



LATROBE CITY COUNCIL

MINUTES FOR THE ORDINARY COUNCIL MEETING

HELD IN LATROBE PERFORMING ARTS CENTRE,
TOWN HALL
GREY STREET, TRARALGON
AT 6PM ON
06 APRIL 2020

CM546

PRESENT:

Councillors:	Cr Dan Clancey, Mayor	East Ward
	Cr Alan McFarlane, Deputy Mayor	Central Ward
	Cr Graeme Middlemiss	Central Ward
	Cr Dale Harriman	East Ward
	Cr Kellie O'Callaghan	East Ward
	Cr Darrell White OAM	South Ward
	Cr Brad Law	West Ward
Apologies:	Cr Sharon Gibson	West Ward
	Cr Darren Howe	East Ward
Officers:	Steven Piasente	Chief Executive Officer
	Hanna Steevens	Manager Governance
	Kieran Stewart	Governance Officer

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1. OPENING PRAYER

The Mayor read the opening prayer.

2. ACKNOWLEDGEMENT OF THE TRADITIONAL OWNERS OF THE LAND

The Mayor read the acknowledgement of the traditional owners of the land.

3. APOLOGIES AND LEAVE OF ABSENCE

Councillors Sharon Gibson and Darren Howe provided an apology for the meeting.

4. DECLARATION OF INTERESTS

Councillor White declared an indirect interest under Section 78B of the *Local Government Act 1989* in respect to resolution 2 of Item 14.2.

5. ADOPTION OF MINUTES

MOTION

Moved: Cr Middlemiss

Seconded: Cr McFarlane

That Council confirm the minutes of the Ordinary Council Meeting held on 2 March 2020 and Special Council Meeting held on 26 March 2020.

CARRIED UNANIMOUSLY

6. ACKNOWLEDGEMENTS

Cr Harriman congratulated the efforts of Traralgon Amateur Basketball Association and associated clubs in running a basketball tournament on the Labour Day long weekend. Particular acknowledgement was given to Sharon Royal in the organising effort.

7. PUBLIC PARTICIPATION TIME

We regret that members of the public were not permitted to attend this meeting due to directions issued under the Public Health and Wellbeing Act 2008 to contain the spread of coronavirus (COVID-19). Instead the public were invited to view the Meeting livestreamed by following the link on Council's Facebook page or website.

The Council meeting was livestreamed and can be viewed by following the link on Council's website or Facebook page.

Public participation at this meeting could occur through written questions, or video submissions on agenda items. None were submitted on this occasion.

8. ITEMS HELD OVER FOR REPORT AND/OR CONSIDERATION/QUESTIONS ON NOTICE

Date of Council Meeting	Item	Notes
Regional City Growth and Investment		
13 November 2017	Memorandum of Understanding with the State of Victoria to develop a City Deal	<p>Officers researched different aspects of a City Deal during 2018/19.</p> <p>31 October 2019</p> <p>Councillor Briefing Report being prepared.</p> <p>27 November 2019</p> <p>The investigations on this matter by Council Officers have commenced as per Councillor Briefing Report's recommendations.</p> <p>16 March 2020</p> <p>A Report to Council will be prepared April/May 2020.</p>
23 October 2017	<p>Development Proposal - Expression of Interest</p> <p><i>Confidential under Section 89(2) (d) (e) of the Local Government Act 1989, as it deals with contractual matters; AND proposed developments.</i></p>	<p>Councillor Briefing reports presented 26 March 2018 and 24 July 2018.</p> <p>Report will be scheduled once an update is available.</p>
23 October 2017	<p>Gippsland Logistics Precinct Potential Business Opportunity</p> <p><i>Confidential under Section 89(2) (e) of</i></p>	<p>Ongoing discussions undertaken and researched during 2018 and 2019.</p>

Date of Council Meeting	Item	Notes
	<i>the Local Government Act 1989, as it deals with proposed developments.</i>	
5 February 2018	Signage on Overhead Bridges on Freeway	<p>8 March 2018</p> <p>A report to Council will be prepared for a future Council meeting once a response is received from Vic Roads.</p> <p>Response from Vic Roads indicated their position is electronic signage on bridges is not permitted at this time.</p> <p>Further investigations being undertaken in 2018 and 2019.</p> <p>31 October 2019</p> <p>A future report to be presented to Council in 2020.</p>
3 April 2018	Future Use of the Visitor Information Centre Building	<p>4 April 2018</p> <p>The resolution is noted. A report outlining options for the future use of the existing Visitor Information Centre building in Traralgon will be presented to Council closer to the transition of the service to the foyer of the new performing arts centre (Latrobe Creative Precinct).</p> <p>20 July 2018</p> <p>No further updates - Update to be provided as the opening of the LCP approaches.</p> <p>28 November 2019</p> <p>A decision on the future use of the VIC building pending relocation to the foyer of the Latrobe Creative Precinct. This is scheduled for March/April 2021.</p> <p>New target date set at September 2020 so the</p>

Date of Council Meeting	Item	Notes
		process of identifying options and presenting them to Council can begin.
2 September 2019	SEA Electric: Request for Land at the Gippsland Logistics Precinct <i>Confidential under Section 89(2) (e) of the Local Government Act 1989, as it deals with proposed developments.</i>	A further report to be prepared.
3 June 2019	Latrobe Creative Precinct - Gippsland FM Proposal to Co-locate at the Precinct	11 February 2020 The expression of interest is being publicly released on 17/2/2020. Timelines have allowed for a briefing to Councillors on 20 April 2020, followed by a report on 4 May 2020.
11 November 2019	Celebrating the 20th Anniversary of the Sister City Relationship with Taizhou - Taizhou Garden in Latrobe	Present the final design for consideration at a future Council meeting.
2 December 2019	2019/17: NIEIR Report <i>Confidential under Section 89(2) (h) of the Local Government Act 1989, as it deals with a matter which the Council or special committee considers would prejudice the</i>	

Date of Council Meeting	Item	Notes
	<i>Council or any person.</i>	
Community Health and Wellbeing		
2 September 2019	2019/20 Annual Sponsorship Program	<p>3 September 2019</p> <p>A further report to be scheduled following the review of the current Community Sponsorship Program.</p> <p>14 November 2019</p> <p>A review of the Community Sponsorship guidelines is currently being undertaken. A report will be presented to Council early 2020.</p> <p>4 March 2020</p> <p>Briefing report scheduled to be presented to Council on 20 April 2020 with a report to follow.</p>
5 August 2019	2018/19 Outdoor Pool Season Review	<p>6 August 2019</p> <p>Report to be scheduled after the 2019/20 outdoor pool season.</p>
Organisational Performance		
11 September 2017	Proposed Road Renaming - Ashley Avenue, Morwell	<p>20 September 2017</p> <p>Pending further discussions before a report is rescheduled for decision.</p> <p>9 August 2018</p> <p>A report for Council to consider the submissions received is being prepared for the September Meeting.</p> <p>17 September 2018</p> <p>A further report will be determined after Councillor speaks with property owner.</p> <p>17 January 2019</p>

Date of Council Meeting	Item	Notes
		<p>Report expected to council in April 2019.</p> <p>13 February 2019</p> <p>Report pending scheduling.</p> <p>8 August 2019</p> <p>Proposed road renaming to be referred to Road Naming Committee for consideration when convened.</p>
Assets and Presentation		
3 September 2018	2018/11 Explore alternate options available to replace the supply and use of single use water bottles	<p>Matter was researched and considered during 2018/19.</p> <p>14 August 2019</p> <p>A briefing report will be presented to Council in September 2019.</p> <p>16 January 2020</p> <p>A further Briefing Report will be presented in 2020.</p>
1 April 2019	Moe Keenagers - Project Update	<p>9 January 2020</p> <p>This funding application is still waiting for approval from the Federal Department of Infrastructure.</p> <p>6 March 2020</p> <p>A Council report will be provided in due course.</p>
1 July 2019	Annual Maintenance Grant Program	<p>16 January 2020</p> <p>Briefing Report scheduled for Councillor Briefing 1, 23 March 2020 and a Council Meeting Report scheduled for 6 April 2020.</p>

Date of Council Meeting	Item	Notes
2 March 2020	2020/02 Review of Council Position 2010	Presents a discussion paper to a council briefing session related to a future position on climate change and then presents a report to a future Council Meeting.

Any proposed timings of reports listed above advised up to 18 March 2020, have been included in the above table. Items are removed only once a report has been tabled at Council and advised accordingly.

Any further updates after this time will be provided in the next Council Meeting Agenda.

NOTICES OF MOTION

9. NOTICES OF MOTION

Nil reports

ITEMS REFERRED BY THE COUNCIL TO THIS MEETING FOR CONSIDERATION

**10. ITEMS REFERRED BY THE COUNCIL TO THIS MEETING FOR
CONSIDERATION**

Nil reports

CORRESPONDENCE

11. CORRESPONDENCE

Nil reports

PRESENTATION OF PETITIONS

12. PRESENTATION OF PETITIONS

Nil reports

CHIEF EXECUTIVE OFFICE

13. CHIEF EXECUTIVE OFFICE

Nil reports

REGIONAL CITY GROWTH AND INVESTMENT

14. REGIONAL CITY GROWTH AND INVESTMENT

Agenda Item: 14.1

Agenda Item: Planning Scheme Amendment C119 - Latrobe City Council Retail Strategy 2019 - Consideration of Submissions

Sponsor: General Manager, Regional City Growth and Investment

Council Plan Objective: Support job creation and industry diversification to enable economic growth in Latrobe City.

Status: For Decision

MOTION

Moved: Cr McFarlane

Seconded: Cr Harriman

That Council:

- 1. Having considered the submissions for Amendment C119 adopts Amendment C119 with changes, identified in Attachment 4 - 'Post Exhibition Changes' and documented within Attachment 3 in accordance with Section 29 of the Planning and Environment Act 1987;**
- 2. Adopts the final Latrobe City Council Retail Strategy 2019 as provided in Attachment 3;**
- 3. Submits Amendment C119 once adopted, to the Minister for Planning for approval, in accordance with Section 31 of the Planning and Environment Act 1987; and**
- 4. Advises those persons who made written submissions to Amendment C119 of Council's decision.**

CARRIED UNANIMOUSLY

Executive Summary:

- The *Latrobe City Council Retail Strategy* (the Strategy) provides guidance on the appropriate location, format and timing of future retail developments, whilst considering competition, need and necessities for success to assist in creating ongoing employment opportunities and viability of Latrobe's retail centres.
- Amendment C119 implements the key findings and recommendations of the

Strategy by amending local planning policy to assist with the future co-ordination and planning of retail developments within Latrobe City into the future (to 2033).

- Latrobe City Council formally requested Ministerial authorisation to prepare and exhibit Amendment C119 on 18 December 2019.
- The Minister for Planning authorised Council to prepare Amendment C119 on 9 January 2020.
- Formal exhibition of the Amendment took place between the 6 February 2020 and the 10 March 2020.
- A total of 4 submissions were received to the amendment. No objections were received to Amendment C119.
- The Council Officer recommendation is to adopt Amendment C119 with minor changes and lodge with the Minister for Planning for approval.

Background:

The Strategy has been created to provide a foundation to co-ordinate the future planning and development of retail proposals within Latrobe City into the future (to 2033).

The Strategy aims to positively guide retail planning and development in Latrobe City over the next 15 years by:

- Outlining retail development opportunities;
- Providing guidance on the appropriate location, format and timing of future retail development;
- Strengthening local planning policy to provide greater guidance for assessing development applications; and
- Enhancing the economic activity of the City.

On the 9 August 2018 Essential Economics (in conjunction with Ethos Urban) were appointed as the successful consultant to undertake creation of the Strategy.

The project has progressed through the following 5 stages:

- Stage 1 – Background work/research
- Stage 2 – Stakeholder workshops and one on one with key stakeholders
- Stage 3 – Preparation of Background Report
- Stage 4 – Preparation of Strategy and Implementation Plan

- Stage 5 (current stage) – Planning Scheme Amendment to introduce the Strategy and its recommendations into the Latrobe Planning Scheme.

Stage 5 Note: The progression of Amendment C119 was placed on hold pending the approval of Amendment C105 – Live Work Latrobe which was formally gazetted on the 21 November 2019. Gazettal of Amendment C105 was expected earlier than November (i.e. July) however the Amendment was delayed due to the Department of Environment, Land, Water and Planning (DELWP) approval process.

The Minister for Planning authorised Council to prepare Amendment C119 on 9 January 2020, with formal exhibition of the Amendment taking place between the 6 February 2020 and the 10 March 2020.

Issues:

Strategy Implications

The project meets the following Council Plan objectives:

- Objective 1: Support job creation and industry diversification to enable economic growth in Latrobe City;
- Objective 3: Improve the liveability and connectedness of Latrobe City by implementing a town planning regime which facilitates appropriate urban growth, industry diversification, liveability and connectivity of Latrobe City;
- Objective 5: Provide a connected, engaged and safe community environment, which is improving the wellbeing of all Latrobe City citizens; and
- Objective 7: Grow the civic pride of our municipality and solidify Latrobe City's image as a key regional city.

Communication

A total of 4 submissions were received by Latrobe City Council to Amendment C119. Table 1 below provides a breakdown of the submissions received.

The amendment has been subject to the prescribed process in accordance with the public notice and consultation requirements of Section 19 of the Act.

Formal exhibition of the amendment took place between 6 February 2020 and 10 March 2020.

This included:

- Advertising in the Government Gazette (6 February 2020);
- Advertising in local newspapers (6 February 2020 and 20 February 2020);
- Written notification to everyone previously invited to the stakeholder workshops and known interested parties; and
- Written notification to all statutory and servicing authorities likely to be materially affected.

Attachment 5 to this report contains the list of stakeholders notified during the exhibition process. It should be noted that these stakeholders were correct at the time of notification.

Council officers also sought to engage with a wider audience through a number of engagement activities such as:

- Council Website (including a 'Have a Say' webpage)
- Council Facebook
- Council Service Centres
- Invitation to attend 'one on one sessions'
- DELWP Website
- Economic Development - Business Update Monthly Newsletter
- Information Booklet development and distribution

Public Submissions

Following public exhibition four written submissions were received by Latrobe City Council in response to Amendment C119. Section 22 of the Act requires that a planning authority consider all submissions to an amendment.

Table 1:

Amendment C119 Submissions	
Support	4 (1 requesting minor changes)
Object	0
Total Submissions	4

All submissions received to the amendment were generally supportive.

- Submitters 1 and 3 raised no objections.
- Submitter 2 supported the amendment but requested some minor changes to the documentation which council officers have been able to accommodate.
- Submitter 4 also supported the amendment and wishes to continue conversations with Council moving forward regarding the long term future proposed Neighbourhood Activity Centre to be located in Traralgon East.

A copy of all submissions received to Amendment C119, a summary of issues raised and officers response can be found at Attachment 1 to this report.

Attachment 4 to this report outlines the post exhibition changes proposed to the amendment in response to submissions and council officer identified minor errors.

Financial Implications

The prescribed fees for planning scheme amendments are detailed in the *Planning and Environment (Fees) Regulations 2016*. The costs associated with a planning scheme amendment include: considering a request to amend a planning scheme, consideration of submissions, providing assistance to a panel and adoption and approval of an amendment.

Funds have been allocated in the current 2019/2020 budget year to enable the planning scheme amendment to proceed.

Risk Analysis

Identified risk	Risk likelihood*	Controls to manage risk
<p>Service Delivery Risk</p> <p>Inadequate retail policy within the Latrobe Planning Scheme to assist with the assessment and guidance of retail development in Latrobe City.</p>	3 (Possible)	Councillors progress amendment to the next recommended stage.
<p>Reputational Risk</p> <p>Negative perception of Council if there are significant delays in progressing the amendment to the next stage (in particular participants of past workshop/one on ones and known interested parties).</p>	3 (Possible)	Councillors progress amendment to the next recommended stage.
<p>Strategic Risk</p> <p>Lost opportunity to:</p> <ul style="list-style-type: none"> Support the trading performance and viability of Latrobe City's higher - order 	3 (Possible)	Councillors progress amendment to the next recommended stage.

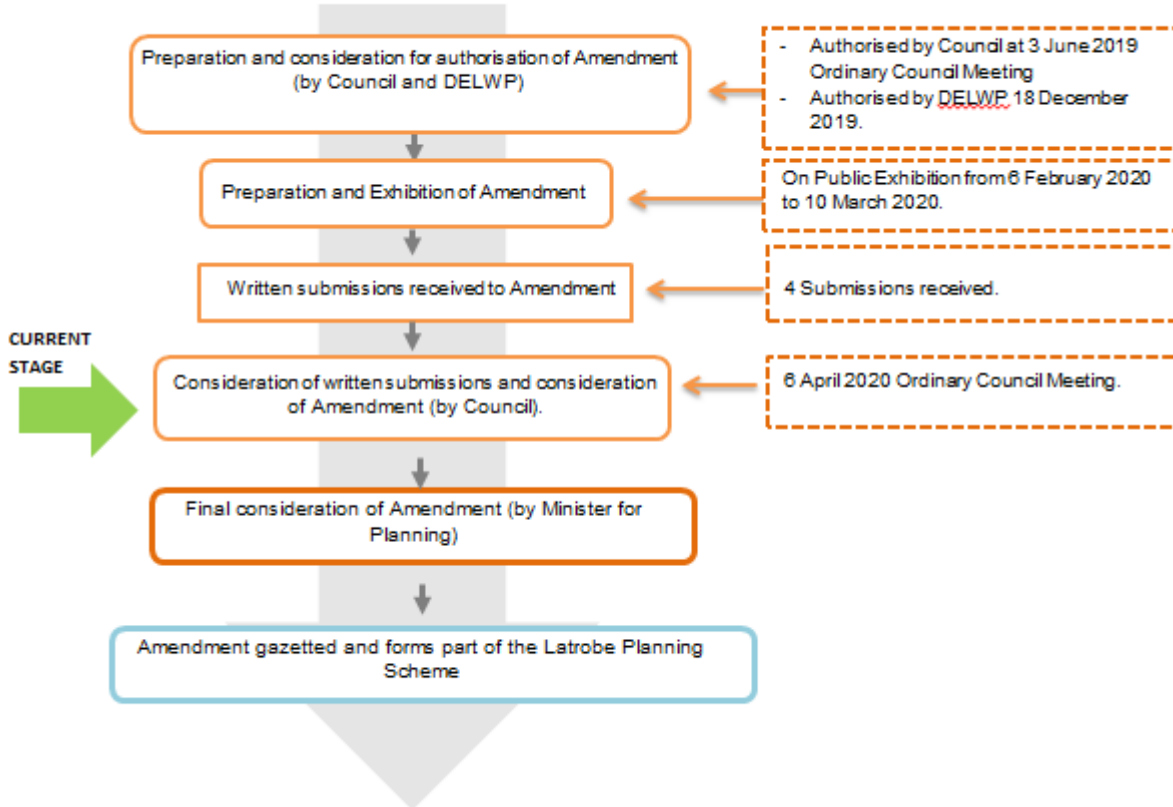
<p>centres;</p> <ul style="list-style-type: none"> • Ensure convenient and accessible retail services through viable centres; • Reduce retail vacancy rates and improve trading performance; • Ensure retail centres in Latrobe City are well-designed places; and • Support a dynamic retail sector that is responsive to changing consumer preferences and market trends. 		
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* Inherent likelihood ratings: 1 (Rare); 2 (Unlikely); 3 (Possible); 4 (Likely); 5 (Almost Certain)

Legal and Compliance

The C119 planning scheme amendment process is shown in the figure below and provides an indication of the current stage of C119.

Amendment C119 – Planning Scheme Amendment Process



In accordance with the Act, the municipal council, as a planning authority, has a number of duties and powers. These duties and powers are listed at Section 12 of the Act. Under Section 12 a planning authority must have regard to (*inter alia*):

- The objectives of planning in Victoria;
- The Minister’s directions;
- The Victoria Planning Provisions;
- The Latrobe Planning Scheme;
- Any significant effects which it considers a planning scheme amendment might have on the environment or which it considers the environment might have on any use or development envisaged by the amendment.

Amendment C119 has had regard to Section 12 of the Act and is consistent with the requirements of Section 12. In addition each amendment must address the Department of Planning and Community Development (DPCD) publication *Strategic Assessment Guidelines for Planning Scheme Amendments*. A response to these guidelines is outlined in the attached Explanatory Report, (see Attachment 2).

The proposal is consistent with the State Planning Policy Framework and the Municipal Strategic Statement (MSS). This is explained in the attached Explanatory Report, (see Attachment 2).

Planning Scheme Amendments

At the Ordinary Council meeting on 3 June 2019 Council resolved to seek the Minister for Planning's Authorisation to prepare and exhibit the proposed Amendment C119.

The Minister for Planning in accordance with Sections 8A(3) of the *Planning and Environment Act 1987*, authorised Council to prepare the proposed Amendment, C119 on 18 December 2019.

Amendment C119 was placed on public exhibition during the period 6 February 2020 to 10 March 2020.

Under Section 29 of the Act, Council may adopt the planning scheme amendment with or without changes.

The recommendations of this Council Report are in accordance with Sections 29 and 31 of the Act.

1. That Council, after considering all written submissions received to Amendment C119, resolves to adopt with changes, and submit for approval to the Minister for Planning, Amendment C119.

The final Latrobe City Council Retail Strategy and amendment documentation can be found at Attachment 3 to this Report.

Community Implications

The Strategy is expected to have positive environmental, social and economic impacts by providing clearer direction to council and commercial developers on retail development, increase competitiveness in the regional retail environment and provide a range of direct and indirect employment opportunities.

Environmental Implications

The Strategy is considered to have a positive social impact by facilitating opportunities for greater activity and vibrancy, and by providing a safer environment through passive surveillance.

Declaration of Interests:

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Supporting Documents:

Nil

Attachments

1. Attachment 1 - Submissions and Summary of Submissions Table
2. Attachment 2 - C119 Explanatory Report

3. [Attachment 3 - Final Retail Strategy & Amendment Documentation](#)
4. [Attachment 4 - Post Exhibition Changes Table C119](#)
5. Attachment 5 - Stakeholder List (Published Separately) (Confidential)

14.1

Planning Scheme Amendment C119 - Latrobe City Council Retail Strategy 2019 - Consideration of Submissions

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2	Attachment 2 - C119 Explanatory Report	42
3	Attachment 3 - Final Retail Strategy & Amendment Documentation	47
4	Attachment 4 - Post Exhibition Changes Table C119.....	293

ATTACHMENT 1

AMENDMENT C119 - SUBMISSIONS

**SUMMARY OF SUBMISSIONS & PLANNING COMMENT TO
[C119]**

Sub No.	Name / Organisation	Support / Objection	Summary of Issues	Planning Comment	Changes to Plan Required ? Yes / No	Date submission received
1	Michael Johnstone Senior Strategic Planning Engineer Gippsland Water	Support	N/A	Noted	No	10 February 2020
2	Margaret Guthrie President Churchill & District Community Association	Support with changes	Issue 1 – Incorrect Information - <i>Churchill has two supermarkets but only one has been referenced in the draft documentation as a major anchor.</i>	Issue 1 Response: Churchill does contain two supermarkets. Both supermarkets are referenced in <i>Table 7.1: Latrobe City Retail Centre Hierarchy</i> and again within the <i>Churchill Centre Profile</i> (of the <i>Latrobe City Retail Strategy – Background Report 2019</i>). The Churchill Centre Profile does recognise Woolworths, Richie's Supa IGA and Ritchie's Mitre Ten as the anchor retail tenants. However this does not flow over into Table 7.1 as clearly. Council will have Table 7.1 of the Background Report and Table 5.1 of the Strategy amended accordingly to include Richie's Supa IGA and Ritchie's Mitre Ten.	Yes	9 March 2020

Sub No.	Name / Organisation	Support / Objection	Summary of Issues	Planning Comment	Changes to Plan Required ? Yes / No	Date submission received
			<p>Issue 2 – Confusion with the change of terminology from “Town Centre” to “Primary Activity Centre”.</p>	<p>Issue 2 Response: There has been no change in terminology here but rather a minor wording correction. All main town retail centres were defined as ‘Primary Activity Centres’ via Amendment C105 – Live Work Latrobe however not all references were corrected.</p> <p>The associated Structure Plan and Housing Framework Plan for each township utilises these labels to describe activity centres; Primary Activity Centres, Neighbourhood Activity Centre and Local Activity Centres. These labels enable people to establish the size/function of an activity centre.</p> <p>You will note that this change occurs throughout Clause 21.09 and does not just apply to Churchill.</p> <p>I note that there are still references to the words ‘Town Centre’ throughout Clause 21.09; Council will amend these to reference their status as either a Primary Activity Centres, Neighbourhood Activity Centre or Local Activity Centres.</p>		

Sub No.	Name / Organisation	Support / Objection	Summary of Issues	Planning Comment	Changes to Plan Required ? Yes / No	Date submission received
3	Kylie Franklin Senior Transport Planner Department of Transport	Support	N/A	Noted	No	10 March 2020
4	Kate Young Town Planner Crowther and Sadler Pty Ltd	Support	Supported the amendment and wishes to continue conversations with Council moving forward re the long term future proposed Neighbourhood Activity Centre to be located in Traralgon East.	<p>The location of the long term future proposed Neighbourhood Activity Centre, as identified in the <i>Traralgon-Morwell Growth Framework Plan</i> and the <i>Traralgon Town Structure Plan</i> within Clause 21.09 of the Latrobe Planning Scheme, is indicative only and subject to change pending further investigation.</p> <p>Council Officers are more than happy to continue to engage with the submitter in future conversations regarding the location of the Neighbourhood Activity Centre.</p>	No	11 March 2020

Submission 1

Leah Misiurka

From: Michael.Johnstone@gippswater.com.au
Sent: Monday, 10 February 2020 9:27 AM
To: Leah Misiurka
Subject: C119 Amendment
Attachments: Amendment C119 to the Latrobe Planning Scheme Notice of Preparation of an Amendment.PDF

Hi Leah,

Gippsland Water do not have any objections to the proposed planning scheme amendment C119.

Thanks,

Michael Johnstone

Senior Strategic Planning Engineer

Gippsland Water

PO BOX 348 Traralgon Vic 3844

T 03 5177 4774

M 0484 133 939

E: michael.johnstone@gippswater.com.au

W: www.gippswater.com.au

FB: [ww.facebook.com/gippslandwater](https://www.facebook.com/gippslandwater)

Twitter: @gippswater

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Submission 2



Churchill & District Community Association
PO Box 191, Churchill Vic. 3842
ABN 24 803 447 918

CDCA Submission on Amendment C119

Introduction

Churchill & District Community Association (CDCA) is an active, not-for-profit, community organisation that provides a forum for residents to participate in local affairs, voice relevant concerns and opinions on local issues and have an input into the appropriate development of Churchill.

CDCA Committee meets at least four times per year and conducts some business electronically. At least two General Meetings are held annually, one of which is the Annual General Meeting. Committee elections are held at the AGM and Office Bearers are appointed by the Committee at its first meeting. The AGM is held in August or September each year. CDCA sometimes conducts Open Forums, including Guest Speaker presentations, regarding matters relevant to the local community.

Approach to Amendment C119

This submission focuses on Churchill, and its designation as Latrobe City's only "Large Town Centre" within the network of the region's major centres.

Broadly, CDCA supports the thrust of Amendment C119, which provides a logical approach to retail development in Latrobe City.

In particular, CDCA accepts the description of Churchill as a large town centre which, in addition to retail, "also provide a range of commercial, civic (e.g. libraries and community centres), health and other uses serving the township and a wider rural catchment. Churchill is unique in that it also accommodates Federation University."

CDCA wishes to ensure that there are no constraints on any of these options within the Churchill town centre – it has long since moved on from a historical perception of Churchill as a commuter town with a limited town centre.

Amendment C119 does not appear to add inappropriate constraints on the development of Churchill town centre, so is generally supported by CDCA.

Specific Issues

- The supporting document *Latrobe City Retail Strategy – Background Report* (May 2019) describes the retail role of Churchill as "Range of convenience retail anchored by a major supermarket serving the township and a surrounding rural catchment...". While we accept that this is a background document rather than the Amendment itself, we wish to ensure that the process is not influenced by incorrect information. The Churchill town centre is currently anchored by two major supermarkets – Woolworths and Ritchies/IGA.
- The Amendments to Clause 21.09-3 Local Areas – Churchill are generally supported by CDCA. Churchill's role as a large town centre is clearly defined, while the "Vision" of Churchill as part of Gippsland's regional city, as a University town and as a contributor to diversity of residential supply is supported.

- As a relatively minor matter, CDCA is not supportive of the change in terminology from “Town Centre” to “Primary Activity Centre” contained in Clause 21.09-3 – all other references are to the town centre, and the proposed change appears confusing.
- The Amendments to Clause 21.09-3 Local Areas – Churchill also include “Encourage a Local Activity Centre at 2-4 Acacia Way”. This is the former service station site that remained derelict for several years before recent rehabilitation. CDCA strongly supports any proposal for clean-up and appropriate development of this site – its current Mixed Use Zone seems appropriate for greatest flexibility.
- The Amendment to Clause 21.10 Implementation includes a proposal to “Undertake an assessment of the Commercial 1 Zone land supply in the centre of Churchill which considers development for non-retail uses”. CDCA supports such a review because a range of appropriate development may be possible for the substantial areas of land surrounding the town centre. As long as commercial and mixed use development in the town centre is not constrained by a ring of surrounding residential land, a review of the Commercial 1 Zone may generate appropriate options.

Thank you for the opportunity to make submission on the proposed Amendment C119. CDCA wishes to be kept informed on the results of public submissions and any changes to the proposed Amendment that said submissions may effect.



Margaret Guthrie
President, CDCA

Leah Misiurka

From: Margaret Guthrie <mgcdca@hotmail.com>
Sent: Monday, 16 March 2020 1:45 PM
To: Leah Misiurka
Subject: Re: Submission on Amendment C119

Hi Leah,
 yes, read, circulated to Committee for feedback, but yet to compose a reply to you....

in a nutshell, CDCA is satisfied with the response to the matters we raised

I'll try & find time to compose a formal response in the next couple of days....life is a bit hectic at present!
 cheers
 Margaret

From: Leah Misiurka <Leah.Misiurka@latrobe.vic.gov.au>
Sent: Monday, March 16, 2020 12:18 PM
To: Margaret Guthrie (mgcdca@hotmail.com) <mgcdca@hotmail.com>
Subject: FW: Submission on Amendment C119


Good Afternoon Margaret,

Sorry to bother you but I was just wondering if you have had a chance to review my response to your submission?

