreement with Council and completed by the end of the Financial Year.

**5 Proposal Details**

Provide a sketch or photograph identifying your façade and detail of the proposed façade improvement works (i.e. if you are proposing to paint your building façade, identify what areas you will be painting and their colour including brand of paint, paint colour name and paint samples / chart).

See Quotation - Attached

Describe what the proposed façade improvements works will involve:

Painting & patching & replace signage

**Scott Norrie**

Painter and Decorator

Phone: 0466285437

Email: [scottnorriepainting@gmail.com](mailto:scottnorriepainting@gmail.com)

ABN: 61146672140

licence number: 240222c

Ingrid Keller and Others  
C/ 88 Junction St Nowra 2540

In regards to our conversation about painting required at the front of cotton on building.

The quote is as follows:

Apply 2x coats of semi gloss acrylic to the walls on the front of the building, to match existing colour.

Hiring a 9meter scissor lift.

Hiring truck for transportation to site.

Parking permit.

Materials and labour.

Total price: \$4454.00

All work will be carried out in a professional manner and in a safe way to avoid any problems.

Thank you for the opportunity to quote this work for you,

Regards

Scott Norrie

02/05/2018



CBD18.47 - Attachment 1

## **CBD18.48 Nowra CBD Revitalisation Strategy - Budget and Project Updates**

**HPERM Ref:** D18/245031

**Group:** Planning Environment & Development Group  
**Section:** Strategic Planning

### **Purpose / Summary**

Provide an update on Nowra CBD Revitalisation Strategy budget and projects.

### **Recommendation (Item to be determined under delegated authority)**

That the Committee receive the budget and project updates report for information.

### **Budget**

A verbal budget update will be provided by Council staff at the meeting.

The Committee will need to determine budget allocation for the unspent funds from the existing budget, the 2017/18 Financial Year (subject to Council revote) and the additional \$500,000 per annum as per Council resolution dated 27 March 2017 (MIN18.227):

- 1. Council and the Nowra CBD Revitalisation Strategy Committee participate in a workshop to develop a strategy and action plan to optimise the functioning of the Committee as it addresses its task of revitalising the Nowra CBD.*
- 2. Following the workshop, Council allocate a sum of up to \$500,000 p.a. for the remaining term of the current Council, (indexed annually to Rate Peg amount), to the Nowra CBD Revitalisation Strategy Committee to implement the strategy and action plan identified at the workshop.*

### **Projects**

#### *Murals*

The SMUG mural located on the Quest Building in Kinghorne Street was completed in April 2018. Video recaps will be released shortly following recent finalisation.

Mural placards have been designed and manufactured ready for installation. The cost for design, supply and installation of the mural placards is \$3080 (including GST). Funds have not yet been voted for this work, however it is requested that the Committee consider allocating funding from the 2018/19 budget given this project relates to the existing murals, promotes them and compliments the proposed wayfinding signage.

#### *Events*

##### Winter Lane Art Event - Thursday 12 July 2018

The 'Winter Lane Art Project' Event was held on Thursday 12 July 2018 from 11am to 3pm. The event was generally well received, and the attendance was higher than expected. Council staff will also provide a verbal update at the meeting.

### Shoalhaven Regional Art Gallery – Summer Sessions

Shoalhaven Regional Art Gallery held its first Summer Session event in January 2018 to celebrate the exhibition at the gallery, activate the forecourt and push gallery activities beyond the walls of the art gallery. The event was well attended by 150-180 people with an approximate cost of \$1500 for the activities and events.

The Gallery is hoping to build to a bigger annual event with possible financial assistance from the Committee towards the event and painting the panels in the laneway. The annual event could include the 'ThoroughFair' laneway in addition to the Shoalhaven Regional Gallery forecourt.

If the event is scheduled for October School Holidays, there is the potential for some of the event to compliment the Shoalhaven River Festival or run with a water theme.

### Annual winter event – Expressions of Interest

The Expression of Interest (EOI) process has commenced for an annual winter event. Jessica Rippon, Executive Strategy Manager and Council's events team will be establishing a panel for this EOI.

### *Other projects*

A verbal update will be provided to the Committee in relation to other Nowra CBD Revitalisation Strategy projects.