Thanks

Leah Misiurka
 Strategic Planner
 P 03 5128 6152
 M 0417104959
 E Leah.Misiurka@latrobe.vic.gov.au

P 1300 367 700
 W www.latrobe.vic.gov.au
 PO Box 264, Morwell 3840





From: Leah Misiurka
Sent: Tuesday, 10 March 2020 11:01 AM
To: 'Margaret Guthrie'
Subject: Submission on Amendment C119


Good Morning again Margaret,

Please find attached a response to the issues raised in your submission.

Kind Regards

Leah Misiurka
 Strategic Planner
 P 03 5128 6152
 M 0417104959
 E Leah.Misiurka@latrobe.vic.gov.au

P 1300 367 700
 W www.latrobe.vic.gov.au
 PO Box 264, Morwell 3840





Submission 3



Department of Transport

120 Kay Street
Traralgon, VIC 3844 Australia
Telephone: +61 3 5172 2319
www.transport.vic.gov.au
DX 219286

Ref: DOC/20/88193

Strategic Planning Department
Latrobe City Council
PO Box 264
MORWELL VIC 3840

To the Strategic Planning Department.

LATROBE PSA C119 – LATROBE CITY COUNCIL RETAIL STRATEGY 2019

I am writing in response to the exhibition of Latrobe Planning Scheme Amendment C119 – Latrobe City Council Retail Strategy 2019.

Department of Transport has no objections to this Planning Scheme Amendment which seeks to implement the key findings and recommendations of the draft Latrobe City Council Retail Strategy 2019.

Retail is playing an important role in supporting the economic transition within Latrobe Valley and we fully support all efforts to diversify and grow Latrobe City's economic base.

We look forward to partnering with Latrobe City Council to ensure that the transport infrastructure, which facilitates access to/from and within the 'networked city' (Traralgon, Morwell, Moe-Newborough and Churchill), continues to support these retail centres into the future by encouraging better use of existing infrastructure and improving walking and cycling options.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Kylie Franklin'.

Kylie Franklin
Senior Transport Planner

10 / 03 / 2020



Submission 4**Crowther & Sadler** Pty Ltd

A.B.N. 24 006 331 184

LICENSED SURVEYORS & TOWN PLANNERS

Our ref: 18119

11 March 2020

Ms. Leah Misiurka
 Latrobe City Council
 Via email: leah.misiurka@latrobe.vic.gov.au

152 Macleod St.
 PO Box 722,
 Bairnsdale, VIC 3875

P: 5152 5011
 F: 5152 5705

E: contact@crowthersadler.com.au

Dear Leah,

**Re: Amendment C119 to the Latrobe Planning Scheme
 Latrobe City Council Retail Strategy 2019**

Thank you for the opportunity to make a late submission on behalf of our Client, *Milemaker Petroleum*. Our Client is the owner of two properties in Stammers Road, Traralgon with a combined area of 42.925 hectares, as depicted in the following diagram.



Our Client's site is currently developed with a Caltex Service Station and KFC Convenience Restaurant in the southernmost portion of the site, with frontage to Princes Highway in the south and Stammers Road in the west. The balance of the site is vacant land included within the Farming Zone.

We have reviewed the documentation exhibited as part of Amendment C119 and are generally supportive of the statements made that relate to our Client's land.

We note that whilst Council has identified the need for a potential Traralgon East Neighbourhood Centre, that no specific site has been determined. We would encourage Council to identify our Client's site as the ideal location for the proposed Neighbourhood Centre, given the land is already being partially used for commercial purposes. The site's dual street frontages make it ideal for a use of this nature, enabling loading manoeuvres and local traffic to utilise a non-arterial road for the purposes of access, whilst still maintaining strong presentation to the Highway as preferred by many retailers..

18119 LCC C119.docx

Principal: Michael J. Sadler, L.S., Dip Surv, M.I.S., MAICD



FS 520900



Latrobe City Council

Page 2

Our Client's site also has the ability to accommodate development sited well clear of the designated waterway that dissects the Traralgon East growth area, with sufficient area to adopt appropriate buffer distances.

Council has previously been furnished with correspondence from Ritchies Supermarkets and Liquor Stores (dated 6 April 2019) who agree that our Client's site is well suited for the development of a Neighbourhood Activity Centre, due primarily to its strong road frontages and proximity to existing and proposed residential land. The introduction of Ritchies into the Traralgon market has strong alignment with the Retail Strategy that acknowledges the significant benefits to the region associated with the introduction of new retailers.¹

We would encourage Council as they advance further investigations of the potential Traralgon East Neighbourhood Centre to confirm our Client's site as the preferred location for development.

We understand that Council does not anticipate the need for a new Neighbourhood Centre within a 15 year horizon.

Acknowledging the observation within the Retail Strategy that '*retail follows rooftops*'², it would be our expectation that, should residential growth of the surrounding precinct proceed at a rate greater than that expected by that forecast, or should demand increase for food, liquor and groceries retail, then Council may be willing to accelerate timeframes associated with the development of Traralgon East Neighbourhood Centre.

Our Client is also interested in exploring alternative forms of higher-density residential development, in locations that would be proximate to the potential Neighbourhood Centre, consistent with objectives of both the Retail Strategy and the *Live Work Latrobe Housing Strategy* (2017).

Our Client looks forward to working with Council over the coming years in developing their site in accordance with the strategic intent identified by Council for the precinct.

As always, please do not hesitate to contact our office should you wish to discuss any element of this submission.

Regards,



KATE YOUNG

¹ *Latrobe City Council Retail Strategy: Strategy and Implementation Plan*, Essential Economics (Ethos Urban), May 2019, p.14.

² *Latrobe City Council Retail Strategy: Background Research and Analysis*, Essential Economics, May 2019, p. ii.

Planning and Environment Act 1987

LATROBE PLANNING SCHEME

AMENDMENT C119

EXPLANATORY REPORT

Who is the planning authority?

This amendment has been prepared by the Latrobe City Council, which is the planning authority for this amendment.

Land affected by the Amendment

The amendment applies to all land within the municipality, in particular areas identified for commercial development in Primary, Neighbourhood and Local Activity Centres.

What the amendment does

The amendment seeks to implement the key findings and recommendations of the draft Latrobe City Council Retail Strategy 2019 (the draft Strategy).

The amendment proposes to:

- Amend Clause 21.01 Introduction to reference the small and district towns and correct minor wording anomalies.
- Amend Clause 21.02 Housing and settlement to reference the revised Latrobe City Council Retail Hierarchy, insert the Latrobe City Retail Centre Hierarchy Map and Table, amend objectives and strategies for Activity centres and correct minor wording anomalies.
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- Amend Clause 21.10 Implementation to identify further strategic work and identify the Latrobe City Council Retail Strategy 2019 as a Reference Document.
- Amend the Schedule to Clause 72.08 Background Documents to identify the Latrobe City Council Retail Strategy 2019 as a Background Document.

Why is the Amendment required?

The last municipal wide retail strategy was undertaken in 2007 and a bulky goods assessment was completed in 2009. Beyond that, various studies and economic impact assessments have been undertaken in isolation for local areas and projects, as such there was a need to have a more comprehensive strategy to contribute towards a more liveable and sustainable future.

Additionally, Latrobe City is currently experiencing a period of economic restructuring related to the transition of traditional employment sectors such as manufacturing, mining and electricity production. An increase in growth across service sectors, including primary health care, retail, social assistance, public administration, education and training now make these the largest employing sectors in the region followed by manufacturing.

The draft Strategy provides a foundation to co-ordinate the future planning and development of retail developments within Latrobe City into the future (to 2033). It provides guidance on the appropriate location, format and timing of future retail developments, while considering competition, need and necessities for success to assist in creating ongoing employment opportunities.

The amendment is therefore required to give effect to the principles and recommendations contained within the draft Strategy.

In order for the new principles and directions to have statutory weight in the consideration of rezoning requests and planning permit applications, it is necessary for the draft Strategy to be included in the Latrobe Planning Scheme.

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

The amendment implements the objectives of planning in Victoria pursuant to Section 4(1) of the *Planning and Environment Act 1987* by:

- Providing for the fair, orderly, economic and sustainable uses and development of land;
- Securing a pleasant, efficient and safe working, living and recreational environment for all Victorians and visitors to Victoria;
- Facilitating development in accordance with the objectives set out in paragraphs (a), (b), (c), (d) and (e); and
- Balancing the present and future interests of all Victorians.

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

The amendment does not directly impact on land use and development. Any 'on the ground' effects would be considered during a rezoning or planning permit application process.

However, at a policy level, the amendment has given due regard in the consideration of environmental, social or economic effects by:

- Supporting the viability of Latrobe City's Retail Centre Hierarchy.
- Supporting the trading performance and viability of Latrobe City's higher-order retail centres.
- Ensuring convenient and accessible retail services through viable neighbourhood centres, small town centres and local centres.
- Reducing retail vacancy rates and improve trading performance of under-performing centres.
- Ensuring retail centres in Latrobe City are well-designed places where people enjoy shopping, doing business and participating in community activities.
- Supporting a dynamic retail sector that is responsive to changing consumer preferences and market trends.

In addition, the draft Strategy is expected to have positive environmental, social and economic impacts by providing clearer direction to council and commercial developers on retail development, increase competitiveness in the regional retail environment and provide a range of direct and indirect employment opportunities.

It is also considered to have a positive social impact by facilitating opportunities for greater activity and vibrancy, and by providing a safer environment through passive surveillance.

Does the Amendment address relevant bushfire risk?

The amendment will not result in any increase bushfire risk. As per Clause 13.02-1S Bushfire planning, future commercial growth is encouraged in low risk locations in existing activity centres. Existing zone and overlay provisions will continue to apply.

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

The amendment is consistent with the Ministerial Direction on the Form and Content of Planning Schemes under section 7(5) of the Act and Ministerial Direction 11 Strategic Assessment of Amendments.

The amendment is also consistent with Ministerial Direction No. 15 The Planning Scheme Amendment Process.

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

Clauses that are supported by the amendment include:

Clause 11.01-1S Settlement and Clause 11.01-1R Settlement – Gippsland, outline strategies to promote regional development, in particular by:

- Support urban growth in Latrobe City as Gippsland’s regional city, at Bairnsdale, Leongatha, Sale, Warragul/Drouin and Wonthaggi as regional centres, and in sub-regional networks of towns;
- creating vibrant and prosperous town centres that are clearly defined and provide commercial and service activities that respond to changing population and market condition; and
- supporting the continuing role of towns and small settlements in providing services to their districts, recognising their relationships and dependencies with larger towns.

Clause 11.03-1S Activity centres, which seeks to encourage the concentration of major retail, residential, commercial, administrative, entertainment and cultural developments into activity centres that are highly accessible to the community.

Clause 15.01-1S Urban design, which seeks to create urban environments that are safe, healthy, functional and enjoyable and that contribute to a sense of place and cultural identity

Clause 11.03-6S Regional and local places, there is support to integrate relevant planning considerations to provide specific direction for the planning of sites, places, neighbourhoods and towns and to consider the distinctive characteristics and needs of regional and local places in planning for future land use and development.

Furthermore, the amendment seeks to establish a hierarchy of retail centres in Latrobe City, which is an important policy position given the diverse settlement patterns of the municipality.

The amendment supports retail development within existing centres over development of new centres, though new centres are identified in urban growth locations. The draft Strategy recommends that all residential development fronts in Latrobe City are well planned for, with new retail centre locations identified as the population grows.

Clause 17.01-1S Diversified economy, includes objectives to protect and strengthen existing and planned employment areas and plan for new employment areas, and facilitate growth in a range of employment sectors, including health, education, retail, tourism, knowledge industries and professional and technical services based on the emerging and existing strengths of each region.

Clause 17.02-1S Business and Clause 17.02-1R Commercial centre – Gippsland, which seek to encourage development that meets the community’s needs for retail, entertainment, office and other commercial services and support redevelopment initiatives in commercial centres that will be subject to significant growth (Traralgon and Morwell Mid Valley) to improve their attractiveness and usability.

Clause 17.02-2S Out-of-centre development, discourages proposals for expansion of single use retail, commercial and recreational facilities outside activity centres.

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

The amendment seeks to implement and support the Municipal Strategic Statement at the following Clauses:

Clause 21.02 Housing and Settlement, by supporting and building upon the existing structure of towns and settlements to create an integrated network of urban areas.

Clause 21.02-5 Activity Centres - Identifies the need to review the Latrobe City Retail Strategy Review 2007 to better define the retail hierarchies across the municipality. The amendments to Clause 21.02-5 strengthen and define the role of retail within the municipality by updating the objectives and strategies for activity centres. The identification of a revised Retail Centre Hierarchy better reflects the very different but complementary roles and functions of the various activity centres within the municipality.

In addition the revised Retail Centre Hierarchy provides:

- High-level guidance in terms of the location, scale and nature of investment and land uses intended for retail centres.
- A coherent network of retail centres which meet the various needs of the community at the locations where these needs can, and should, be met.
- Direction for the planning and provision of transport infrastructure and other aspects of urban development influenced by retail centres.
- Improves the viability of activity centres within the municipality.

Clause 21.09 Local area growth plans, by providing additional direction for commercial areas, supporting higher density residential density within activity centres, supporting planned centres and supporting convenience retailing within the district and small townships.

Clause 21.10-2 Further strategic work, by undertaking a coordinated Activity Centre Strategy.

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

The amendment makes proper use of the Victoria Planning Provisions by using policy to establish a Retail Centre Hierarchy for Latrobe City and guide decision making for planning permit applications and requests to rezone land for retail uses.

How does the Amendment address the views of any relevant agency?

Relevant agencies and authorities were invited to participate in an information and ideas workshop during the development of the draft Strategy. The amendment will again be referred to relevant agencies and authorities as part of the statutory exhibition process.

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

The amendment addresses the requirements of the Transport Integration Act 2010.

The amendment is consistent with the transport system objectives of the Act, in particular those contained in Section 11 – Integration of transport and land use. This section requires a focus on maximising access to residences, employment, services and recreation, and reducing the need for private motor vehicle transport and the extent of travel.

The draft Strategy aims to:

- Reduce the need for shoppers to travel long distances from home to access retail services.
- Locate any new retail centres on sites that have existing, or potential future, access to public transport services and quality road access for private vehicles.
- Reduce travel distances for day-to-day needs by encouraging development of a dense network of convenience-based local and neighbourhood centres within walking distance for all residential areas of (approximately 400-800 metres).
- Where demand exists, make it easier to expand existing centres, without undermining the structure of the centre's hierarchy.

Resource and administrative costs

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

The amendment will have negligible impact on the council's resource and administrative costs.

Where you may inspect this Amendment

The amendment is available for public inspection, free of charge, during office hours at the following places:

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Panel hearing dates

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

- directions hearing: Week of 11 May 2020
- panel hearing: Week of 9 June 2020

**ATTACHMENT 3 - FINAL PSA
DOCUMENTASTION AND RETAIL
STRATEGY**

Planning and Environment Act 1987

LATROBE PLANNING SCHEME

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Or online at www.latrobe.vic.gov.au/C119 – Attention: Strategic Planning Department.

Panel hearing dates

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- directions hearing: Week of 11 May 2020
- panel hearing: Week of 9 June 2020

*Planning and Environment Act 1987***LATROBE PLANNING SCHEME****AMENDMENT C119****INSTRUCTION SHEET**

The planning authority for this amendment is the Latrobe City Council.

The Latrobe Planning Scheme is amended as follows:

Planning Scheme Ordinance

The Planning Scheme Ordinance is amended as follows:

1. In **Local Planning Policy Framework** – replace Clause 21.01 with a new Clause 21.01 in the form of the attached document.
2. In **Local Planning Policy Framework** – replace Clause 21.02 with a new Clause 21.02 in the form of the attached document.
3. In **Local Planning Policy Framework** – replace Clause 21.06 with a new Clause 21.06 in the form of the attached document.
4. In **Local Planning Policy Framework** – replace Clause 21.09 with a new Clause 21.09 in the form of the attached document.
5. In **Local Planning Policy Framework** – replace Clause 21.10 with a new Clause 21.10 in the form of the attached document.
6. In **Operational Provisions** – Clause 72.08, replace the Schedule with a new Schedule in the form of the attached document.

End of document

LATROBE PLANNING SCHEME

21.0121/11/2019
C409latr
Proposed
C119**INTRODUCTION****21.01-1****Municipal Profile**

Latrobe City is part of the region traditionally owned by the Braiakaulung clan of the Gunaikurnai people. European settlement began in the Gippsland Plain in the 1840s and extended to most of the Strzelecki Ranges after 1900.

Latrobe City is now recognised as one of Victoria's four Major Regional Cities made up of four central towns: Churchill, Moe-Newborough, Morwell and Traralgon which combined form a networked city. [The four central towns are supported by small and district townships.](#)

Latrobe City is the population and regional service centre for Gippsland. The municipality extends over 1400 square kilometres and is centrally located in eastern Victoria, approximately 150 kilometres east of Melbourne.

Latrobe City is currently home to approximately 74,021 (2018) residents. The population is forecast to grow by approximately 8,560 to house 82,460 people by 2030. The demographic profile is forecast to significantly change over the next 15 years, with 70% of all population growth forecast for Latrobe City is to occur in the population aged 70 and over. The working age (25-29 years), infants and pre-schooler population groups are anticipated to experience below-average growth. (Essential Economics, 2016).

Latrobe City is experiencing a period of economic restructuring associated with the change in traditional employment sectors which support Victoria's power production including manufacturing and mining. Industry diversification and employment generation are therefore major priorities of Latrobe City and the Gippsland region, drawing on the extensive natural resource base, built infrastructure and local workforce.

Latrobe City is also at the centre of a large forestry industry, which services the largest pulp and paper mill in Australia. Other industries in the area include food processing, retail, engineering, health and post-secondary education. Latrobe City is one of Victoria's strongest regional economies with a Gross Regional Product (GRP) of approximately \$4.8 billion and a total estimated annual business turnover of \$10.7 billion. Latrobe's GRP represents 1.2% of Victoria's Gross State Product.

21.01-2**Regional Profile**

The *Gippsland Regional Growth Plan 2014* (GRGP) identifies the following challenges for growth in the region:

- Sustaining and expanding economic activity through a period of diversification and transition.
- Enhancing the resilience of the regions industries to economic restructuring and supporting business to reduce carbon emissions.
- Building on tourism opportunities in the region.
- Accommodating population growth, including managing growth with consideration of resources, environment and natural hazards.
- Responding to changing community profiles including the increasingly aged population.
- Planning and adapting settlements and infrastructure to respond to the impacts of climate change, including increased risk from natural hazards.
- Improving the efficiency, reliability and service levels of the regions transport network.
- Delivering services and communications infrastructure for community, commercial and industrial users.

LATROBE PLANNING SCHEME

21.01-3 Key Planning Issues

The key planning issues that are identified in the State Planning Policy Framework of this planning scheme which Council believes it needs to address are:

- Regional Growth Plan.
- Built Environment and Settlement.
- Urban Design, Heritage and Character.
- Environmental and Landscape Values.
- Environmental Risks.
- Natural Resource Management.
- Economic Development.
- Transport and Infrastructure.

21.01-4 Strategic Vision

The 2017-2021 Council Plan reflects the clear understanding that Latrobe City's community is in significant economic and social transition. The Council Plan provides a concentrated focus on employment, economic growth, liveability, and a connected Latrobe City.

The Council Plan identifies 7 key objectives as follows:

- Support job creation and industry diversification to enable economic growth in Latrobe City.
- Encourage improved education & training outcomes in Latrobe City.
- Improve the liveability and connectedness of Latrobe City.
- Improve the amenity and accessibility of Council services.
- Provide a connected, engaged and safe community environment, which is improving the well-being of all Latrobe City citizens.
- Ensure Council operates openly, transparently and responsibly.
- Grow the civic pride of our municipality and solidify Latrobe City's image as a key regional city.

21.01-5 Strategic Framework Plan

Council has prepared a Strategic Framework Plan which identifies the major strategic directions for the municipality. The Strategic Framework Plan represents the interdependencies between existing land use and development patterns, settlement hierarchy, extent of infrastructure, environmental assets and hazards. The framework plan advocates for future growth commensurate with access to services, infrastructure, transport, natural resource management and the acknowledgement of environmental risks and hazards.

Key elements of the Strategic Framework Plan include:

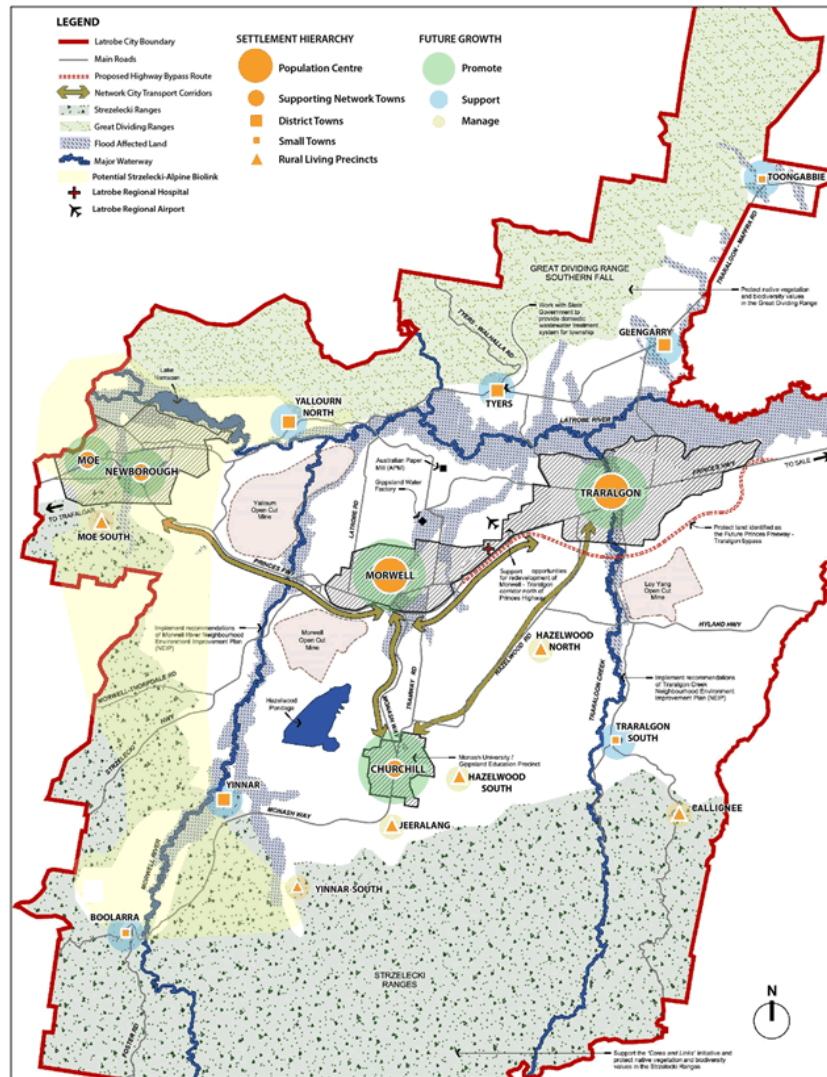
- Settlement Hierarchy anticipating likely growth.
- Implementation of Town Structure Plans.
- Redevelopment of the Morwell – Traralgon Corridor as a key employment precinct.
- Promotion of Rural Living precincts as an attractive lifestyle choice.
- Implementation of the Latrobe Regional Airport Master Plan, Latrobe Regional Hospital Master Plan and Federation University Master Plan.

LATROBE PLANNING SCHEME

- Location of open cut coal mines in relation to established townships.
- Location of key infrastructure and transport links including the proposed Traralgon Highway Bypass.
- Location of natural resources and environmental values including the Strzelecki – Alpine Biolink.

LATROBE PLANNING SCHEME

Latrobe City Strategic Framework Plan



LATROBE PLANNING SCHEME - LOCAL PROVISION

	<p>SCALE: 0 2.5 5 10 Kilometres Australian Map Grid Zone 55</p>	<p>LATROBE CITY STRATEGIC LAND USE FRAMEWORK PLAN</p> <p>POLICY</p>
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LATROBE PLANNING SCHEME

21.02

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HOUSING AND SETTLEMENT

This clause provides local content to support Clause 15 (Built Environment and Heritage) of the State Planning Policy Framework.

Specific references to individual towns are included in Clause 21.09 (Local Area Growth Plans).

LATROBE PLANNING SCHEME

21.02-1 Settlement

Latrobe City contains a variety of residential settings, ranging from compact urban areas, to conventional Australian regional suburbs and expansive rural acreages. The Strategic Framework Plan maintains that together Moe-[Newborough](#), Morwell, Traralgon and Churchill form a 'networked city', whereby each town and settlement provides services and facilities to meet the differing needs of the whole Latrobe City community.

Each town has developed its own role and function with Moe-[Newborough](#) as a service centre; Morwell as a centre for government offices and industry; Traralgon as a commercial centre; and Churchill as a university town.

The Strategic Framework Plan identifies that Morwell and Traralgon combined as the Primary Population Centre, which together will provide the focus for housing and commercial growth in the future.

Latrobe City's smaller towns and rural living settlements provide important diversity of housing and lifestyle choice. Some also function as service centres which provide commercial and community facilities and services for the townships and surrounding district.

Transport corridors form a key element of the Strategic Framework Plan. The Moe-Morwell, Traralgon-Churchill, Morwell-Churchill, and Morwell-Traralgon corridors facilitate the movement of people and goods within the municipality. The Princess Highway and Gippsland Rail line provide key connections to Melbourne and interstate.

The Morwell – Maryvale corridor is the focus for [heavy and large format](#) industrial and commercial investment and development. [Whilst](#) the Morwell - Traralgon corridor will provide for residential, commercial and industrial development. A strategic employment area is identified around the Latrobe Regional Airport and Latrobe Regional Hospital.

The rezoning of greenfield locations identified for future residential development is to be preserved for long term housing needs and related service needs as outlined by the Traralgon – Morwell Growth Framework Plan.

21.02-2 Objective 1

To build upon the existing structure of towns and settlements to create an integrated network of urban areas.

Strategies

- 1.1 Consolidate development within existing township boundaries and surrounding activity centres.
- 1.2 Protect and strengthen the effectiveness of private and public transport connections between the towns, broader region and to Melbourne.
- 1.3 Ensure that current and forecast Latrobe Regional Airport operations are taken into account in planning for the use and development of land within the Traralgon West Growth Corridor.
- 1.4 Ensure that future land use and development is consistent with the Strategic Framework Plan, Local Area Structure Plans and Housing Framework Plans.
- 1.5 Preserve the significant environmental values and landscapes to maintain and enhance the liveability and sustainability of Latrobe City.
- 1.6 Ensure that future growth of towns is commensurate with access to services,

LATROBE PLANNING SCHEME

infrastructure, transport and the protection of natural resources.

- 1.7 Maintain a clear separation between urban settlements facilitating the self-containment and individual identity of each town, with the exception of the Traralgon West Growth Corridor linking the urban areas of Morwell and Traralgon.

21.02-3**Objective 2**

Support land use and development which aligns with the settlement hierarchy in the Strategic Framework Plan.

Strategies

- 2.1 Promote growth in Traralgon-Morwell as the primary population centre, serving as the dominant residential, commercial and retail node.
- 2.2 Promote growth in Moe-Newborough and Churchill as supporting network towns, serving as secondary urban centres with a wide range of services, high level amenity with good access to public transport.
- 2.3 Support growth in Glengarry, Tyers, Yallourn North and Yinnar as district towns which serve as key retail and service centres for a moderate population base and hinterland, providing important alternative lifestyle opportunities within commuting distance of the larger centres.
- 2.4 Support growth in Boolarra, Toongabbie and Traralgon South as small towns providing a limited range of educational, retail and recreation services, for residents and the community in the surrounding rural areas.
- 2.5 Manage growth in rural living precincts including Jeeralang, Yinnar South, Hazelwood North, Hazelwood South, Callignee and Moe South, comprising clusters of housing on small rural lots with limited services.

21.02-4**Objective 3**

To achieve cost effective and orderly management of urban growth.

Strategies

- 3.1 Ensure that subdivision and development aligns with the delivery of key infrastructure items and the delivery of economic and employment growth.
- 3.2 Consider the *Municipal Domestic Wastewater Management Plan 2006* and sewerage and water authorities infrastructure plans when assessing new subdivision and development in unsewered areas.
- 3.3 Implement Development Plans and Development Contribution Plans in identified growth areas and key infill/redevelopment sites.

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LATROBE PLANNING SCHEME

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LATROBE PLANNING SCHEME

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21.02-5 Activity Centres

Latrobe City is the retail and regional service centre for Gippsland. Retail services provide the second highest level of employment in Latrobe City providing close to 4,000 jobs and contributing \$1.163 385 billion to the local economy annually.

~~Additional retail floor space should be provided with a focus on increasing the vibrancy of main town centres.~~

~~Council supports the existing main town neighbourhood and small town retail centres. No new centres should be supported unless demand can be demonstrated, as well as substantiating that existing centres would not be detrimentally affected.~~

~~Two new dedicated bulky goods centres at Princes Drive, Morwell and Princes Highway and Stammers Road, Traralgon, have been identified in order to decrease expenditure leakage to competing centres outside of Latrobe City. Future expansion and development of bulky goods centres should be directed to these locations.~~

Latrobe City's retail sector plays an important role for the municipality's ongoing economic transition from a high dependence in the mining and energy generation sectors. The continued creation of a diverse economic base with a greater emphasis on business and consumer services, including retail will support the long term viability and economic strength of Latrobe City.

Approximately 42,000m² of additional retail floor space will be required to 2033 to service the City. The majority of this floor space demand is for non-food merchandise, which could be accommodated almost entirely within existing commercially zoned areas.

The Traralgon Growth Areas Review establishes an activity centre hierarchy, as follows: The Latrobe Retail Centre Hierarchy outlines specific roles and functions for retail centres.

- ~~▪ **Principal Activity Centre:** The main focus for a wide range of higher density commercial, community and residential uses with access to public transport.~~
- ~~▪ **Neighbourhood Activity Centre:** Centres which provide a more localised cluster of services and facilities, including community uses, a supermarket, and local shops and personal services. These centres may also provide local employment opportunities but should not compete with the Principal Activity Centre.~~
- ~~▪ **Local Activity Centre:** Small centres containing individual shops which commonly provide local convenience food shopping, take away food, personal services and have access to public transport. Kindergartens, open space and other more localised community uses may also be provided in such centres.~~

~~There is need to review the Latrobe City Retail Strategy Review 2007 in order to better define the retail hierarchies across the municipality.~~

A key role of the hierarchy is the promotion of a local retail network in which individual centres complement one another with respect to their retail offer, rather than directly compete for trade.

The Latrobe Retail Centre Hierarchy is as follows:

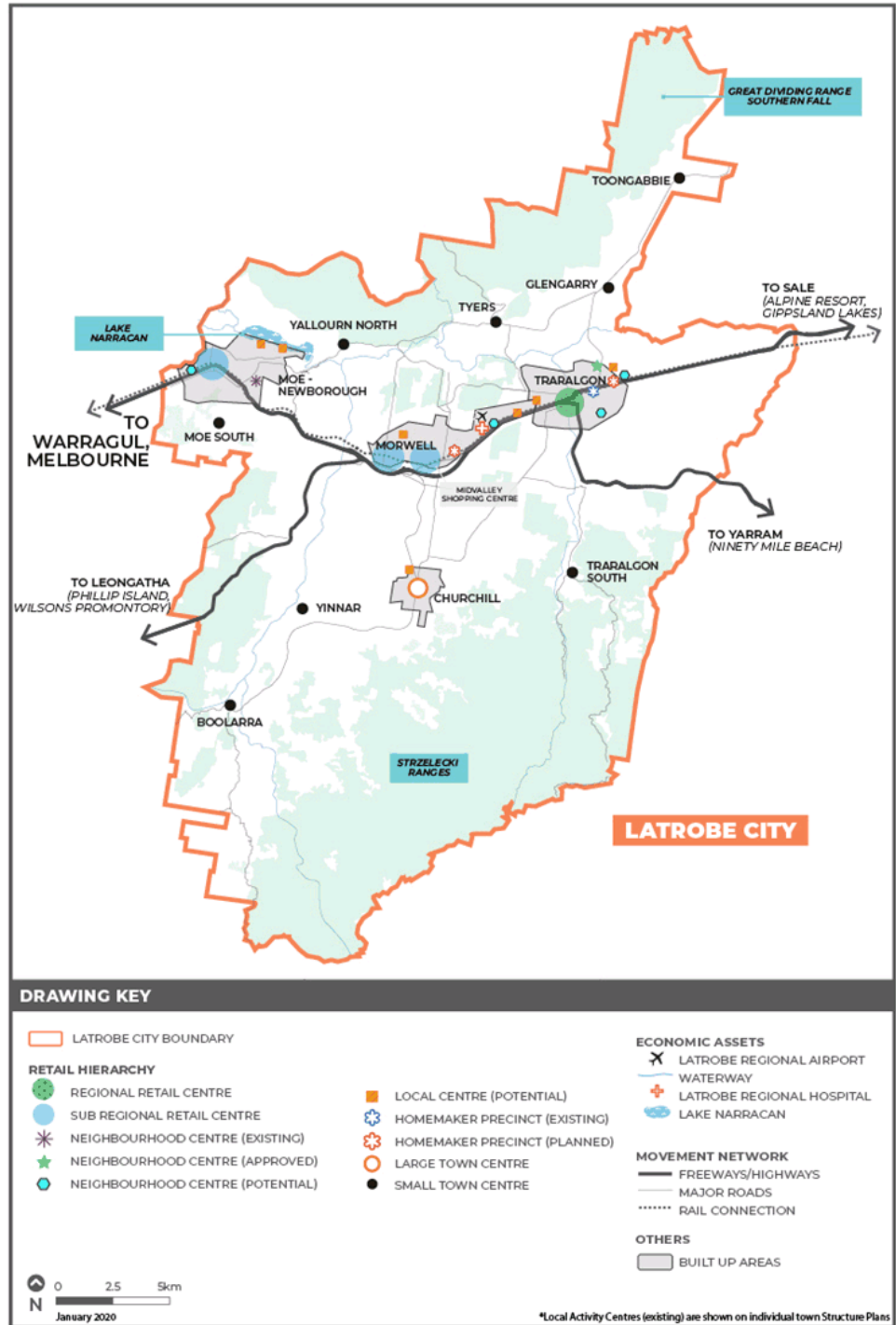
- **Regional Retail Centre (Traralgon):** The major retail centre servicing Latrobe City and beyond, providing a full range of retail and non-retail uses such as community and recreation facilities and offices.
- **Sub-Regional Retail Centre (Moe, Morwell, Mid Valley Shopping Centre):** Serve a broad surrounding region, although not as large as a regional centre. They provide a full range of convenience and comparison retailing. Sub-regional centres can also provide a range of non-retail uses such as community and recreation facilities and offices.
- **Large Town Centre (Churchill):** Provide a comprehensive range of day-to-day and weekly convenience retailing, including supermarkets. A range of non-food retailing and services is also provided, the extent of which depends on the size of the catchment served by the centre. Large Town Centres serve the immediate township and surrounding rural areas and small towns. Large town centres also provide a range of commercial, civic, health and other uses serving the township and a wider rural catchment.

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- Neighbourhood Activity Centre (Numerous): Provide access to day-to-day and weekly convenience shopping facilities for the surrounding community. Neighbourhood activity centres can vary in size and typically include at least one supermarket. Retail floor space ranges from approximately 2,500m² to 10,000m². Limited role in providing local community, civic and health services to the surrounding communities.
- Local Activity Centre (Numerous): Provides limited convenience retailing, including general store/supermarket (small), takeaway food/café, and personal services. Typically containing up to 10 shopfronts. Retail floor space is typically less than 1,500m². Local centres may co-locate to provide community and/or education facilities, and may provide limited commercial services.
- Small Town Centre (Boolarra, Glengarry, Toongabbie, Traralgon South, Tyers, Yallourn North and Yinnar): Provides limited convenience retailing to the immediate surrounding township and rural areas. These centres are important focal points for the community and, where appropriate, may include tourism-related retailing. In addition to convenience retail, small town centres also provide a limited range of commercial, community (e.g. community hall/centre), and personal services (e.g. post office).
- Homemaker Precinct (Morwell East and Traralgon East): Provide a range of large-format retail and restricted retail premises that would otherwise be difficult to accommodate in traditional retail centres.

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[Latrobe Retail Centre Hierarchy](#)



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21.02-6 Objective 1

Support the development of a network of activity centres which satisfy a range of local and regional retail, entertainment, commercial, government and community service needs in accordance with the Latrobe City Retail Centre Hierarchy.

Strategies

- 1.1 Support redevelopment and expansion of existing activity centres provided they contribute to a net community benefit and do not adversely affect the operation of the Latrobe City Retail Centre Hierarchy. Encourage a mix of retail, office, commercial, government services, entertainment, leisure, residential and community uses within Primary Activity Centres as identified within Structure Plans and Activity Centre Plans.
- 1.2 Undertake a Retail Economic Assessment for new or expanded provision of retail floor space including an analysis of:
- Retail demand;
 - Impacts on existing or planned centres;
 - Impacts of retail hierarchy;
 - Contributions to employment (during construction and retail operation);
 - Net community benefit;
 - State and local policy; and
- 1.4 Urban design guidelines.
- ~~1.2 Provide for localised convenience retail, community and small business service needs within vibrant and attractive Neighbourhood and Local Activity Centres, including locations shown on endorsed Development Plans.~~
- ~~Increase access to retail, convenience goods and services by encouraging increased residential housing choice within and around Primary, Neighbourhood and Local Activity Centres to strengthen existing centres. Encourage strong pedestrian and public transport connectivity to and between all activity centres.~~
- 1.3 Encourage the distribution of new bulky goods retail in Princes Drive, Morwell and Princes Highway and Stammers Road, Traralgon East in accordance with the Morwell and Traralgon Structure Plans.
- 1.4 Discourage the establishment of new centres or 'out of centre' large format supermarkets and retail developments, unless demand can be demonstrated that existing centres would not be detrimentally affected.
- 1.5 Implement any Latrobe City adopted retail land use strategy or activity centre plan.

21.02-7 Objective 2

To facilitate the growth and viability of Latrobe's Activity ~~the Morwell, Moe, Traralgon and Churchill Town~~ Centres.

Strategies

- 2.1 Direct major retailers (excluding those associated with restricted retail premises) to the regional and sub-regional retail centres where they contribute to

LATROBE PLANNING SCHEME

~~increasing the profile and overall levels of activity within the centre~~
~~Latrobe City adopted activity centre and town centre plans.~~ Implement any

- ~~2.2 Encourage a diverse range of land uses including accommodation, housing, office, retail, food and drink, transport, leisure, civic and community uses.~~
- ~~2.32.2 Support the development of integrated high quality public transport interchanges at regional and sub-regional retail centres~~
~~Encourage high quality, accessible and environmentally sustainable design.~~
- ~~2.42.3 Support development that diversifies the retail and non-retail offering in underperforming centres (Morwell and Moe Primary Activity Centres, Mid Valley Shopping Centre, Bruton Street, Morwell and Rintoull Street, Morwell Local Activity Centres and Boolarra Avenue Newborough and Old Sale Road, Newborough Local Activity Centres)~~
~~Provide coordinated walking, cycling, pedestrian and vehicular movement.~~
- ~~2.5 Identify and encourage the development of integrated high quality public transport interchanges.~~
- ~~2.6 Provide well located and accessible car parking areas and non-vehicle transport options including provision of bicycle parking.~~
- ~~2.7 Promote upper level residential development in areas of high amenity within Primary Activity Centres.~~

21.02-8

Objective 3

To create vibrant, high quality, walkable, safe and active retail areas.

Strategies

- ~~3.1 Encourage all retail outlets to provide active street frontages, including low level advertising signage to street frontages and minimising blank walls to street facades, to promote active and passive surveillance of the public realm.~~
- ~~3.23.1 Support walkable spaces in retail areas that are in close proximity to community centres, schools, public transport, civic areas and parks.~~
- ~~3.3 Support community centres in close proximity to schools, public transport, civic areas and parks.~~
- ~~3.43.2 Support art in public spaces to enhance the public realm.~~

21.02-9

Housing

The population of Latrobe City is forecast to grow to 82,460 by 2030. Council has aspirations to grow the municipal population to 100,000 by 2050.

Latrobe City's future population is expected to be dominated by a higher proportion of older people, compared with the State average. A significant shift to smaller households is also expected, with one and two person households expected to represent 76% of all new households over the next 15 years.

Structure Plans and Housing Framework Plans encourage a diverse range of housing with good

LATROBE PLANNING SCHEME

access to activity centres and public transport whilst retaining the regional suburban character of established and growing neighbourhoods.

Given the land use constraints around the major towns and decreasing household size, urban renewal and housing intensification will play a key role across large and small settlements to diversify housing choice, accommodate growth and maximise access to infrastructure and services.

Housing Framework Plans provide direction regarding the extent and location of future growth and housing change, categorising residential land into four broad categories of change including Substantial Change, Incremental Change, Limited Change and Minimal Change.

The Latrobe City Housing Strategy directs that in most instances new medium to high density housing typologies are to be encouraged within 400 metres of the ~~Primary~~ **neipal** Activity Centres of Churchill, Moe, Morwell ~~and Churchill~~, Traralgon.

Infill development in the form of townhouses and units is supported within 200 metres of existing or planned Neighbourhood Activity Centres and Local Activity Centres and the retail centres of District and Small Towns.

This approach supports other Latrobe City strategies relating to efficient use of infrastructure and enhancing the liveability of its towns, by supporting walkability and non-car based transport options and retaining Latrobe City's regional suburban character.

Council acknowledges that while land supply issues have been considered under the *Residential and Rural Residential Land Assessment 2009* and *Latrobe Planning Studies Economic Analysis 2016*, ongoing analysis of housing development trends, land consumption and the changing population housing needs is necessary. There is also a need for improved linkages between completed growth plans for towns and infrastructure sequencing plans with relevant agencies and authorities.

21.02-10

Objective 1

Support the objectives of the Latrobe City Council Structure Plans, Housing Strategy and Housing Framework Plans in the assessment of land use and development applications.

Strategies

- 1.1 Support change in the form, diversity and density of housing in accordance with the Housing Framework Plans.
- 1.2 Encourage the development of smaller housing types, particularly one and two bedroom dwellings, in appropriate locations to meet the needs of the community.
- 1.3 Encourage a diversity of housing across a variety of tenures, including Strategic Development Sites in order to provide affordable, social and supported housing types, in order to meet the changing housing needs of Latrobe City.
- 1.4 Encourage public realm works and programs to improve the appearance, function and safety of residential streets.
- 1.5 Support site amalgamation and consolidation to maximise opportunities for increased residential yield and integrated development in locations identified for Substantial and Incremental Change.

LATROBE PLANNING SCHEME

21.02-11 Objective 2**Substantial Change Areas**

Encourage a substantial increase in housing density and diversity to maximise access to existing services, transport and infrastructure.

Strategies

- 2.1 Encourage multi-level residential development in the form of low scale apartments, townhouses, shop-tops and units.
- 2.2 Encourage smaller housing types, particularly one and two bedroom dwellings.
- 2.3 Encourage public realm improvements to improve and enhance the amenity, function and safety of streets.
- 2.4 Encourage site amalgamation and consolidation to maximise opportunities for increased residential yield and integration of development.
- 2.5 Discourage housing intensification in areas identified for 'Future Substantial Change' south of Shakespeare Street Traralgon, until existing industrial development located to the south (Area 8a within the Traralgon Township Structure Plan) transitions to more compatible uses.

21.02-12 Objective 3**Incremental Change Areas**

Encourage higher density housing in the form of townhouses, units and dual occupancies, appropriate to the surrounding context.

Strategies

- 3.1 Support new medium density development that provides a sensitive and appropriate interface with adjoining streetscapes, buildings and residential areas.
- 3.2 Facilitate the development of streetscape character that contains private gardens in front yards, space between buildings, views to local landmarks and natural shade.
- 3.3 Discourage significant housing intensification south of Commercial Road, Morwell pending the completion of rehabilitation works to the northern extent of the Hazelwood open cut brown coal mine area (Area 13 on the Morwell Structure Plan).

LATROBE PLANNING SCHEME

21.02-13 Objective 4**Limited Change Areas**

Encourage housing growth which reinforces the spacious regional suburban character of established and developing residential areas.

Strategies

- 4.1 Reinforce the spacious regional suburban character of existing and developing residential neighbourhoods by supporting the development of detached dwellings and dual occupancies only. If a lot is greater than 1500m² a greater density could be supported if that lot:
- Is within 400m walking distance from a public transport network;
 - Meets the objectives and requirements of the Zone, Housing Strategy and Urban Design Guidelines;
 - Is consistent with the average lot size or density development of the area within a 150m radius. Only lots within a residential zone should be considered and should exclude the subject site; and
 - Not constrained by an overlay which affects the development potential of the lot (heritage, bushfire or flooding overlay).
- 4.2 Encourage the development of smaller and diverse housing types, including units and townhouses, within 200 metres of existing or planned Neighbourhood and Local Activity Centres and where good access to public transport is provided.
- 4.3 Discourage units or townhouses beyond 200 metres from an existing or planned Neighbourhood Activity Centre or Local Activity Centre, except on Strategic Development Sites.
- 4.4 Promote the development of streetscapes which support the regional suburban character of Latrobe City comprising built form which addresses public and common areas, wide streets with generous front setbacks and space between dwellings.

21.02-14 Objective 5**Minimal Change Areas**

Preserve and enhance the significant environmental, heritage or neighbourhood character attributes through minimal housing growth and change.

Strategies

- 5.1 Promote minimal change, in the form of detached houses and dual occupancies, in locations with special or distinct character attributes, such as heritage value, identified neighbourhood character values, environmental or amenity value or infrastructure limitations.
- 5.2 Maintain the generous front and side setback character of identified locations and encourage the retention and provision of vegetated areas including canopy trees and large garden spaces.
- 5.3 Ensure building siting and massing responds to the topography of the area and that hard surfaces occupy a low proportion of the site area.

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21.02-15 Land Use Buffers and Constraints

The major urban areas of Moe, Morwell and Traralgon are constrained from further development by a number of man-made and natural geographic features including:

- Open cut mines at Yallourn, Hazelwood and Loy Yang.
- State Resource Overlay.
- Latrobe River and associated flood plains.
- Strzelecki Ranges to the south and the Great Dividing Ranges to the north.
- Industry and associated amenity buffers (including Australian Paper's Urban Amenity Buffer)
- Latrobe Regional Airport.
- Traralgon Freeway Bypass.
- Wastewater Treatment Plants.
- Bushfire.

Buffers to the coal resource are intended to protect urban settlements from the impact of the coal industry. The urban (coal) buffers identified are:

- Areas between urban development and existing or future coal resource development based on the known impacts of earth subsidence, noise, dust, fire hazard and visual intrusion. Buffer areas extend for a distance of 750 metres from any urban settlement boundary to the perimeter of a 250 metre wide coal operational area. The total separation area between an urban settlement boundary and the crest of any future open cut development should not be less than 1 kilometre in width.
- An area 1 kilometre wide has also been identified on the western end of the Australian Paper Mill site at Maryvale so as to protect the mill from coal operations in the Yallourn mine as well as providing for future expansion.
- An area to protect the Morwell - Traralgon, Morwell – Moe, and Morwell - Churchill transport corridors from the potential conflict between settlement and urban functions and the exploitation of the coal resource.

In the identified coal related buffer areas, the mutual protection of urban amenity and coal development areas are the primary considerations. In existing urban areas and land identified for urban purposes, urban land uses are the primary considerations.

Framework for the Future (1987) and *Land Over Coal Buffer Study (1988)* remain current coal planning policy. There is a need to update these policies and Council has a strong interest in any review that is likely to result in changes to the current coal policy regime.

21.02-16 Objective 1

To minimise the land use conflict between the coal resource development and other development and use in the municipality.

Strategies

- 1.1 Discourage proposals for residential, rural living, commercial or non-coal related industrial land use and development within the buffer.
- 1.2 Discourage the subdivision of land to create allotments of less than one hectare.
- 1.3 Discourage the subdivision of land which would create average allotment densities of more than one allotment per 10 hectares.

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- 1.4 Discourage the construction of a house on an allotment of less than one hectare created prior to 13 April 1988.
- 1.5 Discourage the construction of a house on land more than 200 metres from the nearest urban side of the urban buffer boundary unless the land is vacant; is not capable of having a house erected within 200 metres of the nearest urban side of the urban buffer boundary; and existed as a separate lot prior to 13 April 1988.
- 1.6 Ensure that rural living is at least 200 metres from the nearest urban side of the buffer area boundary.

21.02-17 Objective 2

To ensure that adequate spatial separation is provided between existing and proposed urban and industrial uses and existing or proposed coal development so as to reduce the likely effects of earth subsidence, the emission of noise, dust, fire hazard and visual intrusion.

To ensure that environmental and geotechnical risks are managed and reduced by regulators and licensees, so as to prevent the need to expand the Environmental Significance Overlay Schedule 1 adjacent to and towards township boundaries.

Strategies

- 2.1 Provide separation between coal development (and associated areas) and residential or other sensitive areas to alleviate the adverse effects of one upon the other.
- 2.2 Encourage licensees to have regard to the Environmental Significance Overlay Schedule 1 when operating in accordance with the requirements applicable under the Mineral Resources (Sustainable Development) Act 1990.
- 2.3 Ensure the Environmental Significance Overlay Schedule 1 compliments the regulatory measures for geotechnical risk under the Mineral Resources (Sustainable Development) Act 1990.
- 2.4 Consider the Victorian Government's document Guidance Material for the Assessment of Geotechnical Risks in Open Pit Mines and Quarries regarding management of geotechnical risks in assessing future rezonings and the need for separation distances.

21.02-18 Objective 3

To provide for uses and developments which are compatible to coal development and ancillary services within the buffer area.

Strategies

- 3.1 Encourage high amenity and low intensity uses of land such as farming and broad scale recreation uses within the buffer area.
- 3.2 Ensure that any use or development in a buffer area is undertaken in a manner which minimises the potential impacts from sources, including earth subsidence, noise, dust, fire hazard and visual intrusion associated with open cut mining.
- 3.3 Ensure that the management, use or development of land in all buffer areas minimises the potential fire risk to open cut mining.

LATROBE PLANNING SCHEME

21.02-19 Rural Living

Residential use of land in a rural setting is a popular and attractive lifestyle choice in Latrobe City and continues to attract residents. It is intentionally accommodated in the Low Density Residential Zone in urban areas and in the Rural Living Zone in rural areas.

There are a range of rural residential opportunities in Latrobe City, including locations adjoining the main townships of [Churchill](#), [Moe-Newborough](#), [Morwell](#), ~~and~~ [Traralgon](#) ~~and~~ [Churchill](#). Isolated subdivisions are another form of rural living found in the municipality. Rural residential development needs to be managed to ensure it does not compromise agricultural productivity or impede the long term urban growth of settlements.

An emerging issue in the Farming Zone relates to resident amenity concerns with animal husbandry, forestry operations and other more intensive agricultural pursuits. While agricultural, tourism and rural enterprises are permissible uses in areas zoned for Rural Living, it should retain its ability to accommodate rural residential land uses and small scale farming pursuits.

21.02-20 Objective 1

To identify and support rural living and associated land use within appropriate locations.

Strategies

- 1.1 Encourage rural living where there will be minimal or no negative environmental impact or conflict with commercial agriculture.
- 1.2 Support rural living where it can be demonstrated that improved land management outcomes will result.
- 1.3 Discourage rural living where there is substantial risk to life and property.
- 1.4 Encourage facilities and services required by rural residents to locate in existing townships.
- 1.5 Discourage further rural living or low density residential development on the fringes of the major towns where land is designated as a long-term urban growth corridor.
- 1.6 Encourage animal keeping facilities or animal production uses in rural living areas only where the proposal is of low intensity, and is able to be undertaken in accordance with relevant codes of practice, environmental standards and guidelines (including noise).
- 1.7 Discourage new rural living zone areas on existing timber haulage routes to avoid road safety and amenity issues.
- 1.8 Support rural living in lower bushfire risk locations or where bushfire risk can be reduced to an acceptable level.

LATROBE PLANNING SCHEME

21.0621/11/2019
C109latr
Proposed
C119**BUILT ENVIRONMENT AND HERITAGE**

This clause provides local content to support Clause 15 (Built Environment and Heritage).

Specific reference to individual towns is included in Clause 21.09 (Local Area Growth Plans).

21.06-1**Urban Design and Neighbourhood Character**

Good quality private and public development and landscaping contribute to the function, safety and liveability of urban environments and improved health outcomes for the community. Consideration of good urban design outcomes is particularly important for main road approaches to urban centres.

The Latrobe City *Healthy Urban Design Good Practice Guideline – Meeting Healthy by Design Objectives* (the Guideline) provides guidance in designing and developing healthy and safe communities.

The *Latrobe City Urban Design Guidelines* (as amended) are relevant in considering development applications and their impact on the appearance of industrial, commercial and residential areas.

The *Latrobe City Council Housing Strategy* (2019) describes neighbourhood character as the interplay of the public and private realms within a streetscape, neighbourhood or township that make a place distinctive from another.

Neighbourhood character is however valued differently across local communities and for many, character is not always about the built or natural environment, it is about other attributes such as the people who live in the area, proximity to shops, transport options or availability of parks.

Regional centres have a number of unique characteristics when compared with typical suburban or metropolitan development. These differences are often interwoven with economic, social and geographical influences that shape the form of housing development. Several key distinctions between regional development and metropolitan development include:

- Layout and spaciousness
- Sporadic and irregular development patterns
- The size and spacing of dwellings
- Landscape and geographic connect
- Community values, perceptions and expectations

Housing in Latrobe City has many of these elements and although there are some areas which have a more defined character than others, each of the four main townships shares many similarities. Common character elements include simple building forms comprising dwellings usually constructed with brick or weatherboard, incorporating aluminium frame windows and shallow pitched roofs in a garden setting.

It is acknowledged that there is a recognisable difference between the character of older established areas and the newer suburbs in the main towns.

Special character areas have been identified as follows:

- Garden Suburban, being spacious residential areas in a garden setting with a mixture of older buildings located along linear street patterns, with pockets of established vegetation.
- Lifestyle Suburban, being dwellings on large lots in spacious landscaped settings, located on curvilinear and court street patterns with a strong rural character.
- Bush Suburban, being residential areas of large, informal lots visually dominated by landscaping. Built form is often hidden behind canopy trees and a well-established garden setting.

Other urban character types can be defined and would be the subject of further research.

LATROBE PLANNING SCHEME

21.06-2 Objective 1

Support development in a form which strengthens civic pride and presentation as Gippsland's major regional city.

Strategies

- 1.1 Support high standard urban design outcomes.
 - 1.2 Improve the visual appearance of key transport routes and town entrances.
 - 1.3 Support the upgrade of degraded areas (including [commercial and industrial land](#)); in particular at town entrances and primary transport routes.
 - 1.4 Facilitate new development of varying scales, density and activity in accordance with the Housing Framework Plans whilst preserving and the amenity of existing neighbourhoods and locations with specific character or heritage value.
 - 1.5 Ensure applications for residential, commercial and industrial land use and development appropriately consider and respond to the Latrobe City Urban Design Guidelines.
-

21.06-3 Objective 2

Reinforce the regional suburban character of Latrobe City's established and new neighbourhoods whilst responding to changing housing needs.

Strategies

- 2.1 Facilitate and support the development of diverse and smaller housing types in preferred locations in accordance with the Housing Framework Plans, while retaining streetscape character and recognised heritage values.
 - 2.2 Facilitate the development of streetscapes of regional suburban character in Latrobe City, comprising built form that addresses public areas, wide streets, provision of generous front setbacks and space between dwellings.
 - 2.3 Support development that is practical, flexible and which meets the needs of people of different ages and abilities without the need for major adaptation post construction.
-

21.06-4 Objective 3

To provide for walkable neighbourhoods, ensuring public transport, shops, public open space and mixed-use activity and neighbourhood centres are close to all dwellings.

Strategies

- 3.1 Consider the *Healthy Urban Design Good Practice Guideline* when assessing new subdivision and development.
 - 3.2 Ensure new dwellings have good access to pedestrian and cycle paths.
 - 3.3 Ensure open space areas, pedestrian and cycle paths incorporate shade, toilet facilities, drinking taps, cycle racks, seating, lighting and directional signage where possible.
 - 3.4 Encourage community centres to be located within a 400-800 metre walk from all dwellings.
-

LATROBE PLANNING SCHEME

3.5 Encourage built form that supports and enhances passive surveillance.

21.06-5 Objective 4

To improve the visual quality of development through improved design, siting and landscaping.

Strategies

- 4.1 Ensure that urban design and landscaping improves the visual amenity of gateways, transport routes, streets and places.
- 4.2 Ensure that multi-unit housing is well landscaped, with tree and shrub selection creating a positive visual image.
- 4.3 In residential areas, ensure there is adequate scope for canopy tree planting in private properties and within street reservations.
- 4.4 Provide adequate reserve widths or tree reserves in new subdivisions and established areas to enhance road safety, protect power lines and contribute to neighbourhood character
-

21.06-6 Heritage

Latrobe City has a rich and diverse cultural heritage that is evidence of how the landscape has been changed by indigenous and non-indigenous people. Gippsland was occupied by the Gunaikurnai people for many thousands of years prior to European settlement. The first non-indigenous people to visit Gippsland were explorers, and pastoralists followed, which led to the development of agricultural industries such as grazing and dairying and the loss of native forest cover over much of the land.

The greatest change to the cultural landscape came in the twentieth century with the exploitation of the vast brown coal reserves.

The diverse history of the area is reflected in the heritage places that have been identified by the *Latrobe City Heritage Study 2010*, which incorporates the findings of two previous studies; *Traralgon Heritage Study 1992* and the *Latrobe Heritage Study 1991*. The heritage places include archaeological sites, township precincts, buildings, memorials, gardens, factories and trees.

21.06-7 Objective 1

To ensure that the heritage of Latrobe City is identified, protected and conserved.

Strategies

- 1.1 Ensure that all heritage places and precincts of local or state significance receive appropriate statutory protection.
- 1.2 Nominate heritage places, precincts and archaeological sites of potential state significance for inclusion on the Victorian Heritage Register.
- 1.3 Provide assistance and support to owners and custodians of heritage places in the conservation and management of these places.
-

LATROBE PLANNING SCHEME

21.06-8 Objective 2

To identify, recognise and protect places of heritage, cultural and social significance.

Strategies

- | | |
|-----|---|
| 2.1 | Discourage demolition of heritage assets, unless net community benefit can be demonstrated. |
| 2.2 | Ensure that additions, alterations and replacement buildings are sympathetic to the heritage area and surrounds. |
| 2.3 | Ensure that the management of heritage places will reveal rather than diminish the significance of the place. |
| 2.4 | Ensure that the use and development of heritage places and adjoining land is compatible with and does not adversely affect the significance of the place. |
-

21.06-9 Township Identity

Each town has its own unique character and enhancing these characteristics is key to further defining township. A design response assessment is an important consideration for to assist Council and the community with making decisions on the basis of 'character and identity' to address issues including:

- Identifying and protecting areas within the municipality with significant neighbourhood character values.
- Considering neighbourhood character issues in the assessment of infill housing development proposals within existing residential areas.
- Balancing the tension in policy between promoting growth and consolidation with the desire to respect residential amenity and neighbourhood character.
- Ensuring that the scale and design of development and its impacts on existing amenity are addressed.
- Minimising the loss of backyard areas and established vegetation through subdivision and development.

21.06-10 Objective 1

To protect and enhance the unique landscape qualities and features that contribute to places in the urban and rural character of the municipality, and which give the different localities in the City their own identity.

Strategies

- | | |
|-----|---|
| 1.1 | Ensure that new development maintains and enhances the character of the surrounding area. |
| 1.2 | Improve the amenity of neighbouring areas and seek to enhance the built form design. |
| 1.3 | Encourage the retention of intact, older buildings and features that contribute to the character of the area. |
| 1.4 | Integrate buildings and landscape settings with open space and the environs. |
-

LATROBE PLANNING SCHEME

21.06-11 Implementation

The objectives, strategies and policy guidelines arising from this clause are implemented through the application of appropriate zones and overlays in Clause 21.10.

LATROBE PLANNING SCHEME

21.0921/11/2019
C105latr**LOCAL AREAS**

This clause focuses the implementation of growth area plans and the objectives and strategies set out earlier in the Latrobe Planning Scheme. Each section relates to a particular precinct, settlement or town, and should be read in conjunction with the rest of the Municipal Strategic Statement. The vision for development in each of these local areas is that it creates environments that are supportive of the health and wellbeing of Latrobe's communities.

21.09-121/11/2019
C105latr**Network City Towns and Growth Corridors**

Structure Plans for the Main Towns of Churchill, Moe, Morwell, Traralgon and the Traralgon West Growth Corridor have been prepared to direct future growth and assist each area to develop its own unique character through consolidating development within their Activity Centres, incremental urban infill and logically staged urban expansion.

The Structure Plans for all four Main Towns and the Traralgon West Growth Corridor provide for sustainable housing growth, the expansion of industrial precincts in Moe, Morwell and the Morwell-Maryvale Industry Growth Corridor, and the renewal of underutilised industrial sites for residential use in Moe, Morwell and Traralgon.

The priorities in all the main urban settlements is to promote opportunities for infill development, concentrating diversity and density of housing types around activity centres to maximise access to infrastructure, community facilities and services.

The Traralgon - Morwell Growth Framework Plan has been developed to provide an overarching strategy for the long term growth of these two Main Towns. The Growth Framework Plan shows how the Traralgon West Growth Corridor's gradual development over the next 20 years will link Morwell and Traralgon together to form a continuous urban area.

The Traralgon West Growth Corridor will provide for residential, commercial and industrial development as well as a strategic employment area focused around the Latrobe Regional Airport and Hospital. The corridor will accommodate industry clusters where health, aeronautics, food processing, logistics or agriculture research and development could emerge.

21.09-221/11/2019
C105latr**Objective 1**

To facilitate development in accordance with the Strategic Framework Plan, specific Main Town Structure Plans, Housing Framework Plans, the Traralgon West Growth Corridor Structure Plan and the Traralgon-Morwell Growth Framework Plan.

Strategies

1. 1	Encourage consolidation of urban settlement within township boundaries designated in the Structure Plans, the Traralgon-Morwell Growth Framework Plan and Housing Framework Plans.
1. 2	Encourage a logical expansion of urban settlements in accordance with staging guidance included in the Strategic Framework Plan, Structure Plans and the Traralgon-Morwell Growth Framework Plan.
1. 3	Encourage increased density and diversity of housing types within close proximity to activity centres in the Housing Framework Plans.
1. 4	Encourage new large format and heavy industry development within the Morwell-Maryvale Industry Growth corridor.
1. 5	Enhance town and gateway entrances as shown on Structure Plans.

LATROBE PLANNING SCHEME

1. 6	Discourage the fragmentation of land in the Farming Zone adjoining township boundaries to allow for future long term urban growth opportunities.
1. 7	Encourage the dissemination of any relevant geotechnical land form testing and monitoring data related to coal resources and urban areas.
1. 8	Ensure local area growth planning identifies bushfire risk and considers where development should be located and how any risk can be mitigated.

LATROBE PLANNING SCHEME

21.09-3

21/11/2019
C109latr.
Proposed
C119**Churchill**

Churchill is approximately 160 kilometres from Melbourne and has a population of 4,700 people. Churchill was originally designated as one of the major growth towns for the region in the 1960s that was planned to accommodate in excess of 30,000 people. The overall growth within Latrobe City is placing increased pressure on existing centres, particularly Traralgon; increasingly Churchill offers the potential to provide an alternative residential address in a well serviced township. Churchill is identified as a supporting network town on the Strategic Framework Plan and continues to operate as a local service centre, although its industry, retail and commercial activity is smaller in comparison to the other major towns in the municipality, with many people travelling to the other centres for goods and services. [Churchill is identified as a Large Town Centre within the Latrobe City Retail Centre Hierarchy.](#)

Significant infrastructure has been invested in the town in anticipation of planned growth. It is now estimated that Churchill has a sufficient long term supply of residential land. Major water and hydraulic infrastructure services exist, in addition to two State primary schools, a State secondary school and a non-government school. The town contains significant education providers servicing the wider region, anchored by the Gippsland campus of Federation University and the Gippsland Education Centre.

Churchill is part of Gippsland's regional city under the *Gippsland Regional Growth Plan* where urban and population growth and regional infrastructure and service investment is encouraged.

Vision

- Recognise Churchill's role as part of Gippsland's regional city that achieves greater integration across the four centres of Churchill, Moe-Newborough, Morwell and Traralgon to support them functioning as a single urban system.
- Support Churchill's role as a University town.
- Support Churchill's contribution to the diversity of residential land and housing supply.

Local Area Implementation

- Facilitate development in accordance with the Churchill Town Structure Plan (CTSP) and Churchill Housing Framework Plan (CHFP).

Residential

- Encourage medium density residential development in CTSP Area 4.
- Encourage mixed use residential developments along the proposed east-west connection (activity spine) between Churchill [Primary Activity Town](#) Centre and Federation University.
- Encourage residential development of CTSP Areas 5, 6, 8 and 11.
- Encourage development of CTSP Area 10 for residential or research/education purposes.
- Review the future township boundary around CTSP Area 7 when rezoning CTSP Area 7 for future residential development.
- Encourage residential development, including medium density development in accordance with locations identified in the CHFP.

Commercial

- Encourage the development of new retail and office developments within the Churchill [Primary Town Activity](#) Centre and new retail and office developments and residential mixed use along the east-west link (activity spine) between the Churchill [Primary Activity Town](#) Centre and Federation University.
- Implement the *Churchill Town Centre Concept Plan*, the recommendations of the *Churchill Town Centre Plan* and the *Churchill East West Link Master Plan* including encouraging the

LATROBE PLANNING SCHEME

consolidation of existing and future commercial uses; and a strengthened east-west link between the existing Churchill commercial precinct and the Federation University Gippsland Campus.

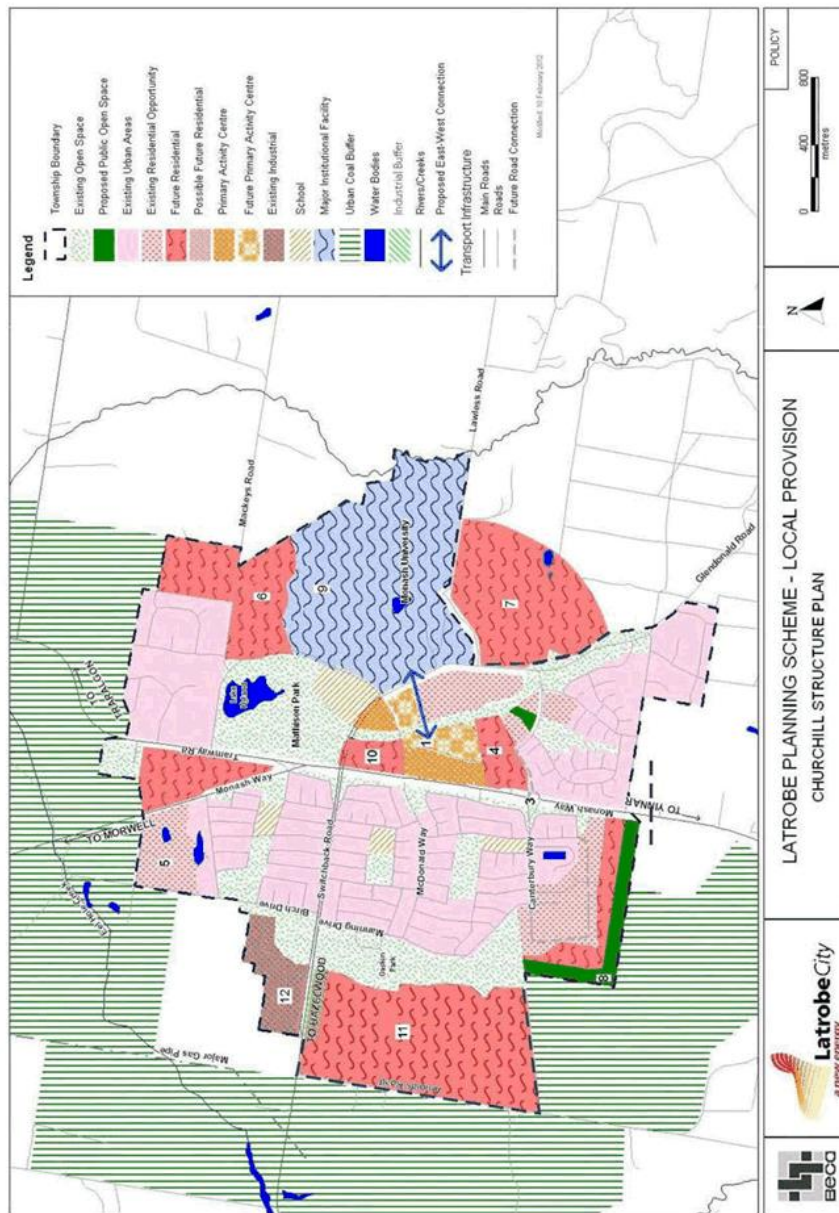
- Encourage all new retail or commercial development in the Churchill [Primary Activity Town Centre](#) to be consolidated within the existing centre.
- [Encourage a Local Activity Centre at 2-4 Acacia Way \(CHFP\).](#)

Industrial

- Encourage new industry to locate within the underutilised industrial precinct in the north-west of Churchill.
- Protect industry in CTSP Area 12 from the encroachment of sensitive uses that may result in conflicts and impact on industry operations.

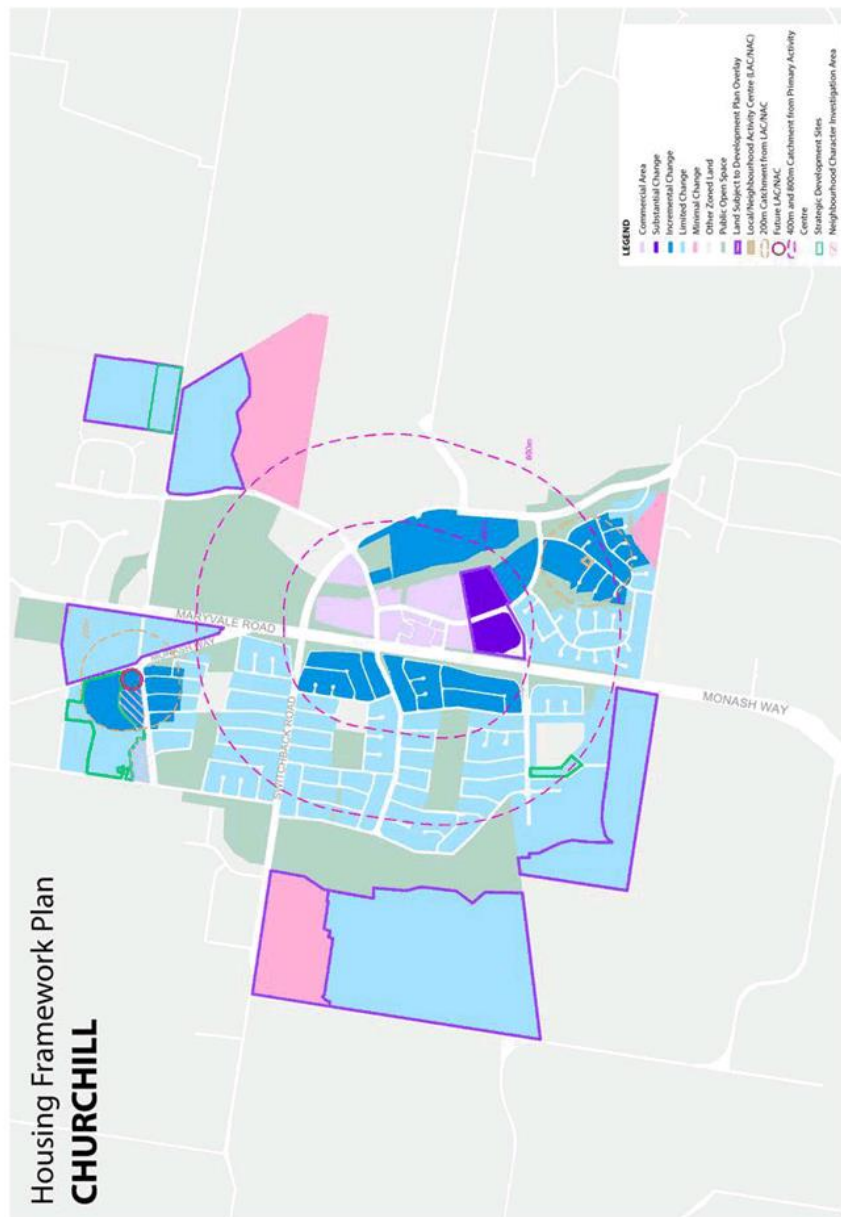
LATROBE PLANNING SCHEME

Churchill Town Structure Plan



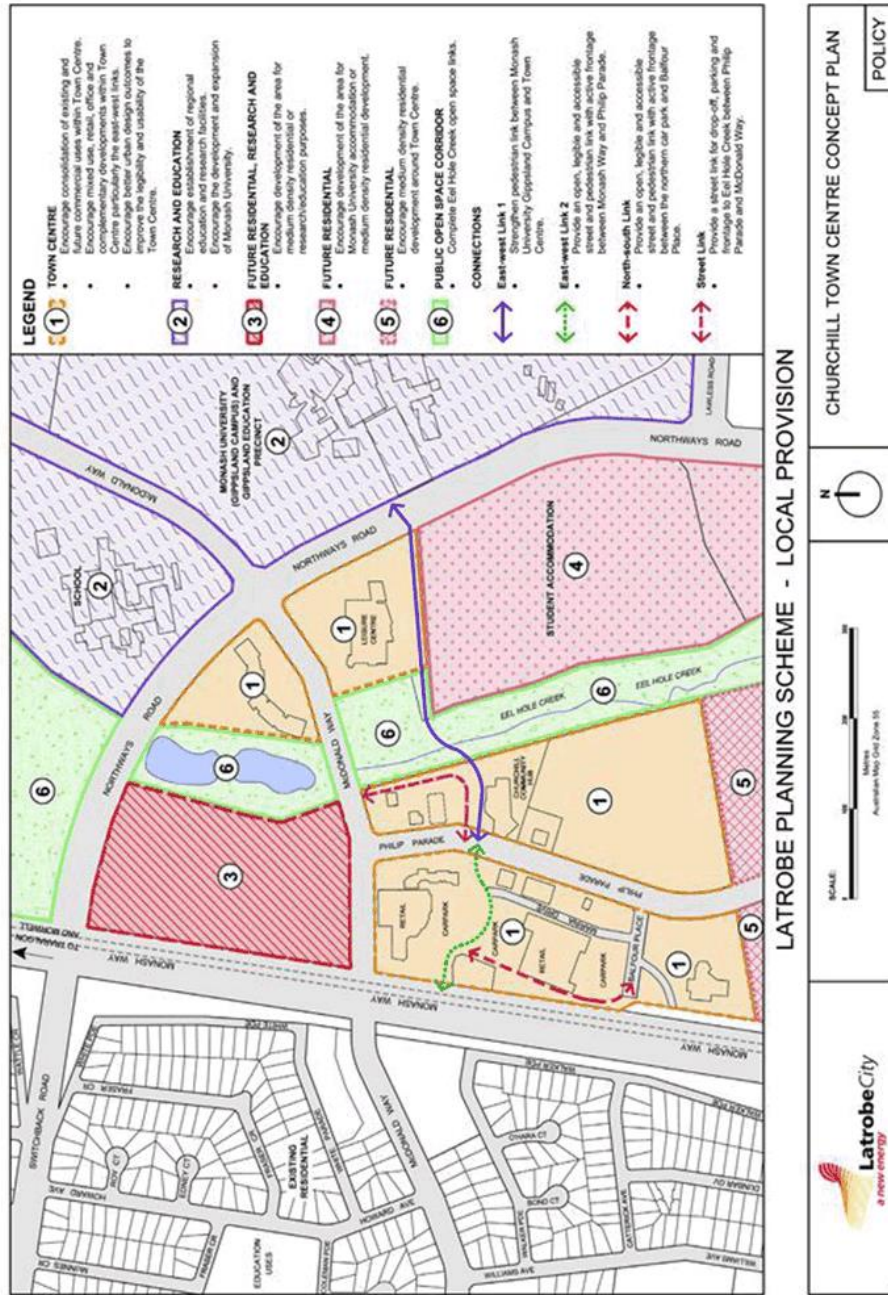
LATROBE PLANNING SCHEME

Churchill Housing Framework Plan



LATROBE PLANNING SCHEME

Churchill Town Concept Plan



21.09-4

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Moe-Newborough

The Moe and Newborough urban areas are joined, creating a single urban settlement of 16,400 people that is serviced by the Moe Primary Activity Centre. It is situated on a key tourist route to the Great Dividing Ranges and the historic town of Walhalla. Moe-Newborough is 130 kilometres from Melbourne and has the potential to act as a peri-urban settlement. It is the first of the four major

LATROBE PLANNING SCHEME

towns within the Latrobe Valley from Melbourne and consequently is identified as the 'Gateway to Latrobe'. The Strategic Framework Plan identifies Moe-Newborough as supporting network towns. [Moe is identified as a Sub-Regional Retail Centre within the Latrobe City Retail Centre Hierarchy.](#)

The Master Plan for the Moe Rail Precinct Revitalisation Project seeks to redevelop the Rail Precinct into a community hub for activity, which incorporates the principles of transit-oriented development that are encouraged under the *Moe Activity Centre Plan*.

Moe-Newborough is part of Gippsland's regional city under the *Gippsland Regional Growth Plan* where urban and population growth and regional infrastructure and service investment are encouraged.

Vision

- Recognise Moe-Newborough's role in Gippsland's regional city integrating the four centres of Churchill, Moe-Newborough, Morwell and Traralgon as a single urban system.
- Support the function of Moe-Newborough as one of the region's key service centres.
- Support Moe-Newborough as an attractive peri-urban lifestyle option close to Melbourne.

Local Area Implementation

- Facilitate development in accordance with the Moe-Newborough Town Structure Plan (MNTSP), ~~and~~ Moe-Newborough Housing Framework Plan (MNHFP).

Residential

- Encourage residential development along Narracan Drive (MNTSP Area 7).
- Encourage residential development to the east of Narracan Creek (MNTSP Area 10) which is to be sensitive to the Narracan Creek environment.
- Encourage higher density and diversity of housing within the Transit City Precinct and around activity centres (MNTSP Area 11) in Moe-Newborough as shown by the Housing Framework Plan.
- Encourage residential development in MNTSP Areas 5, 8 and 13 in accordance with the relevant Development Plan Overlay.
- Encourage residential development in MNTSP Area 14 in accordance with the Lake Narracan Precinct Structure Plan, March 2015.
- Review the future township boundary around MNTSP Area 12 upon detailed consideration when rezoning Area 12 for future residential development.

Commercial

- Establish Neighbourhood ~~and~~ Local Activity Centres in [the following key](#) locations:
 - [Waterloo Road \(MNHFP\).](#)
 - [Becks Bay Village Centre and Fernlea Village Centre, Lake Narracan \(MNTSP Area 14\), as outlined in the Moe Structure Plan and the Lake Narracan Precinct Structure Plan, March 2015. Only encourage basic goods, services, community services and facilities in these centres.](#)
- Encourage new retail, office and residential mixed use developments within Moe Primary Activity Centre (MNTSP Area 11).
- Restrict the development of new retail, and office use outside of the [Moe](#) Primary Activity Centre, other than the redevelopment of the former Moe Hospital site.
- Implement the following aspects of the Moe Activity Centre Plan:
 - The Moe Station Precinct Revitalisation.
 - The Moe Integrated Bus Interchange.

LATROBE PLANNING SCHEME

- The Moore Street upgrade as the primary shopping centre in the town.

- The Clifton Street car park inclusive of facilitating new development which fronts it.

- The Hasthorpe Place Precinct inclusive of high amenity pedestrian access.

- Improve pedestrian, cycle movements, and visual landscape character at and around the Roundabout Overpass.

- Implement the Clifton Street Precinct Urban Design Guidelines.

Industrial

- Investigate future land uses and zoning in MNTSP Area 3 for transition to uses compatible with the site, surrounds, town entrance position and local amenity.
- Provide a sensitive interface as part of any future industrial development adjoining vegetation (MNTSP Area 2) that ensures the environmental values of the vegetation are maintained.
- Protect industry in MNTSP Area 1 from residential encroachment.
- Investigate flooding impact upon land designated as having industrial opportunities.

Rural

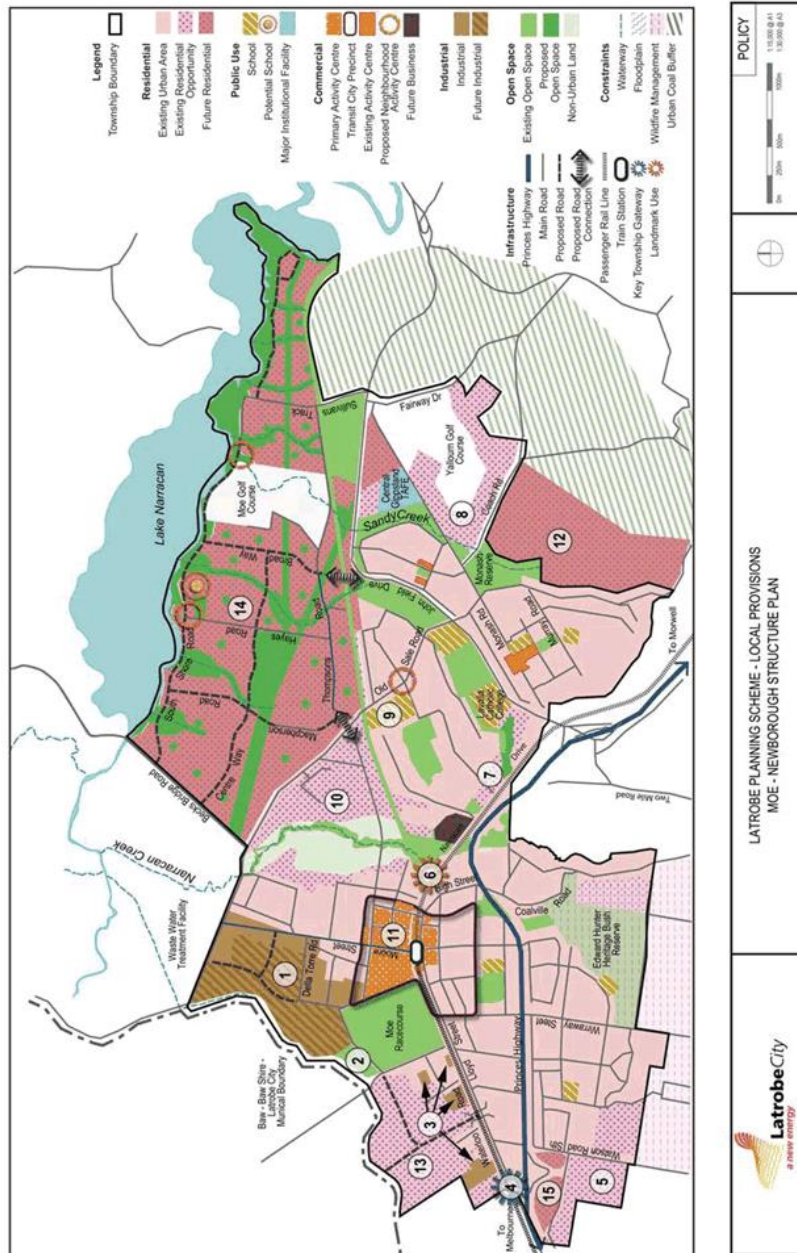
- Retain large farming lots along the eastern and north-western sides of the town boundary.
- Encourage Baw Baw Shire Council to retain land adjacent to the township of Moe as farming to enable future westerly township boundary extensions.

Infrastructure

- Expand the network of on and off road cycling paths across Moe.
- Encourage an alternative 'landmark use', such as a convention centre, at MNTSP Area 6 which complements the Botanical Gardens.
- Maintain and enhance the township gateways, with a particular emphasis on the western entrance to Moe (MNTSP Area 4).
- Provide for public open space connections from Narracan Drive through MNTSP Area 7 and connecting to John Field Reserve.
- Ensure the delivery of planned infrastructure for major roads, intersections, bicycle paths, sports facilities through implementation of the *Lake Narracan Development Contributions Plan, March 2015*.

LATROBE PLANNING SCHEME

Moe Newborough Town Structure Plan

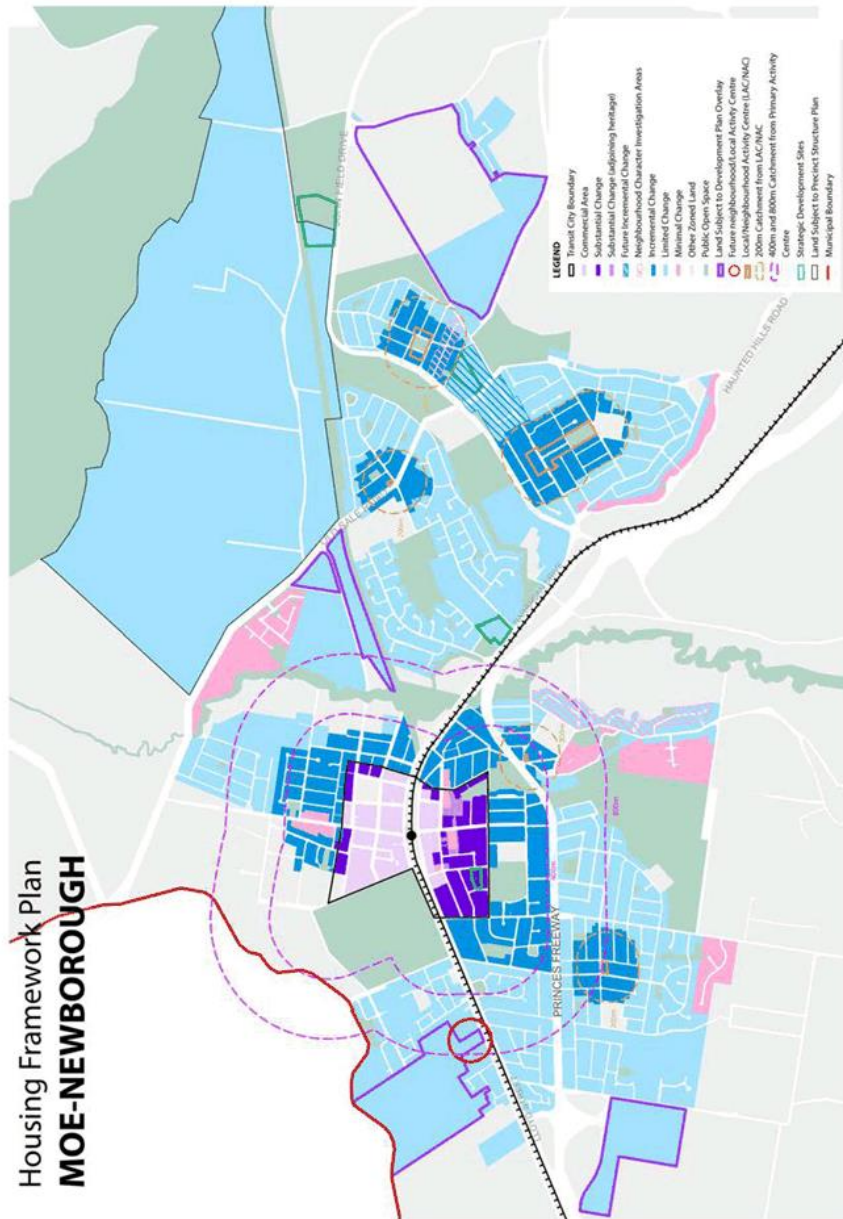


POLICY

LATROBE PLANNING SCHEME - LOCAL PROVISIONS
MOE - NEWBOROUGH STRUCTURE PLAN

LATROBE PLANNING SCHEME

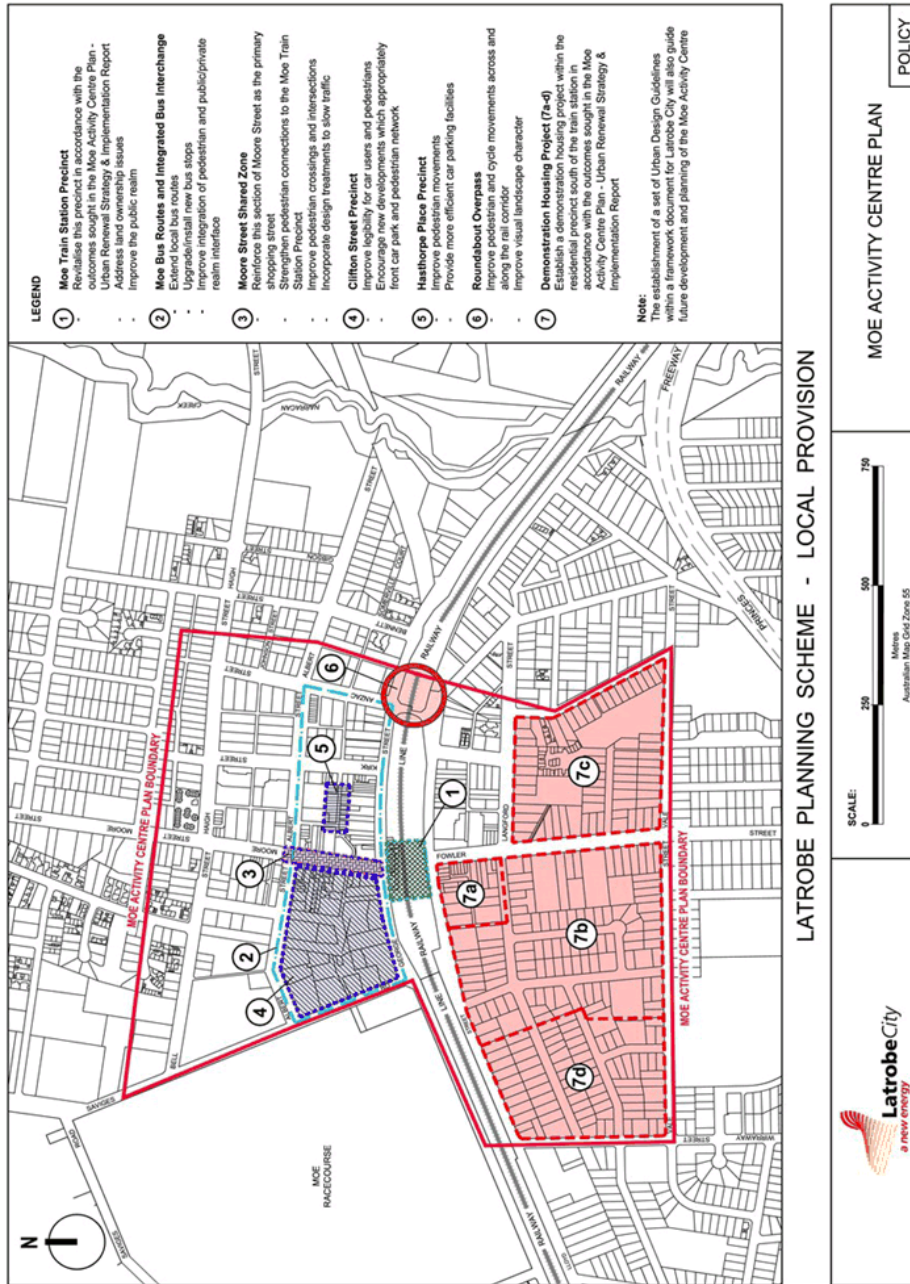
Moe-Newborough Housing Framework Plan



Housing Framework Plan
MOE-NEWBOROUGH

LATROBE PLANNING SCHEME

Moe Activity Centre Plan



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Morwell

Morwell is the central town to Latrobe City and has a population of 13,700. To the north of Morwell are the Latrobe River and the foothills of the Great Dividing Range, to the south are the Strzelecki Ranges and Churchill. To the east of Morwell is Traralgon and to the west are Moe and

LATROBE PLANNING SCHEME

Melbourne. The Princes Freeway and Gippsland Railway connect Morwell to Traralgon, Moe and Melbourne. Relative to Melbourne, Morwell is the second of the four main towns within Latrobe City and is approximately 150 kilometres from Melbourne.

Morwell, combined with Traralgon, is identified as the primary population centre by the Strategic Framework Plan. It accommodates transport services (experiencing significant rail patronage in a regional context), government services, manufacturing, power and other industrial activities.

Morwell has two retail centres, the traditional [Primary Activity town-centre](#) and Mid Valley [Shopping Centre](#) to the east. [Morwell and Mid Valley Shopping Centre are identified as Sub-Regional Retail Centres within the Latrobe City Retail Centre Hierarchy.](#)

Major industry is located in and around Morwell, with significant opportunity to locate large format heavy industries to the south of the Princess Highway. Industrial zoned land to the east of the township has access to infrastructure and services which support the establishment of higher level research, manufacturing, food processing and specialist service industry and transport/distribution capabilities.

Morwell is part of Gippsland's regional city under the *Gippsland Regional Growth Plan* where urban and population growth and regional infrastructure and service investment are encouraged.

Vision

- Support the function of Morwell as one of the region's key commercial and government office centres.
- Support the function of the Morwell- Maryvale Industry Growth Corridor as the centre for large format and heavy industries, manufacturing and logistics.

Local Area Implementation

- Facilitate development in accordance with the Morwell Town Structure Plan (MTSP) and [the Morwell Housing Framework Plan \(MHFP\)](#).

Residential

- Facilitate the orderly planning of Area 1 generally bounded by Maryvale Road, Latrobe Road, Crinigan Road and Holmes Road for residential development.
- Encourage the development of MTSP Area 1 in accordance with the Morwell North-West Development Plan.
- Investigate flooding impact upon land designated as having existing or future residential opportunities in the structure plan.
- Where appropriate, mitigate flooding and encourage residential development within MTSP Areas 4 and 7.
- Encourage higher density housing within the Transit City Precinct and Activity Centres.
- Discourage rezoning that would result in further subdivision of Farming Zone and Special Use Zone land within the Amenity Rural Buffer and the Amenity Lifestyle Precinct (MTSP Area 11), due to the close proximity to the Australian Paper Mill.
- Discourage increased housing densities south of Commercial Road (Area 13), until the completion of rehabilitation works to northern batter of the Hazelwood mine area.

Commercial

- Encourage Local Activity Centres in the [following locations](#):
 - [Heritage Boulevard \(MTSP Area 1\).](#)

~~key locations as outlined in the Morwell Structure Plan and only encourage basic goods, services, community services and facilities in these centres.~~
- Encourage new retail, office and residential mixed use developments within Morwell Primary Activity Centre (MTSP Area 3) and Mid-Valley [Shopping Centre](#) (MTSP Area 5).

LATROBE PLANNING SCHEME

- Discourage new retail, office development outside of the Morwell Primary Activity Centre (MTSP Area 3), Mid-Valley [Shopping Centre](#) (MTSP Area 5) and Princes Drive, Morwell [East](#) (MTSP Area 10).
- Encourage Restricted Retailing to locate within Mid-Valley [Shopping Centre](#) (MTSP Area 5) and Princes Drive, Morwell [East](#) (MTSP Area 10).

Industrial

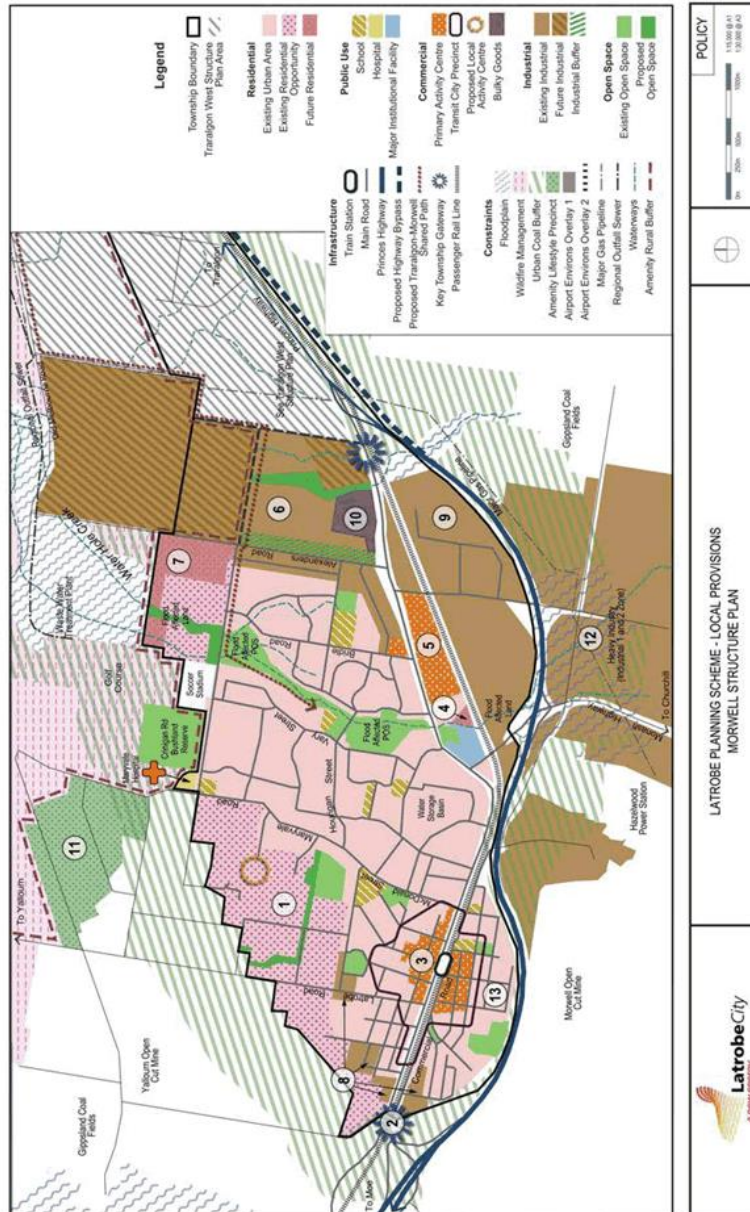
- Investigate future land uses and zoning in MTSP Area 2 and 8 for transition to uses compatible with the site, surrounds, town entrance position and local amenity expectations.
- Provide a buffer along the western edge of the industrial precinct in MTSP Area 6.
- Encourage the establishment of new large format industries including heavy industry, food and fibre processing within the Morwell – Maryvale Industry Growth Corridor (Area 6, 9 & 12).
- Encourage Industrial 1 uses in Area 6 and the provision of open space and vegetation to screen industry from proposed and potential future residential areas along the western boundaries of the industrial precinct.
- Discourage land use and development that may jeopardise the long term expansion of industrial land to the north of Area 6.
- Protect industry in MTSP Area 6, 9 and 12 from residential encroachment.
- Investigate flooding impact upon land designated as having existing industrial opportunities in MTSP Areas 6 and 9.
- Where appropriate, encourage the development of new industry within MTSP Area 6 and 9 that is sensitive to existing creeks.

Infrastructure

- Investigate rail connections to the proposed Gippsland Intermodal Freight Terminal south of Mid-Valley.
- Expand the network of on and off road cycling paths across Morwell.
- Maintain and enhance the township gateways, with a particular emphasis on the western entrance to Morwell (MTSP Area 2).
- Implement the *Car Parking Framework Review Traralgon & Morwell 2014*.

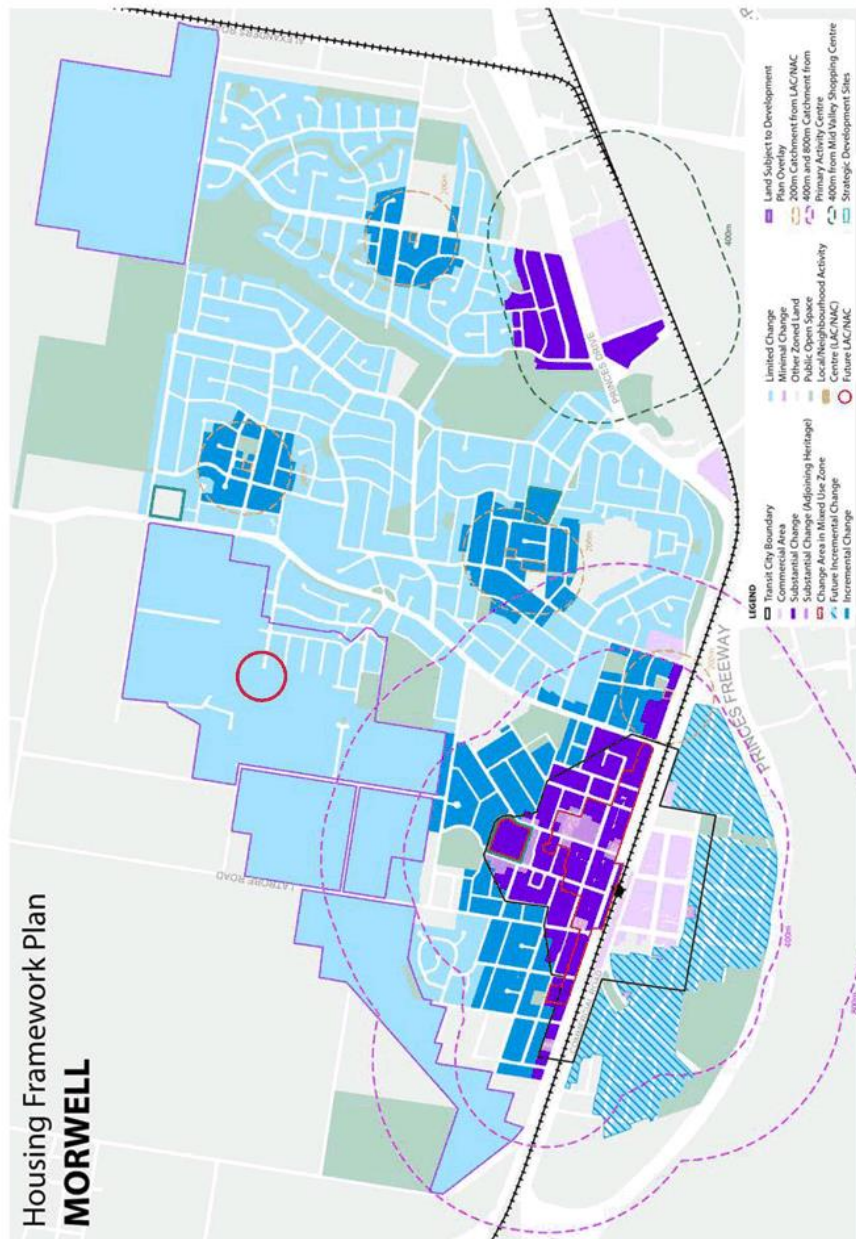
LATROBE PLANNING SCHEME

Morwell Town Structure Plan



LATROBE PLANNING SCHEME

Morwell Housing Framework Plan



21.09-6

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C119

Traralgon

Traralgon is the largest of the four main towns in Latrobe City and has a population of approximately 26,700. To the north of Traralgon are the Latrobe River and the foothills of the Great Dividing Range; to the south is the Strzelecki Ranges. The Princes Freeway and Gippsland Railway connect Traralgon to Morwell, Moe and Melbourne. Relative to Melbourne, Traralgon is the last of the four main towns within Latrobe City and is approximately 160 kilometres from Melbourne.

LATROBE PLANNING SCHEME

The Strategic Framework Plan identifies Traralgon, combined with Morwell, as the primary population centre in Latrobe City. Over recent years, Traralgon has experienced higher population and urban growth compared to other Latrobe towns and according to population forecasts, this trend is expected to continue. Traralgon has both a role in the provision of goods and services to its local community as well as the wider population of Latrobe City and the surrounding region.

Traralgon is part of Gippsland's regional city under the *Gippsland Regional Growth Plan* where urban and population growth and regional infrastructure and service investment are encouraged.

Vision

- Recognise Traralgon's role as the **Regional Retail Commercial Centre** of Gippsland's **regional city** and the primary population centre of Latrobe City.
- To continue to build on Traralgon's strength as **one of** the key **Regional Retail Commercial Centres** of Gippsland.

Local Area Implementation

- Facilitate development in accordance with the Traralgon Town Structure Plan (TTSP) Traralgon Housing Framework Plan (THFP) and **the** Traralgon Activity Center Plan (TACP).

Residential

- Resolve any Environmental Significance Overlay Buffer conflicts along the southern boundary of Traralgon and assess its impact on the southern area of Traralgon.
- Seek the views of the Minister administering the *Mineral Resources (Sustainable Development) Act 1990* regarding the assessment of geotechnical risk within 2,000 metres from the crest of the mine around the southern boundary of Traralgon prior to supporting the rezoning of land, subdivision, or an increase in dwelling density in TTSP Areas 5, 12b, 19 and 21.
- Investigate flooding impact upon land designated as having existing or future residential opportunities in the structure plan.
- Mitigate flooding and encourage residential development in TTSP Areas 1, 2, 3, 4, 6 and 7 in the short term.
- In the longer-term, encourage residential intensification of land zoned rural living in TTSP Area 12a and facilitate the orderly planning of Area 11, 13 and 19 for residential development with an appropriate interface with the Major Gas Pipeline.
- Manage urban development and urban renewal in existing residential or mixed use zones within the 500 m buffer of the Sibelco facility to mitigate potential noise impacts from continuing operation of the Sibelco site.
- Defer the conversion of farming zoned land south of the Janette Street Industrial Precinct (Traralgon South Structure Plan area 8b) to urban use while the Industrial 1 Zone applying to the precinct remains in the planning scheme.
- In the medium-term, facilitate the orderly planning of TTSP Areas 9 and 10 for residential development with an appropriate interface with the Major Gas Pipeline and buffer to industrial zoned land.
- Encourage higher density and diverse housing within the Transit City Precinct and existing and future **aActivity cCentres** in Traralgon.
- Support shop-top or upper level residential opportunities **within** the Traralgon Activity Centre as outlined within the Traralgon Activity Centre Plan (TACP).
- Investigate opportunity for open space, walking and cycle trails, recreation and conservation uses in the area north of Traralgon (TTSP Area 14) bounded generally by Latrobe River to the north and Traralgon urban area to the south.

LATROBE PLANNING SCHEME

- Discourage rezoning that would result in further subdivision of Farming Zone and Rural Living Zone land within the Amenity Rural Buffer, due to its close proximity to the Australian Paper Mill.

Commercial

- Establish Neighbourhood and Local Activity Centres ~~in key in the following locations as outlined in the TTSP:~~
 - [Corner Marshalls Road and Traralgon-Maffra Road](#)
 - [Melrossa Road West](#)
 - [Princes Highway, Traralgon East](#)
 - [Dranes Road](#)
 - [Cross's Road](#)

~~and encourage basic goods, services, community services and facilities in these clusters.~~
- Encourage the development of new retail, office and residential mixed use developments within Traralgon Primary Activity Centre (TTSP Area 15) ~~and Argyle Street (TTSP Area 16).~~
- Discourage significant new retail and office development outside TTSP Area 15, Argyle Street, [Traralgon](#) (TTSP Area 16) and Princes Highway and Stammers Road, [Traralgon East](#) (TTSP Area 17).
- Encourage Restricted Retailing to locate within Argyle Street (TTSP Area 16) and [Princes Highway/Stammers Road, Traralgon East](#) (TTSP Area 17).
- Encourage increased densities and vertical growth of Traralgon's Primary Activity Centre (TTSP Area 15) to support the growth of the office sector.
- Discourage dispersion of the office sector.
- Support the development of the land generally bounded by Grey Street, Franklin Street and the Traralgon Creek for mixed use purposes (TTSP Area 18).
- ~~Support the development of a Neighbourhood Activity Centre on the corner of Traralgon Maffra Road and Marshalls Road (TTSP Area 11) in accordance with the Traralgon North-Neighbourhood Activity Centre Development Plan to meet the local convenience needs of the local area.~~
- Support the development of land within the Traralgon Primary Activity Centre as identified within the TACP by:
 - Supporting the consolidation of lots to facilitate the creation of viable development sites.
 - Activating smaller streets and laneways to provide additional connections between streets in the [Primary Activity town eCentre](#).
 - Supporting the development of the back of lots, through the increased activation of the existing laneway system.
 - Requiring new multi-level buildings to incorporate car parking within their form.
 - ~~Requiring any redevelopment of strategic development sites as identified within the TACP to include integrated car parking.~~
 - [Support the development and redevelopment of identified key sites.](#)
 - [Protect important views including:](#)
 - [Franklin Street towards the post office](#)
 - [West along Post Office Place to the post office and east towards Victory Park; and](#)
 - [In the direction of the church at the intersection of Church and Kay Streets.](#)
 - [Maintain building setbacks and street plantings to enhance and frame key view corridors.](#)

LATROBE PLANNING SCHEME

Industrial

- Plan for the ongoing operation of the Sibelco Lime facility within the Janette Street Industrial Precinct (Traralgon Structure Plan area 8a) and support light industrial and other compatible uses within the precinct as a development buffer between the Sibelco plant and nearby residential and mixed uses.
- Protect industry in TTSP Area 20 from encroachment of sensitive uses, particularly with the development of residential uses to the north and east.

Rural

- Retain large farming lots to the east of the existing urban area of Traralgon until land is required for urban development.
- Investigate rezoning of existing farming zoned land currently used for rural living purposes to a rural living zone (TTSP Area 21).

Infrastructure

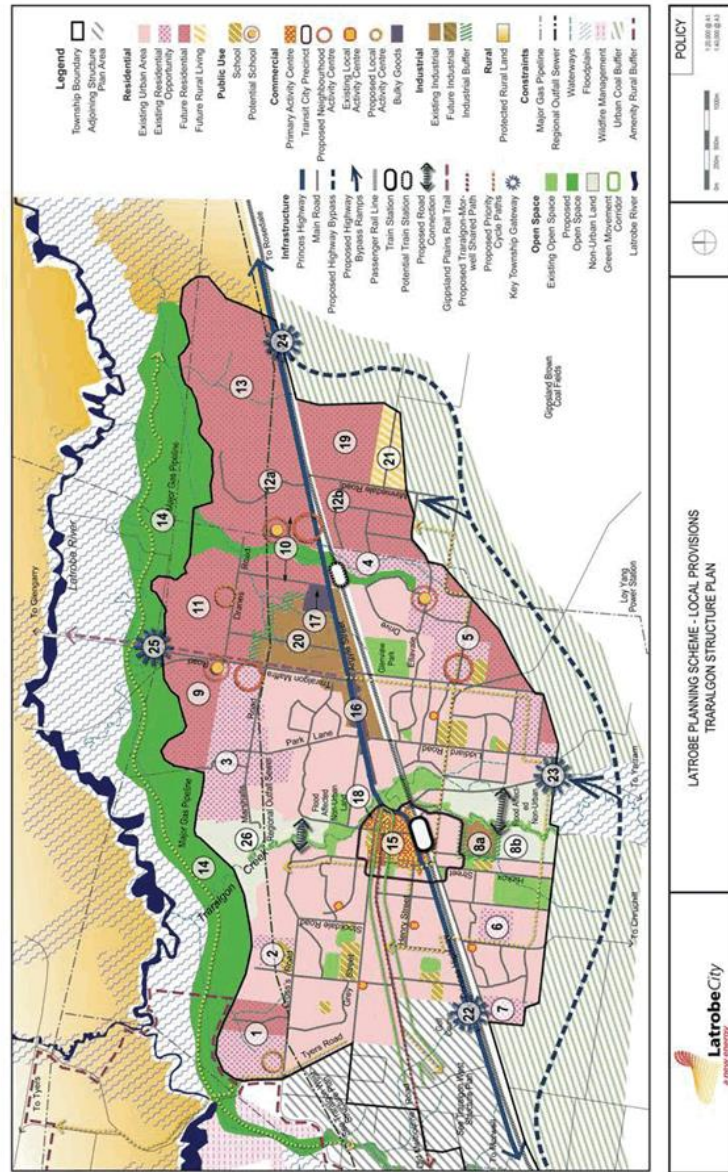
- Connect Traralgon's network of on and off road cycling paths to provide for safe cycle links through the [Primary Activity town eCentre](#) and connecting the Morwell – Traralgon Shared pathway to Victory Park.
- Explore the feasibility of extending the east-west road links over Traralgon Creek north and south of Princes Highway.
- Ensure that future decisions regarding the Environmental Significance Overlay Schedule 1 and rezonings are informed by geotechnical monitoring data.
- Protect the designated alignment for the Traralgon Highway Bypass. Investigate route options for traffic, especially large vehicles, entering Traralgon from the southern route to the [Primary Activity town eCentre](#) and industrial precincts.
- Consider the impact of the proposed Highway Bypass and Bypass Ramps when planning for future development within TTSP Areas 12b, 19 and 21.
- Maintain and enhance the township gateway (TTSP Areas 22, 23, 24 and 25). In particular, the enhancement of Traralgon's southern entrance (TTSP Area 23) should be designed with consideration to the implications of the Traralgon Bypass Route.
- Support implementation of the recommendations of the Traralgon Train Station Master Plan, including Stage 1: Construction of a new bus interchange, plaza and station building; Stage 2: Works to Southside commuter car park, Southern Plaza and VRI Hall; and Stage 3: Development of residential and community facilities to the east and west of the Southside commuter carpark.
- Implement the *Car Parking Framework Review Traralgon & Morwell 2014*.
- Protect and acknowledge the important operation of the Gippsland Water Regional Outfall Sewer while allowing compatible use and development around the sewer easement.
- Acknowledge that Gippsland Water's emergency storage facilities may have potential interface amenity issues with sensitive uses while allowing compatible use and development around these facilities. Implement the recommendations of the TACP by:
 - Improving public realm infrastructure.
 - Encouraging activation of the creek corridor by upgrading facilities along the creek.
 - Upgrading Wright Street as a key pedestrian link between Traralgon Creek and from Post Office Place.
 - Providing improved pedestrian safety on streets that will accommodate higher levels of foot traffic.
 - Supporting multi-deck car parks in accordance with the TACP.
 - Providing additional, secure bicycle parking in the [Primary Activity town eCentre](#).

LATROBE PLANNING SCHEME

- Upgrading connections to shared paths along Kay Street.
 - Providing additional on-road cycle paths as shown on the Access and Movement Plan.
 - Improving pedestrian access between key public transport sites.
 - Creating a Princes Highway Boulevard as outlined within the TACP upon completion of the Princes Highway Bypass.
- ~~Protect important views including:~~
 - ~~— Franklin Street towards the post office~~
 - ~~— West along Post Office Place to the post office and east towards Victory Park; and~~
 - ~~— In the direction of the church at the intersection of Church and Kay Streets.~~
 - ~~Maintain building setbacks and street plantings to enhance and frame key view corridors.~~

LATROBE PLANNING SCHEME

Traralgon Town Structure Plan



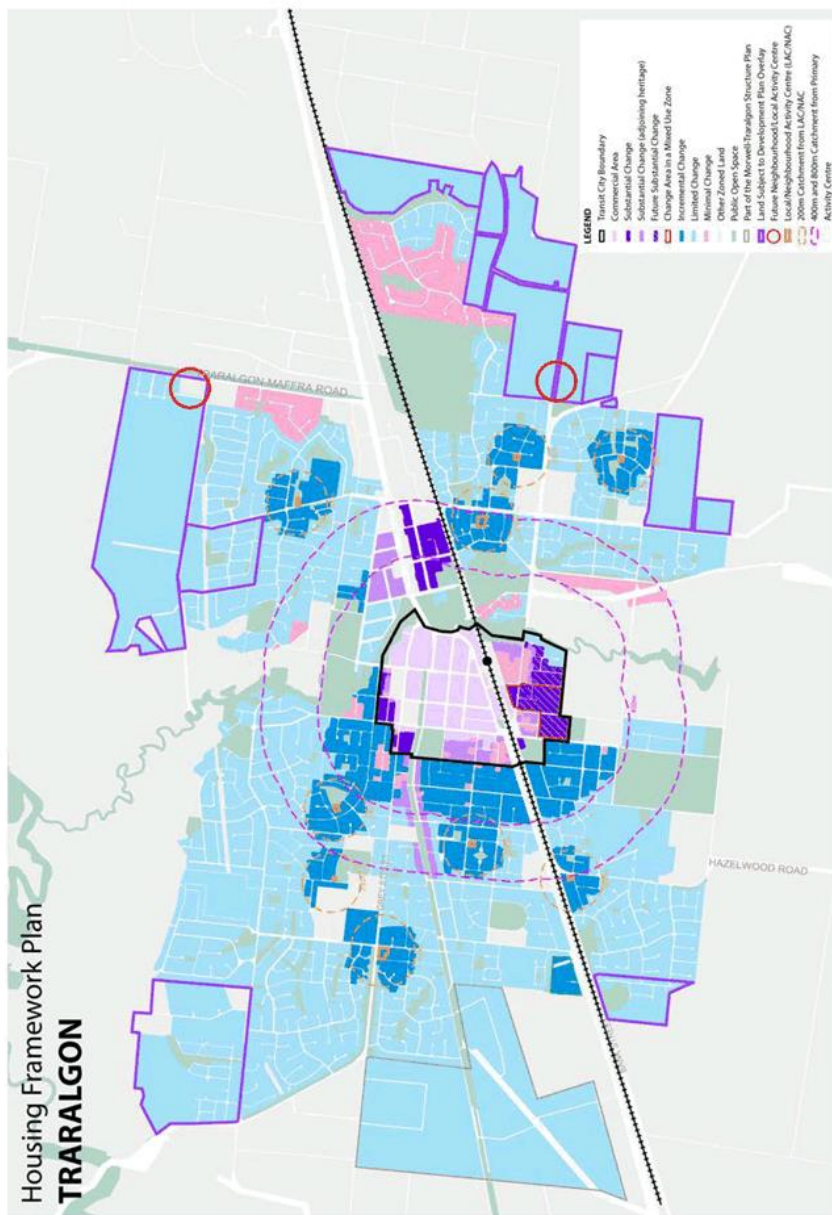
POLICY

LATROBE PLANNING SCHEME - LOCAL PROVISIONS
TRARALGON STRUCTURE PLAN

LatrobeCity
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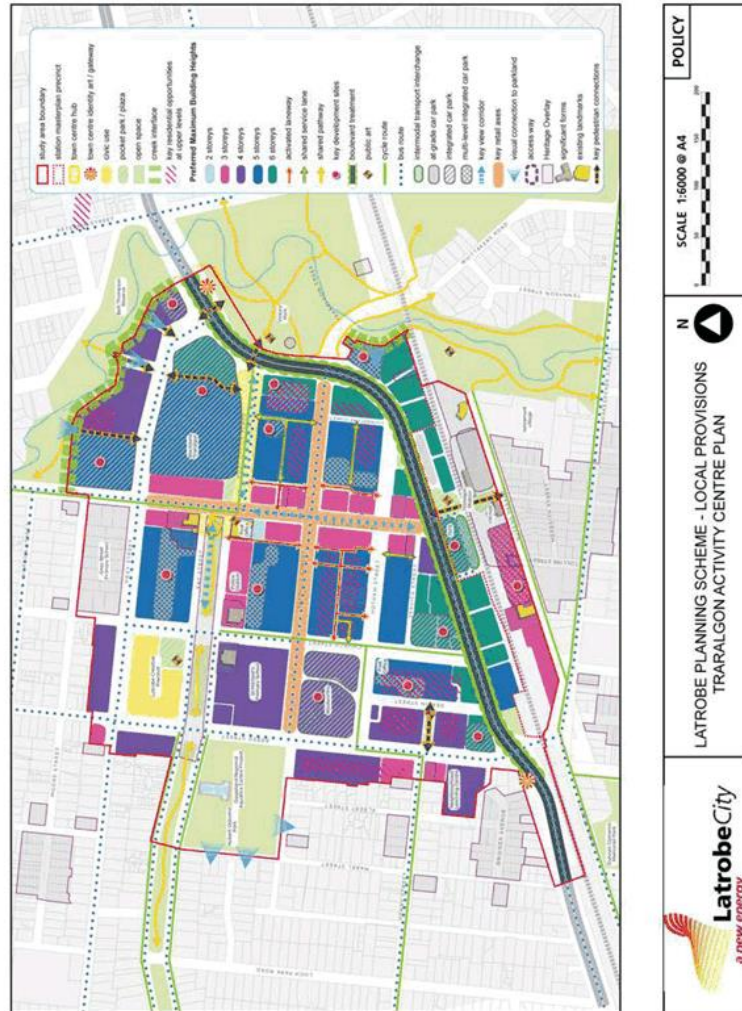
LATROBE PLANNING SCHEME

Traralgon Housing Framework Plan



LATROBE PLANNING SCHEME

Traralgon Activity Centre Plan



LATROBE PLANNING SCHEME

21.09-7

21/11/2019
C105latr proposed
C119**Specific Growth Corridor Strategies - Traralgon West**

Transport corridors form one of the key elements of the networked city concept. The Moe-Morwell, Traralgon-Churchill, Morwell-Churchill, and Morwell-Traralgon transport corridors facilitate the movement of people and goods within as well as to and from the municipality. The proposed Traralgon Bypass will protect and enhance the Morwell-Traralgon transport corridor by removing regional traffic. The capacity of the Morwell-Traralgon and Moe-Morwell transport corridors is enhanced by the passenger railway line which runs between these three towns and connects the region to Melbourne.

Local Area Implementation

- Facilitate development in accordance with the Traralgon West Growth Corridor Structure Plan (TWGCSP).

Residential

- Encourage future rezoning of Farming zoned land in TWGCSP Area 1 for medium density residential purposes.
- Encourage the future relocation of the Traralgon Golf Course (TWGCSP Area 2) and orderly development of the site for residential purposes.
- Encourage orderly development of low density residential and rural living land in TWGCSP Area 3 for residential purposes.
- Encourage creation of an open space corridor through TWGCSP Areas 1, 3 and 7 along the waterway incorporating the existing water body in Area 1.
- In TWGCSP Area 3, support retirement village, aged care and higher density residential developments in proximity to the Latrobe Regional Hospital.
- Consider integrated residential development on unconstrained land in TWGCSP Area 4 where it will not compromise the future employment uses in the area, is ancillary to a health, aviation or other employment use and is subject to consideration of aircraft noise impacts as outlined in the *Latrobe Regional Airport Master Plan* (as amended).
- Discourage rezoning that would result in further subdivision of Farming Zone and Rural Living Zone land within the Amenity Rural Buffer and the Amenity Lifestyle Precinct, due to its close proximity to the Australian Paper Mill.

Commercial

- Encourage the development of a Neighbourhood Activity Centre close to the intersection of Princes Highway and Airfield Road that supports the Latrobe Regional Hospital, the future commercial land uses within the employment investigation area (TWGCSP Area 4) and future residents.
- The proposed Neighbourhood Activity Centre is encouraged to include an area of public open space in proximity to the Latrobe Regional Hospital to provide for the recreation needs of workers, residents and visitors in the area.
- Encourage the development of a Local Activity Centre near the intersection of Bradford Drive and ~~Princes~~Princess Highway in TWGCSP Area 1 and at the Traralgon Golf Course (TWGCSP Area 2).
- Encourage proposals for employment intensive businesses that are compatible with the nearby Latrobe Regional Hospital and Latrobe Regional Airport associated with health and aeronautics in TWGCSP Area 4 and ensure that these proposed businesses have an appropriate interface treatment with the Major Gas Pipeline in the area.

Industrial

- Provide a landscaped buffer along the western and eastern edges of the industrial precinct in TWSP Area 6 and the adjoining industrial precinct within the Morwell Structure Plan (Area

LATROBE PLANNING SCHEME

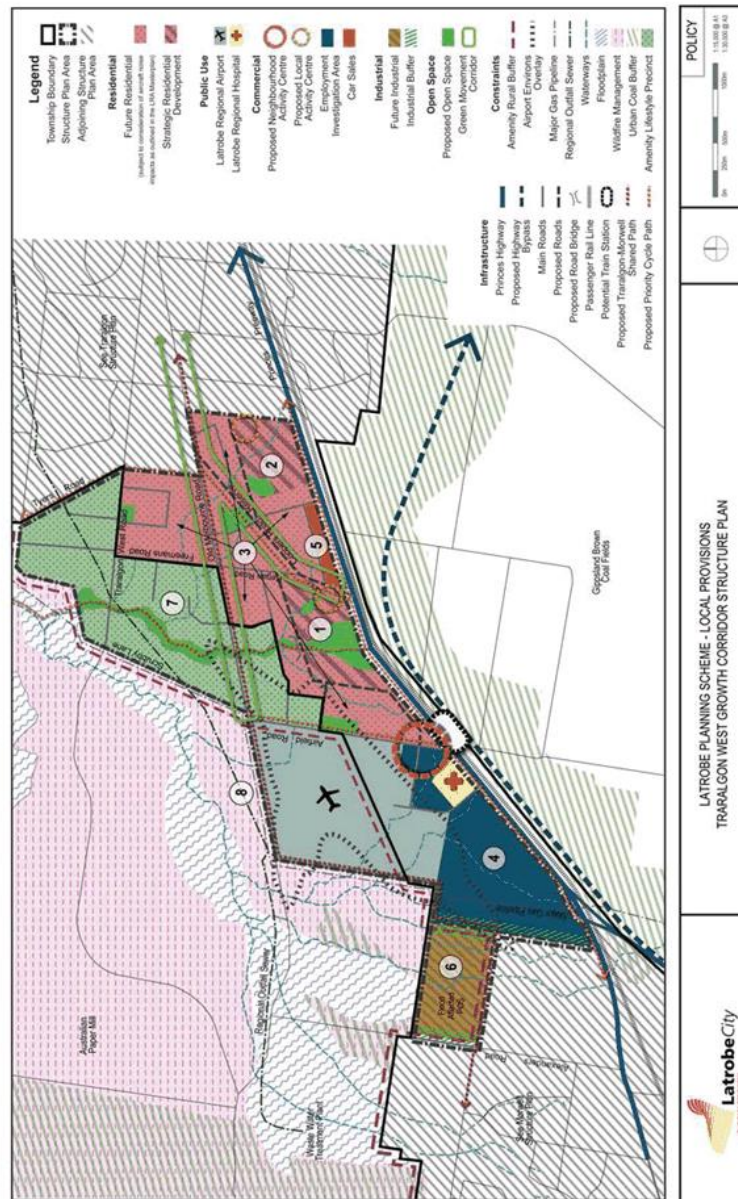
6).

Infrastructure

- Protect Latrobe Regional Hospital and support the intensification of health related uses on the hospital site or expansion into TWGCSP Area 4.
- Support the development of a new train station near the Latrobe Regional Hospital to service the Hospital, Latrobe Regional Airport, and future commercial and residential uses in the area.
- Encourage Princes Highway to continue to develop as a key transport corridor with high frequency bus services and new on-road cycle lanes.
- Encourage development of a highly permeable road network within the Structure Plan that provides legible connections through the precinct to key locations such as schools, public open spaces and activity centres. This road network will be based around new connector roads outlined in the Structure Plan.
- Encourage development of a new bridge along the northern boundary of TWGCSP Area 1 across the main drain.
- Encourage development of a high amenity green movement corridor along Old Melbourne Road and the Coopers Road Reserve that incorporates pedestrian and cycle pathways, sections of the proposed Traralgon–Morwell shared path and important areas of native vegetation.
- Encourage development of a high amenity open space corridor through TWGCSP Areas 1, 3 and 7 along the main drain incorporating a shared path connecting to the broader proposed open space area to the north of Traralgon within the Latrobe River Floodplain.
- Acknowledge that Gippsland Water’s emergency storage facilities may have potential interface amenity issues with sensitive uses while allowing complementary use and development around these facilities.

LATROBE PLANNING SCHEME

Traralgon West Growth Corridor Structure Plan



21.09-8

21/11/2019
C406latr
Proposed
C119

District and Small Towns

The role of the smaller settlements is to add to the diversity of housing choices in Latrobe City as well as functioning as service centres for local communities. Each settlement should have an attractive and distinctive town centre.

LATROBE PLANNING SCHEME

Glengarry, Tyers, Yallourn North and Yinnar are district towns which serve as key retail and service centres for a moderate population base and hinterland, providing important alternative lifestyle opportunities within commuting distance of the larger centres.

Boolarra, Toongabbie and Traralgon South are small towns providing a limited range of educational, retail and recreation services for residents and the community in the surrounding rural areas.

Rural living precincts including Flynn, Jeeralang, Hazelwood North, Hazelwood South, Callignee and Moe South comprise clusters of housing on small rural lots, with limited services. These areas support farming and rural living communities, providing an attractive lifestyle choice in a rural setting. Whilst a number of residents from these small towns and surrounding rural living areas work in the nearby main towns of Latrobe City, the residents often utilise the shops, schools and community facilities provided locally.

Small Town Structure Plans for Boolarra, Glengarry and Tyers have been prepared to guide future land use and development towards 2023. This includes medium density housing opportunities, commercial and community facilities and services. Structure Plans are to be prepared for Toongabbie, Traralgon South, Yallourn North and Yinnar, to guide future growth and development opportunities in response to community needs.

Urban infill and diversification of housing choice are also relevant for the small towns, to make efficient use of existing infrastructure (where present) and to enable residents to remain in their town whatever their housing need.

21.09-9

21/11/2019
C105latr.
Proposed
C119**Objective 1**

To facilitate development in settlements in accordance with Structure Plans to preserve their unique attributes, valued by their communities.

Strategies

1. 1	Retain, promote and preserve the rural atmosphere and residential service centre role of District and Small Towns.
1. 2	Discourage, P romote and preserve the rural atmosphere and residential service centre role of District and Small Towns.
1. 3	Encourage urban infill and diversification of housing choice within 200 metres of established Local and Neighbourhood Activity Centres as outlined by the Housing Framework Plans.
1. 4	Encourage residential allotment sizes that respect the character of District and Small Towns.
1. 5	Provide a visually attractive urban environment and enhance town entrances.
1. 6 centres.	Support Encourage commercial development opportunities in and around town
1. 7	Encourage well-designed development that responds to local site conditions with regard to character, environmental and heritage values and existing community infrastructure.

21.09-10

21/11/2019
C105latr.
Proposed
C119**Boolarra**

Boolarra is a small town situated in the foothills of the Eastern Strzelecki Ranges approximately 40 kilometres south west of Traralgon and 160 kilometres east of Melbourne. The town has a population of 550 and is located at one end of the Grand Ridge Rail Trail, which extends through the Strzelecki Ranges from Mirboo North to Boolarra. The township has grown due to logging

LATROBE PLANNING SCHEME

and dairy industries, which are still important today. The Boolarra township comprises of a primary school, pre-school and childcare facilities, a cluster of local shops, a police station, a hotel and sporting and recreation facilities.

Vision

- Retain and promote Boolarra's rural atmosphere and residential service centre role.
- Provide a visually attractive urban environment and enhance town entrances.
- Provide a safe and effective road and path network that allows for convenient movement of vehicles, pedestrians and cyclists.

Local Area Implementation

- Facilitate development in accordance with the Boolarra Town Structure Plan (BTSP) and [the Boolarra Housing Framework Plan \(BHFP\)](#).

Residential

- Ensure new developments close to town entrances enhance the visual amenity, with particular emphasis on the eastern entrance from Monash Way.
- Promote opportunities for infill development within the township boundary and encourage increased diversity in residential allotment sizes (BTSP Areas 3, 4, 5, 6 & 7).
- Investigate the potential for BTSP Area 5 to yield higher density residential development.
- Protect the development potential of land to the east of the township (BTSP Area 10) for possible future long-term urban growth.
- Rezone the hotel site to reflect existing use and to facilitate future development opportunities (BTSP Area 11).
- Encourage residential development in accordance with locations identified in the BHFP.

Commercial

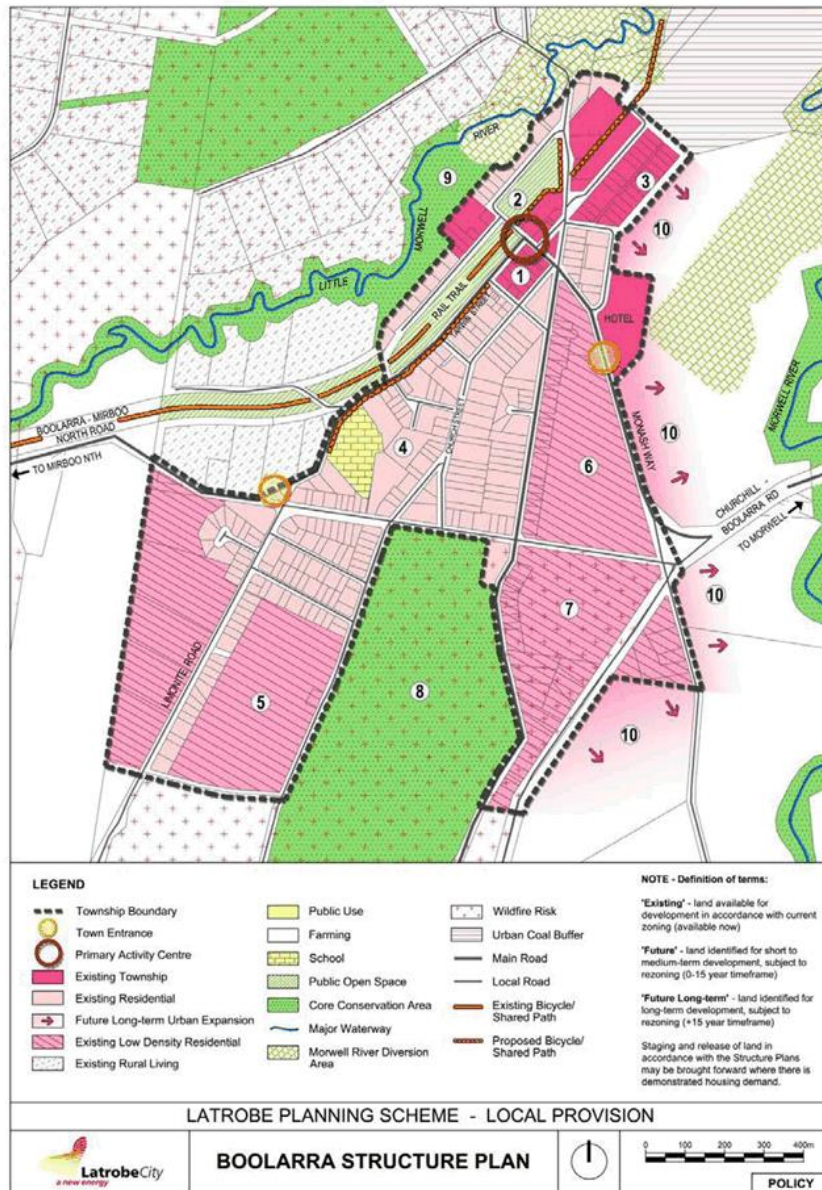
- Promote commercial activity in and around the [Local primary Activity Centre](#) (BTSP Area 1) and surrounding Township Zone.

Infrastructure

- Maintain and enhance existing public open space reserves and protect the environmental features and habitat values of core conservation areas, including the Boolarra-Mirboo North Rail Trail (BTSP Areas 2, 8 & 9).
- Preserve and maintain waterway and wetland habitat values within the township (BTSP Area 6 & 9).
- Apply appropriate zones to public open space areas (BTSP Area 2).
- Ensure an appropriate buffer is provided between urban development and coal resource areas.

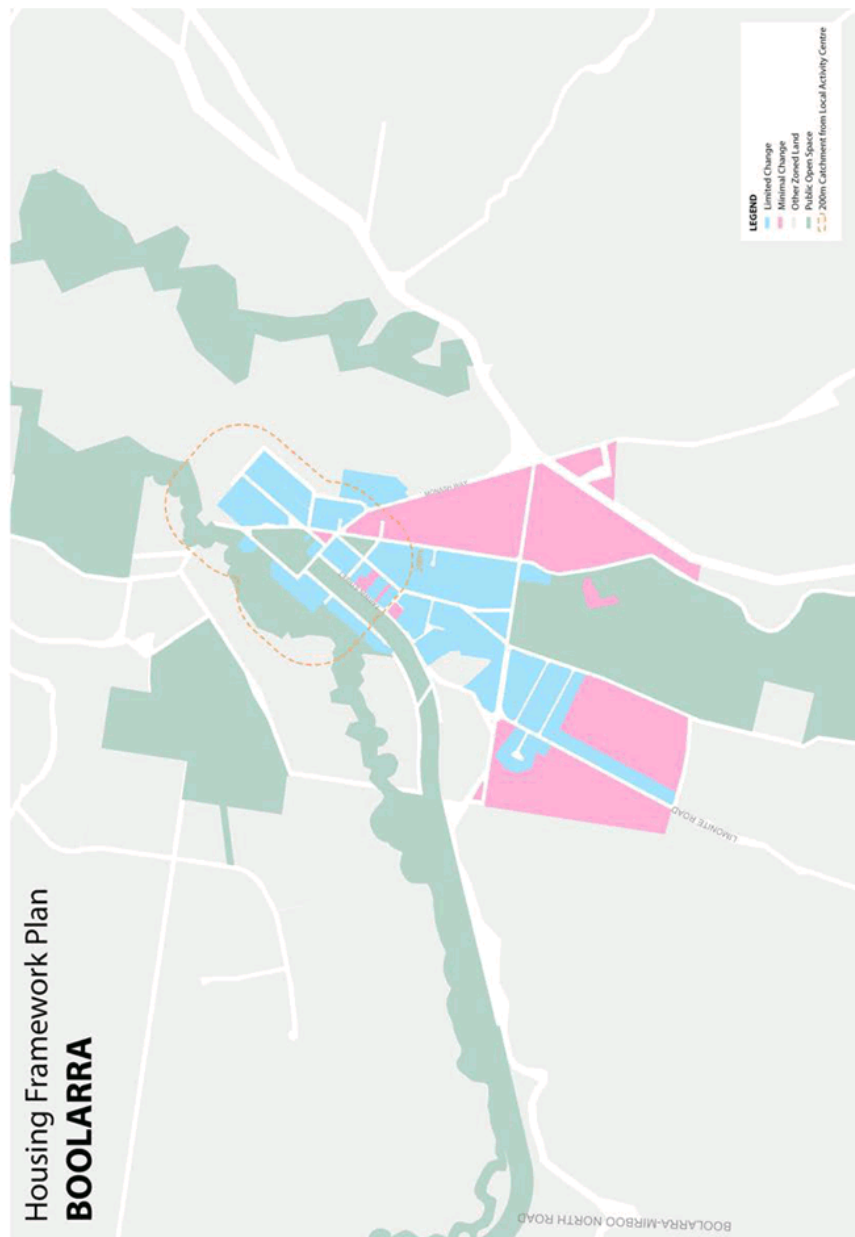
LATROBE PLANNING SCHEME

Boolarra Town Structure Plan



LATROBE PLANNING SCHEME

Boolarra Housing Framework Plan



21.09-11

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Proposed
C119

Glengarry

Glengarry is a small town situated approximately 11 kilometres north of Traralgon and 171 kilometres east of Melbourne. Glengarry has a population of 1,360 and was established after the railway arrived from Traralgon in 1883. It's Primary Activitytown eCentre and adjacent recreation reserve is recognised as a heritage precinct. The Glengarry tTownship comprises one primary school, one pre-school, local shops and businesses, hotel and restaurant and sporting and recreation facilities.

LATROBE PLANNING SCHEME

Vision

- Retain and promote Glengarry's rural atmosphere and residential service centre role.
- ~~Support Glengarry's role as a dormitory suburb of Traralgon.~~
- Provide a visually attractive urban environment and enhance town entrances.
- Provide a safe and effective road and path network that allows for convenient movement of vehicles, pedestrians and cyclists.

Local Area Implementation

- Facilitate development in accordance with the Glengarry Town Structure Plan (GTSP) and [the Glengarry Housing Framework Plan \(GHFP\)](#).

Residential

- Ensure new developments enhance the visual amenity of town entrances, with particular emphasis on the southern entrance from Traralgon-Maffra Road (GTSP Areas 7 & 8).
- Encourage residential development to the east of the township which is to be sensitive to the Eaglehawk Creek environment and floodplains (GTSP Areas 5 & 6).
- Investigate and resolve the extent of the Eaglehawk Creek floodplain (GTSP Area 12).
- Encourage low density residential development in GTSP Area 7, subject to appropriate flood mitigation.
- Encourage subdivision and development of large vacant and developed allotments within existing residential areas GTSP Area 3.
- Protect development potential of agricultural land to the north, east and south of the township (GTSP Areas 9, 10, 13 and 14) for future long-term residential expansion. This residential development must be sensitive to the Eaglehawk Creek environment and floodplains.
- Resolve reticulated sewer and water serving issues affecting GTSP Areas 9, 10 and 13.
- Encourage residential development in accordance with locations identified in the GHFP.

Commercial

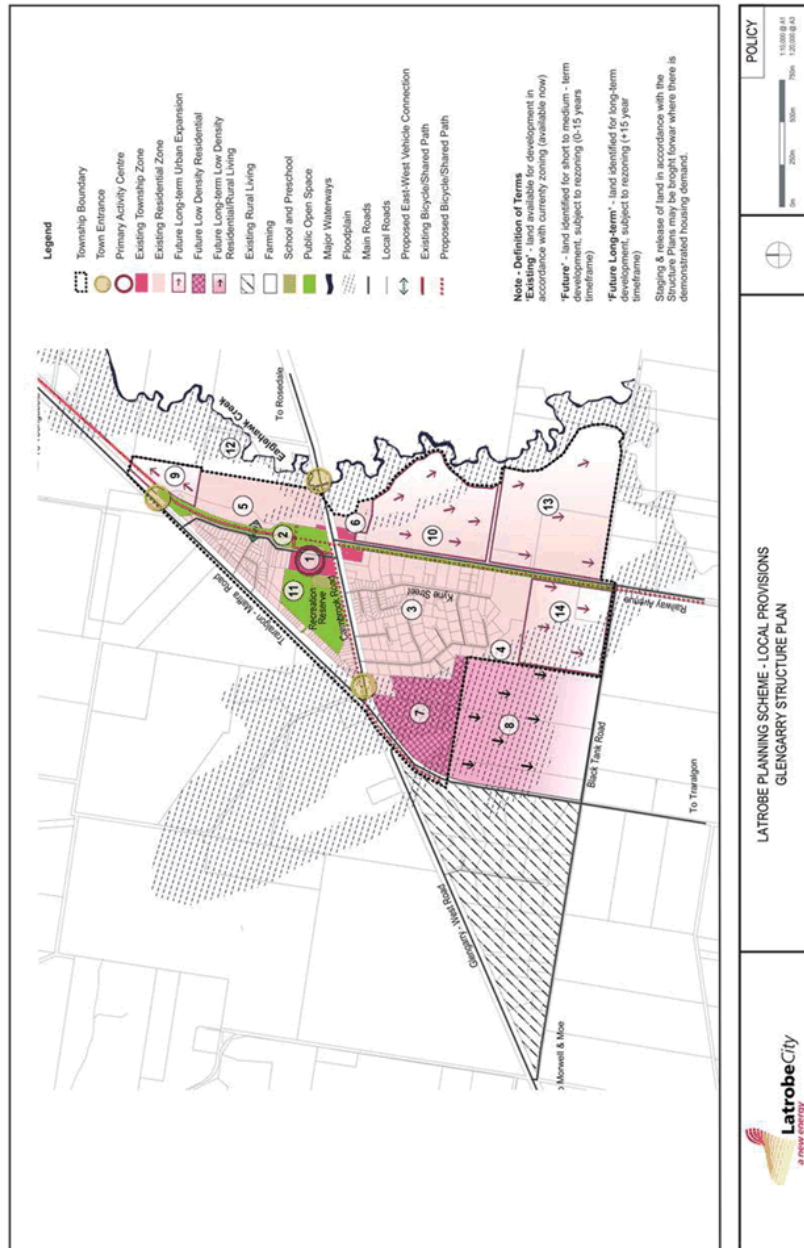
- Encourage commercial use and development within the [Local primary Activity Centre](#) (GTSP Area 1).
- Ensure new commercial development responds to the heritage features and significance of the heritage precinct.

Infrastructure

- Maintain and protect public open space areas including the Gippsland Rail Trail, and implement the recommendations of the *Latrobe City Open Space Plan* (GTSP Areas 2 & 11).
- Encourage east-west shared path link and vehicular link between GTSP Areas 5 & 6 and the [Primary Activity town Centre](#). Links should be designed to ensure the safe passage of all pedestrians, bicycles and vehicles.
- Investigate opportunities for the future use and possible development of former drainage reserve (GTSP Area 4).
- In consultation with stakeholders, investigate and resolve appropriate vehicle access points to GTSP Area 5.
- In consultation with stakeholders, investigate opportunities for vehicle access from GTSP Area 3 to Railway Avenue.

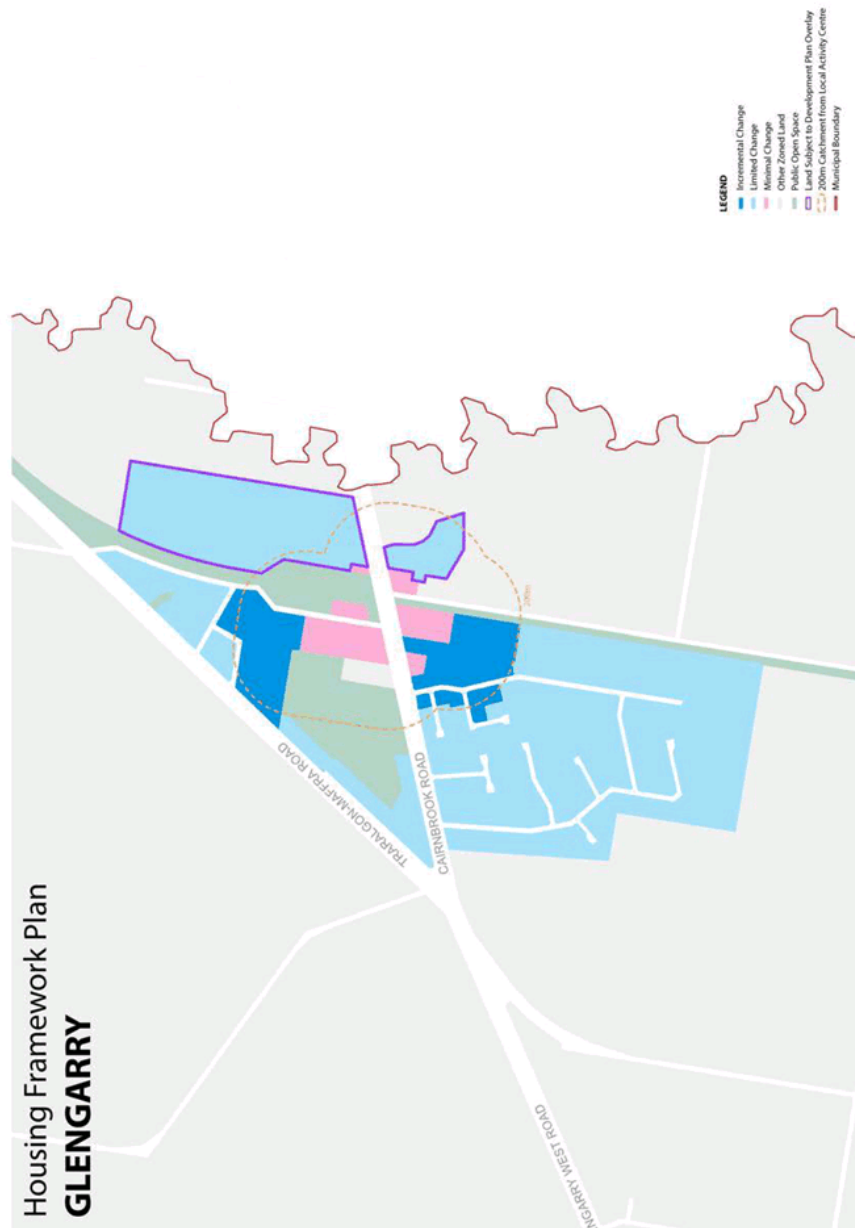
LATROBE PLANNING SCHEME

Glengarry Town Structure Plan



LATROBE PLANNING SCHEME

Glengarry Housing Framework Plan



21.09-12

21/11/2019
C405latr
Proposed
C119

Tyers

Tyers is a small settlement located approximately 10 kilometres north west of Traralgon and 158 kilometres east of Melbourne and has a population of 820. It was known as 'Boola Boola' until 1852 when it was named after the surveyor and explorer Charles Tyers. This small township has limited town centre services and facilities, including a pre-school, primary school, convenience store and service station, public hall and recreation reserves.

LATROBE PLANNING SCHEME

Vision

- Retain and promote Tyers' rural atmosphere and residential service centre role.
- Provide a visually attractive urban environment and enhance town entrances.
- Provide a safe and effective road and path network that allows for convenient movement of vehicles, pedestrians and cyclists.

Local Area Implementation

- Facilitate development in accordance with the Tyers Town Structure Plan (TYTSP) and [the Tyers Housing Framework Plan \(TYHFP\)](#).

Residential

- Encourage low density and rural living development to the north-east of the town, subject to the availability of sewerage infrastructure or the creation of lots capable of containing on-site domestic wastewater treatment systems (TYTSP Areas 3 and 9).
- Promote opportunities for infill development within the township boundary, such as TYTSP Area 7 and encourage increased diversity in residential allotment sizes, subject to availability of sewerage infrastructure.
- Ensure access from new development and individual allotments to the Main Road (Moe-Glengarry Road) and Tyers Walhalla Road is limited where possible.
- Investigate and review land affected by the Bushfire Management Overlay within the township boundary.
- Investigate 'rezoning' of TYTSP Areas 4 and 5 to appropriate zones.
- Investigate the development potential of land in the Amenity Lifestyle Investigation Precinct south of the township for future rural living purposes (CTSP Area 8), due to its close proximity to the Australian Paper Mill.
- Investigate and resolve the development potential of land identified within the Extractive Industry Interest Area to the north of the town.
- Encourage residential development in accordance with locations identified in the TYHFP.

Commercial

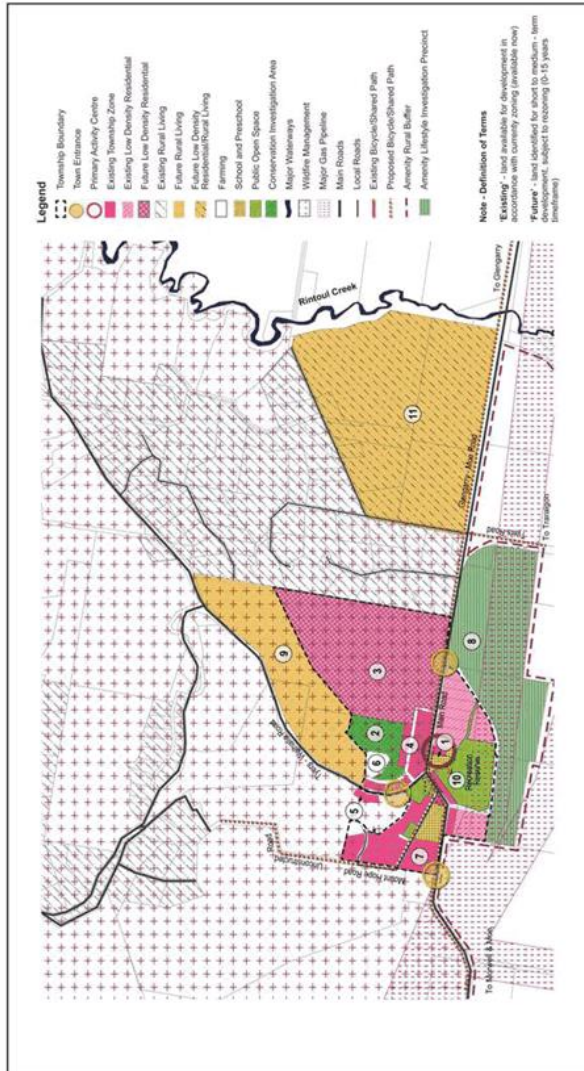
- Encourage commercial developments within the [Local primary Activity Centre](#) (TYTSP Area 1).

Infrastructure

- Resolve domestic wastewater treatment issues in the township and identify improvements or additional infrastructure that may be required to accommodate future urban growth and development.
- Improve sewerage treatment on existing allotments and implement an integrated waste water management system for the township to the satisfaction of the responsible authority.
- Protect and enhance habitat values within the town and apply appropriate zone or overlays to core conservation TYTSP Areas 2, 4 & 6.
- Undertake detailed native vegetation assessment to clarify the subdivision and development potential on the periphery of TYTSP Areas 2 & 4 and apply appropriate zone or overlay.
- Encourage shared path link between future low density and rural living development (TYTSP Area 3 & 9) and the [Primary Activity town Centre](#) (TYTSP Area 1).
- Protect road reserves, such as Hinde Road, to allow for future access to proposed development areas.
- Investigate innovative waste water disposal strategies in Tyers [townshipTownship](#).

LATROBE PLANNING SCHEME

Tyers Town Structure Plan



POLICY

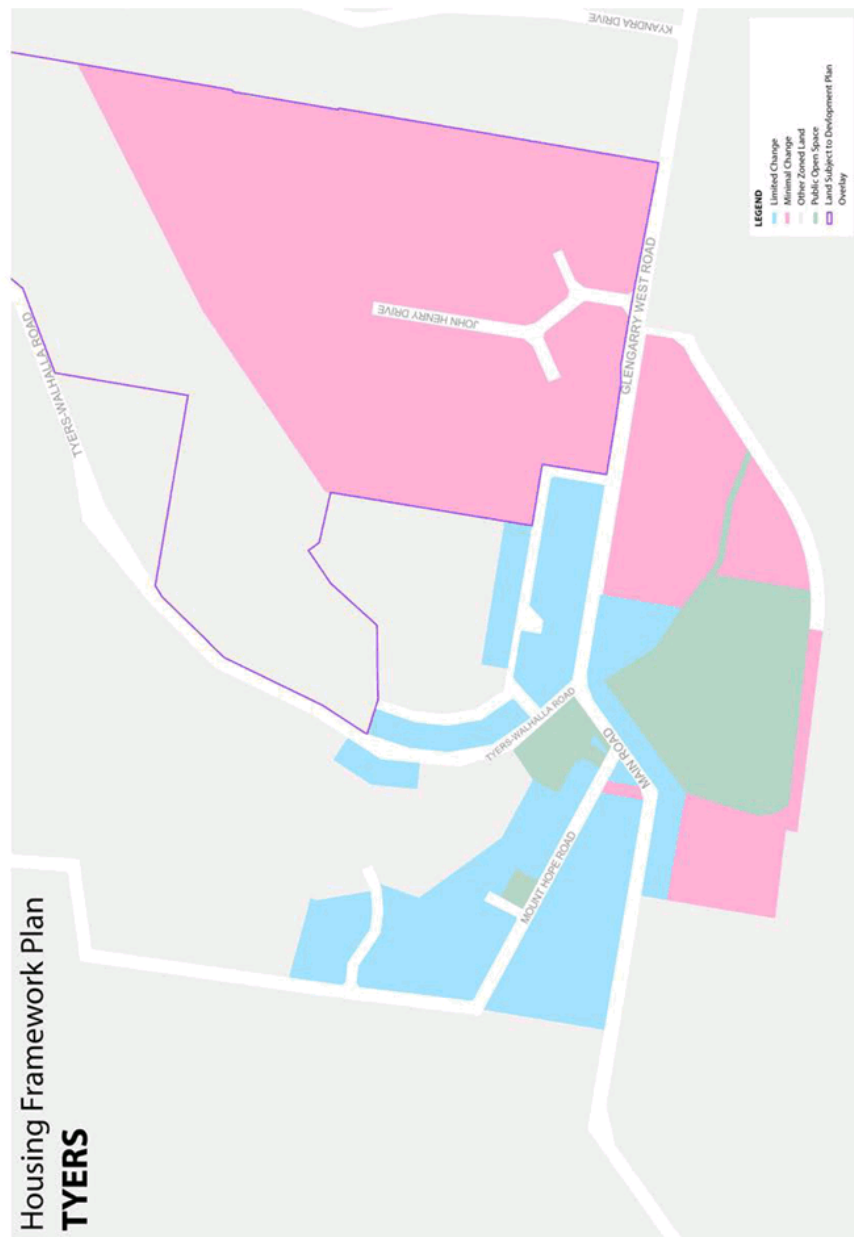
LATROBE PLANNING SCHEME - LOCAL PROVISIONS
TYERS TOWN STRUCTURE PLAN



Latrobe City
at new energy

LATROBE PLANNING SCHEME

Tyers Housing Framework Plan



21.09-13

Yallourn North

21/11/2019
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Yallourn North is located 8 kilometres north east of Moe and 146 kilometres south east of Melbourne. It has a population of approximately 1,500 people. Yallourn North was originally called Brown Coal Mine as workers at the Yallourn W station settled in the area. Yallourn North

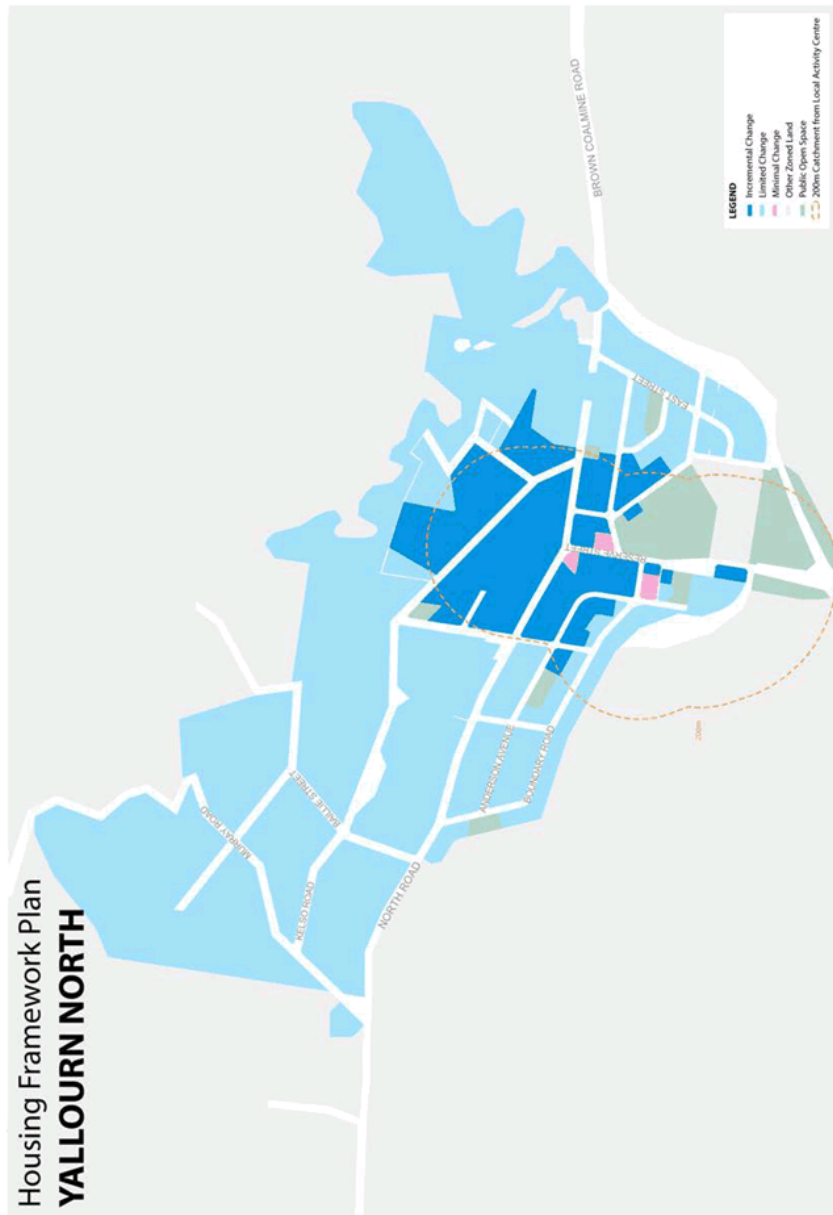
LATROBE PLANNING SCHEME

township comprises one primary school, one pre-school, local shop and businesses, hotel and restaurant and sporting and recreation facilities. The town contains many churches, including the only Serbian Orthodox Church and mosque in the region.

Local Area Implementation

- Prepare and facilitate development in accordance with the Yallourn North Housing Framework Plan (YNHFP).

Yallourn North Housing Framework Plan



LATROBE PLANNING SCHEME

21.09-14

21/2019
C105latr.
Proposed
C119

Toongabbie

Toongabbie is a small, historic township approximately 177 kilometres east of Melbourne and 21 kilometres north of Traralgon. It is nestled in the foothills of the Great Dividing Ranges and crosses over two municipal boundaries – Latrobe City Council and Wellington Shire. Toongabbie has a total population of approximately 900. Toongabbie township comprises a general store, a primary school, a pre-school and sporting and recreation facilities.

Local Area Implementation

- Prepare and facilitate development in accordance with the Toongabbie Housing Framework Plan (TOHFP).
- Rezone land for Rural Living Purposes as outlined by the Rural Land Use Strategy.

LATROBE PLANNING SCHEME

Toongabbie Housing Framework Plan



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 Proposed
 C119

Traralgon South

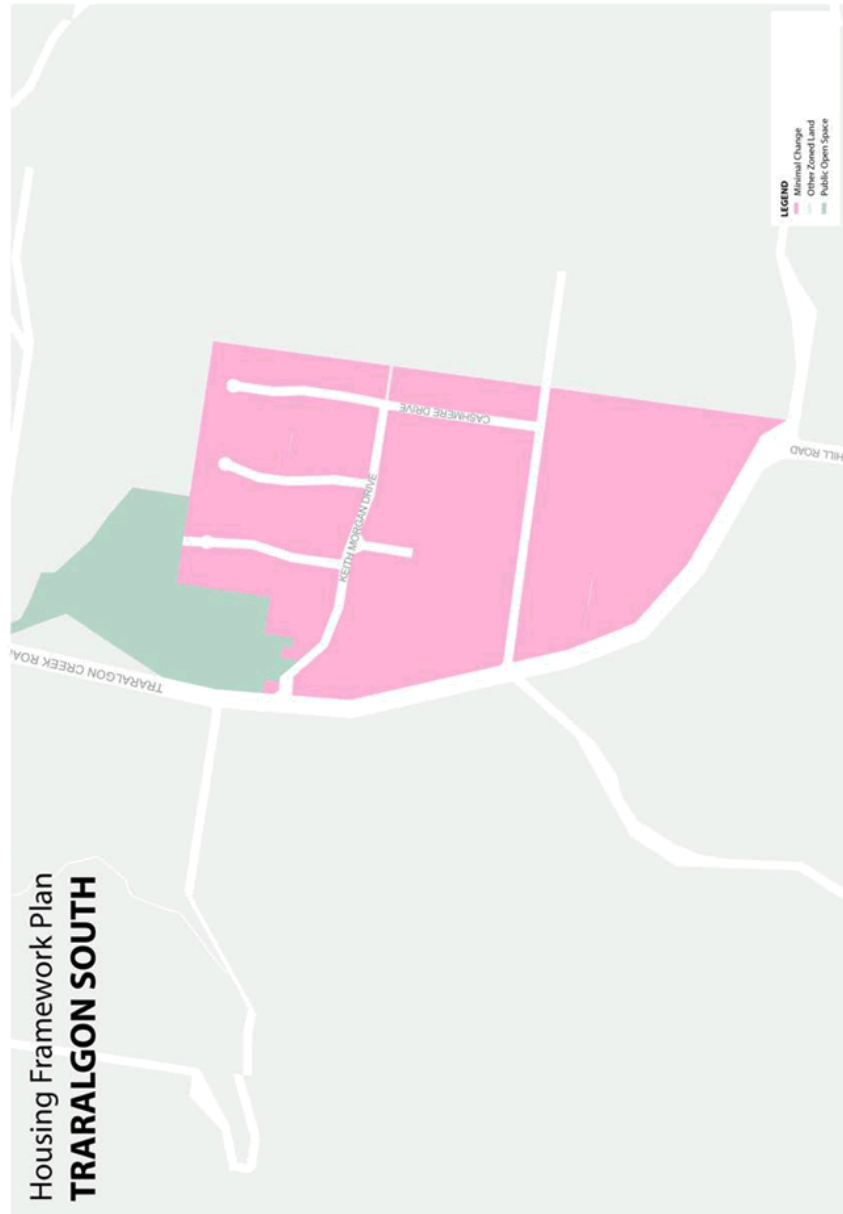
Traralgon South is a rural township approximately 171 kilometres east of Melbourne and 13 kilometres south of Traralgon. The town has an approximate population of 470, however the residents of the surrounding rural living and farming communities utilise the facilities and services provided in Traralgon South. The township comprises a general store, a primary school, a pre-school and sporting and recreation facilities.

LATROBE PLANNING SCHEME

Local Area Implementation

- Prepare and facilitate development in accordance with the Traralgon South Housing Framework Plan (TSHFP).

Traralgon South Housing Framework Plan



LATROBE PLANNING SCHEME

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C119**Yinnar**

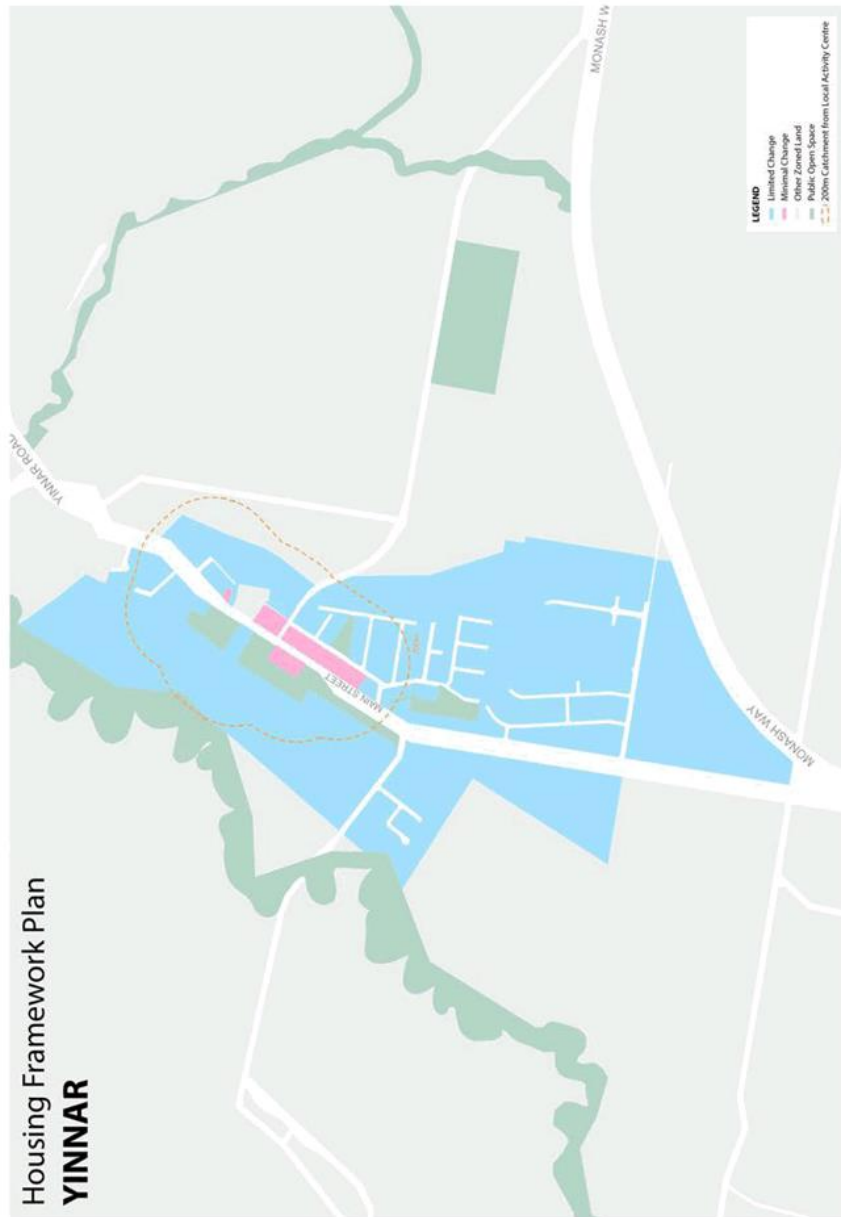
Yinnar is located in the Morwell River Valley, with views of the Strzelecki Ranges to the west and the Jeeralang Hills to the east. Yinnar is situated 160 kilometres east of Melbourne and 22 kilometres south of Morwell. The township provides urban lifestyle opportunities in a village setting for those employed in Latrobe City and has an approximate population of 600. Yinnar township comprises a range of shops and services, a pre-school and sporting and recreation facilities.

Local Area Implementation

- Prepare and facilitate development in accordance with the Yinnar Housing Framework Plan (YHFP).

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Yinnar Housing Framework Plan



LATROBE PLANNING SCHEME

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C119**IMPLEMENTATION****21.10-1****Application of Zones and Overlays**

The objectives, strategies and policy guidelines in the Planning Scheme are implemented through the application of appropriate zones and overlays as follows:

Zones

- Apply the General Residential Zone, Neighbourhood Residential Zone or the Residential Growth Zone to existing residential areas.
- Apply the General Residential Zone to 'Future Local Activity Centres or Neighbourhood Activity Centres' when they have been established.
- Consider applying the Urban Growth Zone to large future urban growth areas.
- Apply the Urban Growth Zone to land where a precinct structure plan has been prepared or where a strategy has been prepared which clearly identifies that the land is suitable for future urban development.
- Apply the Mixed Use Zone to areas close to town centres with potential for complementary residential, commercial and industrial activities.
- Apply the Mixed Use Zone to local and neighbourhood activity centres in the larger urban centres.
- Apply the Township Zone generally to small and district towns, particularly the town centres.
- Apply the Low Density Residential Zone to larger residential lots on the fringes of the main towns that are not within urban growth corridors.
- Apply the Industrial 1 Zone to main industrial estates.
- Apply the Industrial 3 Zone to light industrial and service industrial areas.
- Apply the Commercial 1 Zone to principal shopping and primary office areas excluding the Traralgon Activity Centre.
- Apply the Activity Centre Zone to the Traralgon Activity Centre.
- Apply the Commercial 2 Zone to the primary office areas and to peripheral sales areas.
- Apply the Farming Zone Schedule 1 to commercial agricultural areas.
- Apply the Farming Zone Schedule 2 to mixed farming areas.
- Apply the Rural Living Zone to areas committed to rural residential type use, including areas in Jeeralang, Toongabbie, Glengarry, Tyers, Hazelwood North, Hazelwood South, Callignee, Yinnar South and Moe South.
- Apply the Public Park and Recreation Zone to public open space areas.
- Apply the Public Conservation and Resource Zone to scenic, natural feature and conservation reserves, State, Regional and National parks, public forest areas and the like.
- Apply the Special Use Zone – Schedule 1 Brown Coal over Category A coalfields.

Overlays

- Apply the Development Plan Overlay and or Development Contribution Plan Overlay (including development contribution plans) to future urban growth areas and large undeveloped tracts of land requiring infrastructure, social services, recreation and open space coordination.
- Apply the Design and Development Overlays to areas requiring specific design solutions.

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- Apply the Design and Development Overlays to protect major gateways.
- Apply the Environmental Significance Overlay to areas where amenity buffers are required.
- Apply the Environmental Significance Overlay to protect sites, areas and corridors of environmental significance.
- Apply the Environmental Significance Overlay – Schedule 1 Urban Buffers to provide reciprocal protection for urban areas and the mines and their associated activities.
- Apply the Heritage Overlay to heritage places and precincts.
- Apply the Land Subject to Inundation to flood prone areas as identified by the West Gippsland Catchment Management Authority.
- Apply the Floodway Overlay to flood prone areas as identified by the West Gippsland Catchment Management Authority.
- Apply the Bushfire Management Overlay to bush fire prone areas where there is potential for extreme bushfire behaviour, consistent with state hazard criteria and mapping.
- Apply the State Resource Overlay – Schedule 1 Gippsland Brown Coalfields to Category B and C areas to identify the balance of the Gippsland coalfields located within the municipality.

Other

- Apply Development Contribution Plans to large areas of undeveloped residential, commercial, and industrial land.
- Apply Development Plans or Precinct Structure Plans to undeveloped residential land which incorporate Urban Design Good Practice principals and the provision of infrastructure and community services through developer contribution plans if required.

21.10-2 Further Strategic Work

Council is committed to undertaking the following strategic work:

- ~~Retail Demand and Supply Strategy including an investigation of the implications of the new commercial zones and 'out-of-centre' developments.~~
- Infrastructure Needs Analysis for existing and future significant shared infrastructure across the municipality.
- Create landscape Design Guidelines and infrastructure improvements to work towards the objective of fostering connected communities.
- Undertake a landscape assessment of rural areas and apply appropriate planning scheme tools to protect significant landscapes, views and vistas.
- Align the *Latrobe Regional Hospital Master Plan* recommendations with appropriate zones and overlays.
- Implement the revised *Latrobe Regional Airport Master Plan* into the Latrobe Planning Scheme.
- Prepare small town structure plans for Yinnar, Traralgon South, Toongabbie and Yallourn North.
- Complete a neighbourhood character assessment of small towns and district towns to inform the revision of appropriate land use policy which recognise their unique character attributes, housing form and type
- Prepare a land use response to the State Government's Strategic Plan for Coal or any other adopted relevant coal resource strategy.

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- Introduce planning provisions into the Planning Scheme to control land use and development within the Amenity Lifestyle Precinct, Amenity Lifestyle Investigation Precinct and Amenity Rural Buffer that resolves industrial/sensitive use interface issues.
- Prior to any future rezonings, investigate the application of the Amenity Rural Buffer and Amenity Lifestyle Investigation Precinct (Area 8) in Tyers, by undertaking odour modelling.
- Discourage any rezoning in the Amenity Lifestyle Investigation Area.
- Revise and update existing Main Town structure plans as required.
- Rezone land in accordance with the future land use and staging outlined in Structure Plans and the Traralgon Growth Area Framework.
- Prepare a detailed drainage study for land within the Traralgon West Growth Corridor to establish development capability and infrastructure investment requirements.
- Prepare a Development Plan or Precinct Structure Plan [and Development Contributions Plan](#) for land in the Traralgon West Growth Corridor in accordance with the Structure Plan.
- Prepare a Development Contribution Plan for land in the Traralgon West Growth Corridor in accordance with the Structure Plan.
- Prepare Masterplans for the Latrobe Regional Airport, Latrobe Regional Hospital and the open space and green movement corridors within the Traralgon West Growth Corridor.
- Investigate potential future uses for the land identified as employment investigation area within the Traralgon West Growth Corridor that will generate long term future employment opportunities.
- Prepare a Development Plan or Precinct Structure Plan for future residential and industrial land east, north and south of the Traralgon existing urban area to provide a broad framework for medium and longer term growth.
- Prepare a Development Contribution Plan for future residential and industrial land east of the Traralgon existing urban area.
- Investigate opportunity for open space, recreation and conservation uses in the area north of Traralgon bounded generally by Latrobe River to the north and Traralgon urban area to the south.
- Rezone land in accordance with the future land use and staging outlined in Structure Plans and the Traralgon Growth Area Framework.
- ~~Prepare a coordinated Activity Centre Strategy across the four Main Towns (including the 'Hollydale' site) which considers the retail needs of the community, but also the cultural and social activities that occur in Activity Centres.~~ Prepare Development Plans or Precinct Structure Plans.
- Develop Open Space Asset Management Plans (linked to GIS Systems) for all classes/types of open space assets (including vegetation) and park furniture to implement a costed, systematic approach to asset replacement, renewal and maintenance.
- Develop administration processes that improve the record keeping of open space contributions received (cash and land) to ensure transparency around the expenditure on passive and active open spaces (including land acquisition) and sources of funding.
- Develop a policy to guide open space contributions and expenditure, including circumstances where Council will accept encumbered land for open space in addition to unencumbered land.
- Monitor the application and efficiency of public open space contributions for new residential, commercial, industrial and mixed use subdivisions.

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- Investigate the need for an existing condition survey of dwellings and structures in Area 21 that may inform the need for engineering requirements for the construction of new structures in the Area.
- Prior to rezoning land for residential purposes adjacent to the existing Environmental Significance Overlay Schedule 1, advocate for the Minister administering the *Mineral Resources (Sustainable Development) Act 1990* to carry out an independent risk assessment that clarifies whether any revision of the Environmental Significance Overlay Schedule 1 is required around the southern boundary of Traralgon. This should be done in consultation with the Latrobe City Council and the State Government appointed Technical Review Board.
- Advocate for the Minister administering the *Mineral Resources (Sustainable Development) Act 1990* to provide clear guidance on the future form of the Environmental Significance Overlay Schedule 1 around the southern boundary of Traralgon in areas planned for the Traralgon Highway Bypass.
- Advocate for the Minister administering the *Mineral Resources (Sustainable Development) Act 1990* to continue to assess geotechnical monitoring information provided by coal mine licensees in determining the future form of the Environmental Significance Overlay Schedule 1 adjacent to urban settlements.
- Advocate for the Minister administering the *Mineral Resources (Sustainable Development) Act 1990* to conduct an independent risk assessment that clarifies whether any revision of the Environmental Significance Overlay Schedule 1 is required, so as to provide clear direction for future rezoning and urban development in areas adjacent to the existing Environmental Significance Overlay Schedule 1 in consultation with the Latrobe City Council and the State Government appointed Technical Review Board.
- Prepare Development Plans or Precinct Structure Plans
- Prepare a plan and facilitate the formal recognition of the Strzelecki-Alpine Biolink, incorporating plantation, public, private, road reserve land and mining areas ready or scheduled for rehabilitation through the appropriate application of zones and overlays, such as Rural Conservation Zone and Environmental Significance Overlay.
- Explore the application of appropriate Local Policy, Zone and Overlay Controls including the Rural Conservation Zone and/or Vegetation Protection Overlay to protect important values within the Strzelecki - Alpine Ranges biodiversity corridor and other core habitat locations, considering state-wide biodiversity information maintained by Department of Land, Water and Planning.
- Undertake a landscape assessment of rural areas and apply appropriate planning scheme tools to recognise locations of high hazard erosion and to protect significant landscapes, vistas or areas of significance.
- Identify locations and apply the Environmental Audit Overlay, including former landfill sites, fuel depots or industry locations identified for transition.
- Prepare an Industry Transition Strategy for the City. This should include opportunities to transition heavy industries to appropriate locations which provide appropriate buffers to sensitive land uses as well as good highway access.
- Prepare a Rural Living Strategy for the municipality and apply appropriate planning scheme tools to land identified as appropriate for Rural Living.
- Undertake an assessment of future Incremental change areas and apply appropriate zones through a Planning Scheme Amendment.
- Prepare a bushfire framework plan for the municipality to inform future settlement and urban growth planning for the municipality.
- Investigate and apply permit trigger(s) or policy to enable assessment and requirement for noise attenuation measures to be provided for new sensitive use developments within the 500 meter

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buffer area surrounding the Janette Street Industrial Precinct (Traralgon Structure Plan Area 8a).

- Investigate the application of Industrial 3 Zone to land within the Janette Street Industrial Precinct surrounding the existing lime batching plant (Traralgon Structure Plan Area 8a).
- Implement recommendations from the Traralgon Activity Centre Plan including:
 - Prepare streetscape masterplans for the Traralgon Activity Centre in accordance with recommendations from the Traralgon Activity Centre Plan.
 - Prepare a masterplan for Post Office Place in accordance with recommendations from the Traralgon Activity Centre Plan.
 - Implement the recommendations from the Traralgon Station Precinct Masterplan.
 - Prepare a masterplan for the Princes highway Boulevard in accordance with recommendations from the Traralgon Activity Centre Plan.
 - Prepare a Laneway Activation Strategy for the Traralgon Activity Centre.
 - Update the Latrobe City Bike Plan.
 - Prepare active street frontage design guidelines.
- [Prepare and implement a Morwell CBD Activity Centre Plan.](#)
- [Undertake an assessment of the Commercial 1 Zone land supply in the centre of Churchill which considers development for non-retail uses.](#)

21.10-3 Reference Documents

The following strategic studies have informed the preparation of this planning scheme. All relevant material has been included in the Scheme and decision makers should use these documents (as amended) for background research only. Material in these documents that potentially provides guidance on decision making but is not specifically referenced by the Scheme should be given limited weight.

- *Latrobe 2026.*
- *Council Plan (2018-2021).*
- *Latrobe City Municipal Public Health and Wellbeing Plan (2013-2017).*
- *Assessment of Agricultural Quality of Land in Gippsland (1984).*
- *Car Parking Framework Review Traralgon & Morwell (2014)*
- *Framework for the Future (1987).*
- *Land over Coal Buffers Study (1988).*
- *Latrobe Supply Area Extractive Industry Interest Areas Strategy (1999).*
- *Recreation and Leisure Strategy (2006).*
- *Municipal Domestic Waste Water Management Plan (2006).*
- *Lurgi Master Plan (2006).*
- *Transit City Master Plan: Towns Summary (2006).*
- *Latrobe Structure Plans Volumes 1-5 (2007).*
- *Moe Activity Centre Plan (2007).*
- *Latrobe City Bicycle Plan (2007-2010).*
- *Retail Strategy Review (2007).*
- [Latrobe City Council Retail Strategy: Background Research and Analysis \(2019\)](#)

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- [Latrobe City Council Retail Strategy: Strategy and Implementation Plan \(2019\)](#)
- *Healthy Urban Design Good Practice Guidelines (2008).*
- *Latrobe City Council Residential and Rural Residential Land Assessment (2009).*
- *Latrobe City Council Bulky Goods Retail Sustainability Assessment (2009).*

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- *Moe Rail Precinct Revitalisation Project: Master Plan (2009).*
- *Clifton Street Precinct (Moe) Urban Design Guidelines (2009).*
- *Latrobe Regional Airport Master Plan (2009).*
- *Latrobe Regional Hospital Master Plan (2009).*
- *Churchill Town Centre Plan (2010).*
- *Latrobe City Heritage Study (2010).*
- *Small Town Structure Plans: Boolarra, Glengarry & Tyers (2010).*
- *Traralgon Activity Centre Plan (2018).*
- *Traralgon Activity Centre Plan Background Reports (2010).*
- *Positioning Latrobe City for a Low Carbon Emission Future (2010).*
- *Latrobe City Waste Management Strategy (2010-2017).*
- *Gippsland Region Sustainable Water Strategy (2011).*
- *Economic Sustainability Strategy (2016-2020).*
- *Traralgon Station Precinct Master Plan (2011).*
- *Australian Paper: Maryvale Pulp Mill Buffer Requirements (July 2011).*
- *Gippsland Logistics Precinct Project Plan (2013)*
- *Latrobe City Public Open Space Strategy (2013).*
- *Churchill East West Link: Master Plan and Urban Design Framework (2013).*
- *Retail Advice – Lake Narracan Structure Plan (2013).*
- *Guidelines for Development in Flood Prone areas (2013)*
- *Traralgon West Structure Plan (August 2013).*
- *Traralgon Growth Area Review Framework (August 2013).*
- *Traralgon Background Report (August 2013).*
- *Municipal Emergency Management Plan (MEMP).*
- *Municipal Fire Management Plan (2017-2021).*
- *Wood Encouragement Policy (2014).*
- *Natural Environment Sustainability Strategy (2014-2019).*
- *Moe and Newborough Structure Plan (March 2015).*
- *Cultural Diversity Action Plan (2014-2018).*
- *Disability Action Plan (2013/2014).*
- *Review of Proposed Public Open Space Contributions Rates (2016).*
- *Latrobe Play Space Strategy (2016).*
- *Older Persons Strategy (2007-2021).*
- *Public and Urban Art Policy (2011).*
- *Public Toilet Strategy (2010).*
- *Tracks, Trails and Paths Strategy (2016).*
- *Transit Centre Precincts Volumes 1-5 (2007)*
- *Adopted development plans and contribution plans.*

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- *Planning for Intensive Agriculture in Gippsland (2016)*
- *Live Work Latrobe Rural Land Use Strategy (2019)*
- *Live Work Latrobe Housing Strategy (2019)*
- *Live Work Latrobe Industrial and Employment Strategy (2019)*
- *Latrobe City Urban Design Guidelines (as amended).*
- *Hazelwood Mine Fire Report (2014)*
- *Car Parking Framework Review Traralgon & Morwell 2014*
- *Protecting Victoria's Environment – Biodiversity 2037 (DELWP 2017)*
- *Guidelines for the removal, destruction or lopping of native vegetation (DELWP 2017)*

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31/07/2018
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SCHEDULE TO CLAUSE 72.08 BACKGROUND DOCUMENTS

1.0

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Background documents

Name of background document	Amendment number - clause reference
<i>Bulky Goods Retail Sustainability Assessment (2009)</i>	Clause 43.04s4
<i>Bulky Goods Retail Sustainability Assessment Final Report (2009)</i>	Clause 43.02s9
<i>Car Parking Framework Review Traralgon & Morwell (August 2014)</i>	Clause 45.09s1 Clause 45.09s2
<i>Churchill Structure Plan 2007 (as amended)</i>	Clause 43.02s9
<i>Code of Practice – Onsite Wastewater Management (Environment Protection Authority, July 2016)</i>	Clause 43.04s9
<i>Healthy by Design: a planners' guide to environments for active living® (National Heart Foundation of Australia - Victorian Division, 2004)</i>	Clause 43.04s5 Clause 43.04s6 Clause 43.04s7 Clause 43.04s9
<i>Latrobe City Bicycle Plan 2007-2010 (as amended)</i>	Clause 43.04s5 Clause 43.04s6 Clause 43.04s7 Clause 43.04s9
<i>Latrobe City Heritage Study Volume 1: Thematic Environmental History (July 2010)</i>	Clause 32.07s2
<i>Latrobe City Heritage Study Volume 2: Key Findings and Recommendations (July 2010)</i>	Clause 32.07s2
<i>Latrobe City Public Open Space Plan 2007 (as amended)</i>	Clause 43.04s5 Clause 43.04s6 Clause 43.04s7 Clause 43.04s9
<i>Latrobe City Public Toilet Strategy 2006 (as amended)</i>	Clause 43.04s5 Clause 43.04s6 Clause 43.04s7 Clause 43.04s9
<i>Latrobe Healthy by Design® – Background and Issues Report (Beca Pty Ltd, December 2007)</i>	Clause 43.04s5 Clause 43.04s6 Clause 43.04s7 Clause 43.04s9

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Name of background document	Amendment number - clause reference
<i>Latrobe Regional Airport Development Guidelines</i> (2009)	Clause 43.02s7 Clause 43.02s8
<i>Latrobe Structure Plans Volumes 1-5</i> (Beca Pty Ltd, 2007)	Clause 43.04s5 Clause 43.04s6 Clause 43.04s7
<i>Moe Rail Precinct Revitalisation Project Design</i>	Clause 36.01s
<i>Morwell Central Business District Revitalisation Action Plan</i>	Clause 43.02s2
<i>Municipal Domestic Wastewater Management Plan 2006</i>	Clause 42.01s2
<i>Permitted clearing of native vegetation – Biodiversity assessment guidelines</i> (Department of Environment and Primary Industries, September 2013)	Clause 43.04s9
<i>Traralgon Station Precinct Master Plan</i> (Latrobe City Council, June 2011)	Clause 32.07s2
<i>Urban Design Good Practice Guideline – Meeting Healthy By Design® Objectives</i> (2008)	Clause 43.04s1 Clause 43.04s5 Clause 43.04s6 Clause 43.04s7 Clause 43.04s9
<i>Victoria's Native Vegetation Management – A Framework for Action</i> (Department of Natural Resources and Environment, 2002)	Clause 42.01s1 Clause 43.04s1 Clause 43.04s3 Clause 43.04s4 Clause 43.04s5 Clause 43.04s6 Clause 43.04s7
<i>West Gippsland Regional Catchment Strategy</i>	Clause 43.04s9
<i>West Gippsland Native Vegetation Plan 2003</i>	Clause 43.04s5 Clause 43.04s6 Clause 43.04s7 Clause 43.04s9
Latrobe City Council Retail Strategy - Background Research and Analysis 2019 Latrobe City Council Retail Strategy – Strategy and Implementation Plan 2019	



ESSENTIAL ECONOMICS

Latrobe City Council Retail Strategy

BACKGROUND

RESEARCH AND ANALYSIS

Prepared for



by

Essential Economics Pty Ltd

March 2019

Authorship

Report stage	Author	Date	Review	Date
Draft report	Jack O'Connor & Nick Brisbane	27 November 2018	Sean Stephens	29 November 2018
Final Draft report	Jack O'Connor	7 January 2019	Nick Brisbane	9 January 2019
Final Report V1	Jack O'Connor	16 January 2019		
Final Report V2	Jack O'Connor	16 March 2019		

Disclaimer

Every effort has been made to ensure the accuracy of the material and the integrity of the analysis presented in this report. However, Essential Economics Pty Ltd accepts no liability for any actions taken on the basis of report contents.

Contact details

For further details please contact Essential Economics Pty Ltd at one of our offices:

96 Pelham Street
Carlton
Victoria 3053
Australia
PH +61 3 9347 5255
FAX +61 3 9347 5355

Level 26 / 44 Market Street
Sydney
New South Wales 2000
Australia
PH +61 2 9089 8654

EMAIL mail@essentialeconomics.com

WEB www.essentialeconomics.com

ABN 92 079 850 427

Our Reference: 18141

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EXECUTIVE SUMMARY

Strategy Background

Latrobe City Council has engaged Essential Economics and Ethos Urban to prepare the Latrobe City Retail Strategy (the Retail Strategy) which provides the strategic basis to co-ordinate the future planning and development of the municipality's retail sector and activity centres. The last municipal-wide study of the retail sector was undertaken in 2007. Now is an opportune time to prepare this Retail Strategy given the passage of time, changes in the strategic planning context at both a state and local level, and recent trends affecting the retail sector.

The Retail Strategy comprises two main documents:

- A **Background Report** (this document) which provides the analytical basis and background research supporting the Retail Strategy; and
- The **Retail Strategy & Implementation Plan** providing the vision, objectives and actions to guide future decision making with respect to retail centre development.

Regional Context

Latrobe City is located in the Gippsland region of Victoria and just under two hours' drive from metropolitan Melbourne. Major towns include Moe - Newborough, Morwell, Traralgon and Churchill, along with the smaller townships of Yallourn North, Tyers, Glengarry, Toongabbie, Yinnar, Boolarra and Traralgon South.

Latrobe City is a networked 'regional city' encompassing the major towns of Moe – Newborough, Morwell, Traralgon and Churchill. This unique settlement structure of four regional (major) towns in relatively close proximity is a historical legacy of brown coal mining and electricity generation activities in the Latrobe Valley and has implications for the development and trading catchments of the municipality's retail centres.

Over the past two decades, Traralgon has evolved to become the major retail destination in Latrobe City. Other major towns – Moe, Morwell and Churchill provide differing retail offers and quantities of retail floorspace, while limited convenience-based retailing is provided in smaller townships.

The retail sector in Traralgon is relatively strong, subject to ongoing investment and reflects Traralgon's role as a regional service centre servicing the wider Gippsland Region. However, other centres in Latrobe City are facing challenges, examples include the recent closure of Coles and Target in the Mid Valley Shopping Centre in Morwell and the high rate of retail shopfront vacancies observed in the Moe and Morwell CBDs.

Strategic Policy Context

Existing policy provides a comprehensive strategic basis for the future growth of Latrobe City and its centres. The Local Planning Policy Framework (LPPF) provides guidance on the design and development of centres, while numerous strategic documents identify future long-term opportunities for new centres. In particular, Clause 21.07-2 of the Latrobe Planning Scheme outlines a series of objectives associated with the location of retail activities, the establishment of a network of activity centres to the needs of the community, and the need to facilitate the growth of Morwell, Moe, Traralgon and Churchill Town Centre.

The Retail Strategy will build upon the existing strategic policy framework.

Population Growth Forecasts

'Retail follows rooftops' is a common retail industry phrase. In this sense, having an understanding of population growth trends and locations is important for the development of a robust Retail Strategy. Population forecasts for Latrobe City and study regions were prepared having consideration for the State Government's official population projections (*Victoria in Future 2016*) and the latest ABS Estimated Residential Population (Cat: 3218.0) data release.

Latrobe City's population is forecast to increase from 75,140 persons in 2018 to approximately 83,860 persons by 2033, representing an increase of +8,720 persons over the 15 years. Average growth per annum for the municipality over 15-years is forecast to be +0.7% per annum, slightly above the long-term historic trend of +0.5% per annum between 2007 and 2017.

The primacy of Traralgon as Latrobe's population growth centre is forecast to continue broadly in-line with historic trends. Traralgon is forecast to accommodate around 62% of Latrobe City's total population growth to 2033. A detailed overview of forecast population growth in Latrobe City is provided by Chapter 5.

Retail Hierarchy

Latrobe City's existing retail hierarchy consists of the following:

- Regional Retail Centre: Traralgon CBD
- Sub-Regional Retail Centres: Moe CBD, Morwell CBD and Mid Valley Shopping Centre.
- Large Town Centre: Churchill
- Neighbourhood Centres: Including the existing centre of Newborough, approved centre at Traralgon North and potential centres in Traralgon East, Traralgon South East and Traralgon West.
- Small Town Centre: Glengarry, Yallourn North, Boolarra, Yinnar, Tyers, Traralgon South, Toongabbie.
- Local Centres: Numerous existing and potential.

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- **Homemaker Precincts:** Argyle Street (Traralgon East) and Morwell East.

An overview of Latrobe City's retail hierarchy including the definition and role for each of categories is provided in Chapter 7.

Occupied Retail Floorspace

Currently, approximately 227,190m² of occupied retail floorspace exists in centres within Latrobe City comprising the following:

- 49,940m² of Food, Liquor and Grocery (FLG) retail floorspace (or 22% of total occupied retail floorspace)
- 27,360m² of Food Catering retail floorspace (or 12% of total occupied retail floorspace)
- 149,890m² of Non-Food retail floorspace (or 66% of total occupied retail floorspace).

The largest individual centres/precincts for occupied retail floorspace are: Traralgon CBD with 62,470m²; Argyle Street Homemaker Precinct (Traralgon East) with 43,440m²; Moe CBD with 34,930m²; Morwell CBD with 31,280m²; and Mid Valley Shopping Centre with 24,520m².

Vacant Retail Floorspace

The Latrobe City's retail vacancy rate is estimated at 10.8% of total floorspace, which is above the vacancy level desired for a large regional retail network such as that operating in Latrobe City. Traralgon has the lowest overall vacancy level of Latrobe City's three major towns (6.9%) reflecting the town's primacy as a focal point for population growth and retail investment.

In contrast, the following centres are contributing to a high overall vacancy rate for Latrobe City:

- **Mid Valley Shopping Centre**, has a vacancy rate of 21.9% influenced by the recent closure of Target and Coles.
- **Morwell CBD**, with a vacancy rate 16.3% which includes a high (29.9%) vacancy rate for shopfronts located to the north of the railway line. Areas of the CBD to the south of the railway line have a lower vacancy rate of 9.4%.
- **Moe CBD**, which has a vacancy rate 10.9% influenced by a concentration of vacant shopfronts located to the south of the railway line.

Retail Sales and Market Shares

In 2018, activity centres in Latrobe City achieved total retail sales estimated at approximately \$1,160m, representing an average trading level of approximately \$5,120/m² (expressed in 2018 dollars and inclusive of GST). Accounting for a share of retail spending escaping to other centres and a share of sales captured from visitors to Latrobe City, it is estimated that Latrobe

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City retailers capture a retail market share of 81%. That is, of total retail spending by Latrobe City residents, 81 cents in every dollar is spent at local shops.

This is a relatively high market share for a regional area, which indicates residents are reasonably well-served by retail facilities in the municipality. As a result, future increases in retail performance and retail development opportunities are likely to be primarily informed by local population and visitor growth.

Future Retail Development Opportunities

Demand for approximately +42,000m² of additional retail floorspace is forecast over the 2018 to 2033 period, comprising:

- +4,200m² of food, liquor and grocery (FLG) retail floorspace to accommodate new or expanded supermarkets and speciality food, liquor and grocery stores;
- +3,100m² of food catering retail floorspace, comprising new cafés, restaurants and takeaway food stores; and
- +35,000m² of non-food retail floorspace, which may comprise the development of additional speciality non-food retailers, retail services and bulky goods retailing.

This additional floorspace is anticipated to present the following retail development opportunities over the next 15 years:

- Support for approximately 9,200m² of retail floorspace not yet developed in Latrobe City that has planning approval. Note, the Traralgon North Neighbourhood Activity Centre (Marshall Road) has planning approval for 4,700m² of retail floorspace, or approximately 51% of approved floorspace yet to be developed in Latrobe City. This Centre is expected to be developed in the near-term and would accommodate a Woolworths supermarket.
- Potential to occupy up to approximately 10,000m² of vacant floorspace in Moe CBD, Morwell CBD and Mid Valley Shopping Centre.
- Incremental growth in food catering floorspace is expected to occur as activity centres continue to evolve into more important social and meeting places with growing café and dining options.
- The potential for development of Commercial 2 Zoned land in Traralgon and Morwell as dedicated bulky goods retail precincts.

Development of New Centres in Growth Areas

Numerous neighbourhood centres have been identified in Traralgon's growth areas to the east, south-east and west of the existing urban footprint. Demand for these identified centres is unlikely to eventuate over the next 15 or so years. In essence, there is unlikely to be sufficient demand to accommodate new FLG retail development at these sites. Note, the projected demand for an additional +4,200m² will be likely be exhausted in the near term by the development of the approved Traralgon North Neighbourhood Activity Centre.

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However, these centres should continue to be identified in the retail hierarchy as *potential centres*, with details regarding the centre size, exact location, and timing determined when local area planning occurs. Market demand and potential impact on the retail hierarchy of any new centres should be assessed at the time of rezoning or planning application.

INTRODUCTION

Background

Latrobe City Council has engaged Essential Economics and Ethos Urban to prepare the Latrobe City Retail Strategy (the Retail Strategy), which provides a strategic basis to co-ordinate the future planning and development of Latrobe City's retail sector and activity centres.

The previous municipal-wide strategic assessment of the Latrobe City's retail sector was the *Latrobe City Council Retail Strategy Review*, undertaken by Macro Plan In 2007. Now is an opportune time to prepare a new Retail Strategy, given the passage of time (11 years), changes in the strategic planning context at both a state and local level, and new trends affecting the retail sector.

Project Objectives

The main objectives of this project are as follows:

- 1 To prepare a Retail Strategy that will guide retail planning and development in the City over the next 15 years.
- 2 To provide an indication of the retail development opportunities for the City to 2033, including the quantum and type of new retail floorspace that may be supported.
- 3 To provide guidance on the appropriate location, format and timing of future retail development.
- 4 To identify a retail (or centres) hierarchy that will guide the future planning and development in the City of Latrobe.
- 5 To identify and make recommendations for modifications to the Local Planning Policy Framework within the Latrobe Planning Scheme to enhance the economic activity within the area and to provide guidance for assessing development applications.

Report Format

The Retail Strategy comprises two main documents: A **Background Report** (this document) which provides an analytical basis and background research; and the **Retail Strategy** that will provide the vision, objectives and actions to guide future decision-making with respect to retail centre development.

In addition, statutory planning input is provided by Ethos Urban regarding possible modifications to the Planning Policy Framework arising from recommendations and actions outlined in the Retail Strategy.

Preparation of this **Background Report** was informed by detailed fieldwork – including a survey of retail floorspace of Latrobe City retail centres – undertaken by the Consultant in September

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2018, as well as stakeholder engagement workshops and one-on-one interviews with local businesses and government representatives (undertaken in October 2018). During this consultation the issues and opportunities associated with Latrobe City's retail and activity centres was discussed.

Specifically, this Background Report comprises two parts:

- **Part A – Background Report and Analysis** – outlines the locational, economic, development and policy aspects that currently influence the planning and development of retail and activity centres in Latrobe City.
- **Part B – Centre Profiles** – provides an overview of each main retail centre in Latrobe including layout, key statistics, issues and opportunities.

Terms and Definitions

Retail Activities

Retail activity is defined according to the Australian Bureau of Statistics (ABS) classification adopted for the 1991/92 Retail and Services Census but excludes garden supplies, marine equipment and motor vehicle and related traders. This definition of retail is consistent with the normal practice for undertaking retail-economic analysis in Australia.

Retail Categories

For the purpose of this Retail Strategy, estimates of retail floorspace, spending and sales are provided in the following retail categories:

- **Food, Liquor and Groceries (FLG):** Comprises household spending and floorspace involved in the selling of take-home food, groceries and liquor.
- **Food Catering:** Household spending and floorspace associated with cafes, restaurants and take-away food stores.
- **Non-Food:** Spending on non-food retail products such as apparel, homewares, bulky merchandise, leisure goods, other general merchandise and spending on services such as hairdressers, video hire, dry cleaning, etc.

GST

All spending and turnover figures expressed in this report are inclusive of GST.

Activity Centres

Activity centres are hubs where people shop, work, meet, relax and often live – they range from local shopping strips to larger activity nodes including white collar employment, community services and regional shopping malls. The State planning framework identifies four main activity centre categories: Metropolitan Activity Centres, Major Activity Centres, Regional

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Activity Centres and Neighbourhood Activity Centres (refer www.planning.vic.gov.au/policy-and-strategy/activity-centres/activity-centres-overview).

Retail Centres

Retail centres are shopping strips or nodes where people traditionally undertake ‘bricks and mortar’ shopping activities. Retail centres in Latrobe City are the specific focus of this Retail Strategy.

Individual retail centres form part of a centres hierarchy which describes the complementary role and function of individual retail centres within a defined region. The retail centres hierarchy in Latrobe City as well as the role and function of individual retail centres is discussed in Chapter 7 of this Report.

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**PART A: BACKGROUND REPORT &
ANALYSIS**

1 REGIONAL CONTEXT

This Chapter provides an overview of Latrobe City's regional location and history. Reference is also made to individual Study Regions within the City that have been identified for the purposes of analysis and discussion.

1.1 Latrobe City Overview

Latrobe City is located in the Gippsland region of Victoria and is just under two hours' drive from metropolitan Melbourne. The City encompasses an area of some 1,426 square kilometres and extends south from the foothills of Mount Baw Baw region to cover the Latrobe Valley and areas of the Strzelecki Ranges, as shown in Figure 1.1.

The Latrobe City is a networked 'regional city' encompassing the major towns of Moe – Newborough, Morwell, Traralgon, and Churchill. This unique settlement structure of four regional (major) towns in relatively close proximity is a legacy of brown coal mining and electricity generation activities in the Latrobe Valley.

In conjunction with the major towns listed above, the smaller townships of Yallourn North, Tyers, Glengarry, Toongabbie, Yinnar, Boolarra and Traralgon South are also located in the municipality and have been assessed as part of this study.

The Latrobe Valley is synonymous with coal mining and electricity generation. These activities were the historic backbone of the Valley's economy and employment from the post World War 1 era. At its peak in 1988, the electricity industry in the Latrobe Valley employed almost 9,900 persons. Subsequently, the privatisation of the sector in the early 1990s – notably the break-up of the State Electricity Commission (SEC) and the closure of aging power plants has contributed to a decline in local jobs in the electricity sector. Today, Loy Yang A and B and Yallourn W are the only brown coal-fired power stations operating in the Latrobe Valley. These stations are supplemented by two smaller natural gas-fired stations at Morwell (Jeeralang) and Traralgon (Valley Power).

The last 25+ years has seen the Latrobe City undergo an economic transition to a more diverse employment base. Electricity, Gas, Water & Waste Services (ABS definition) is now the 5th highest sector for employment in the Latrobe City accommodating 7.5% of the total work force, behind Health Care & Social Assistance (16.4%), Retail Trade (11.6%), Public Administration & Safety (8.7%) and Education & Training (8.3%) (further details provided in Chapter 2 and Chapter 6 of this Report). Indeed, the diversity of the employment base is now an economic strength of Latrobe City.

The Princes Highway extends east-west through Latrobe City and is the main transport artery linking Melbourne to Gippsland, the south coast of New South Wales and southern Sydney.

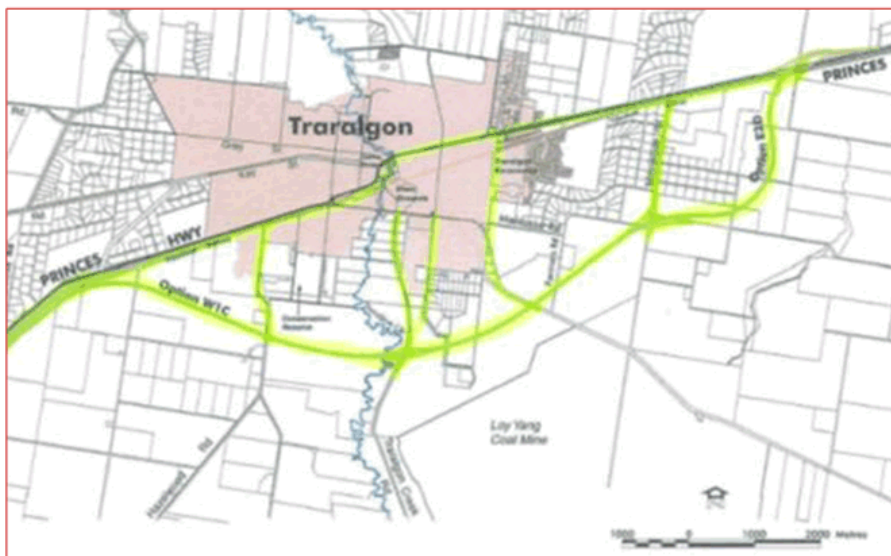
While Moe-Newborough and Morwell are bypassed by the Highway, Traralgon is not – contributing to the CBD capturing sales from 'passing traffic'. A bypass of Traralgon has been planned for some years; in 2009 an alignment was gazetted via an amendment to the Latrobe

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Planning Scheme (see Figure 1.1 below) and at present a business case is being developed by VicRoads. The Latrobe Valley is also connected to metropolitan Melbourne via the VLine Train service, with some 20 services per weekday departing Traralgon (as well as stopping at Morwell and Moe) for Melbourne.

Over the past two decades, Traralgon has evolved to become the major retail destination in Latrobe City. Other major towns – Moe, Morwell and Churchill provide differing retail offers and quantities of retail floorspace, while limited convenience-based retailing is provided in smaller townships.

Figure 1.1: Traralgon Bypass Alignment



Source: VicRoads

1.2 Study Regions

Five study regions have been identified in Latrobe City to inform analysis and discussion. The study regions correspond to the SA2 statistical geographies (as defined by the ABS) and are described as follows:

- **Northern Region** – comprising the most northern portion of the municipality and includes the townships of Toongabbie, Glengarry, Tyers and Yallourn North.
- **Moe-Newborough Region** – encompassing the townships of Moe and Newborough, and surrounding land including Moe South and Yallourn Open Cut areas.
- **Morwell Region** – comprising the township of Morwell and surrounding land.
- **Traralgon Region** – contains Traralgon as well as surrounding land to the north, east and south.

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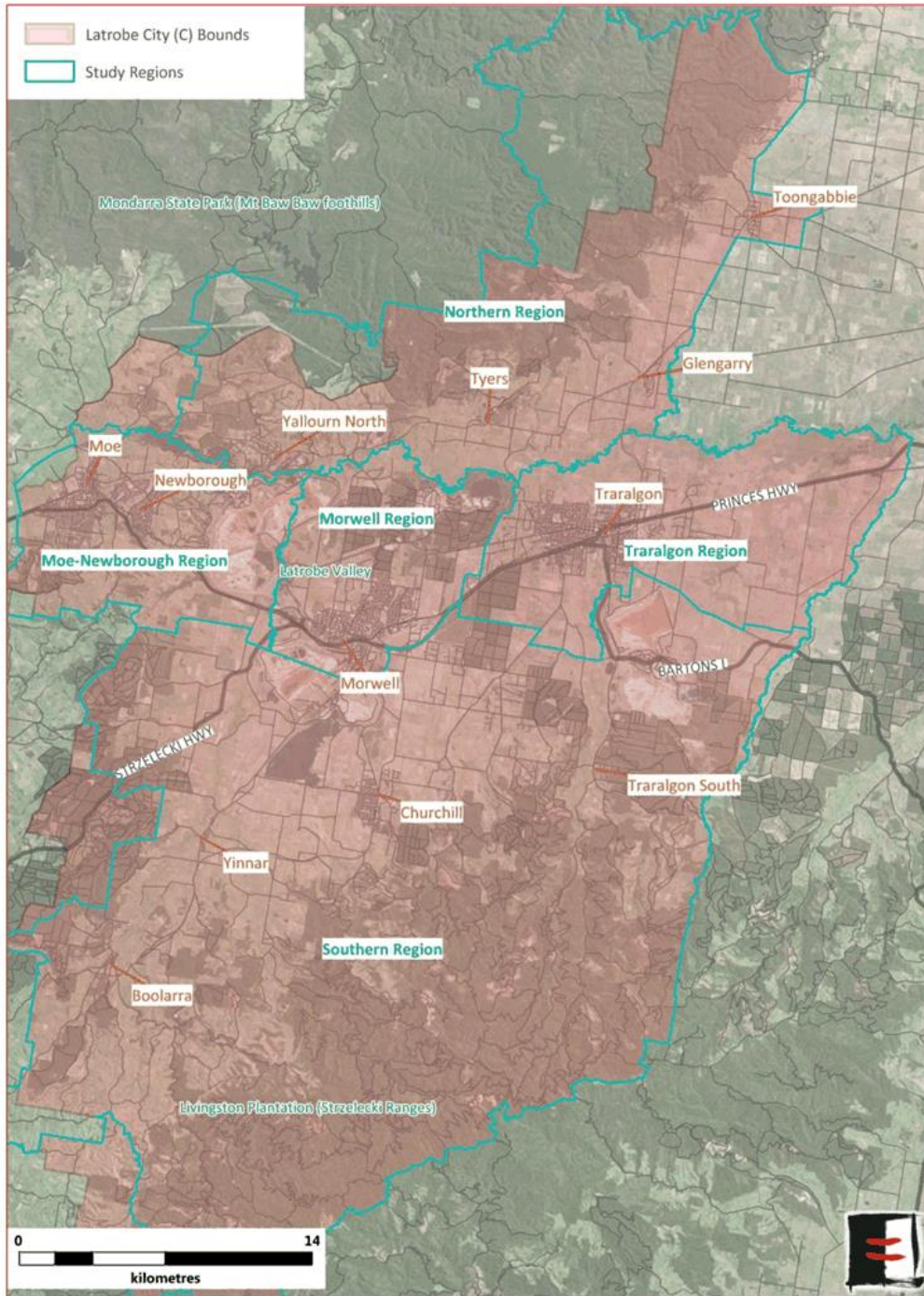
- Southern Region – comprising the balance of the municipality which extends south from the Moe-Newborough, Morwell and Traralgon urban corridor and includes the town of Churchill, as well as the smaller townships of Yinnar, Boolarra and Traralgon South.

The identified study regions broadly reflect the boundary of Latrobe City; however, they do not align exactly. Accordingly, the difference (or balance) between the study regions (as a whole) and Latrobe City is shown in statistical tables where appropriate.

The Study Regions are shown by Figure 1.2 on the following page.

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Figure 1.2: Regional Context and Study Regions



Essential Economics with MapInfo, Bing Maps & StreetPro

2 IMPORTANCE OF RETAILING AND ACTIVITY CENTRES TO LATROBE CITY

'Activity centres' are hubs where people shop, work, meet, relax and often live – they range from local shopping strips to larger activity nodes including white collar employment, community services and regional shopping malls.

A successful retail sector is critical to the viability and vitality of activity centres. As the dominant land use within most activity centres, retailing attracts significant patronage to a centre which supports many other commercial, community, civic and entertainment uses.

Land use policies, both in Victoria and across Australia generally, promote activity centres as the focus for intensive retail and white-collar commercial activity and employment. Beyond their economic function, activity centres also play an important civic and social role by providing places and opportunities for members of the community to meet and interact. This can be particularly important for smaller towns in regional areas where the contact and communication between residents is paramount to community well-being.

The retail sector in Latrobe City employed some 3,540 persons in 2016, providing 11.6% of total employment. Retail is the second largest sector in the Latrobe City economy in employment terms, behind only Health Care and Social Assistance (approximately 5,020 jobs in 2016). An overview of jobs by industry that are located in Latrobe City is shown in Table 2.1.

Although, retail is the sector most closely associated with activity centres, a wide range of other economic activities, including commercial and public sector offices, professional services, community services and civic infrastructure (libraries etc) are also often accommodated in centres. In combination, sectors or activities which often locate in activity centres accommodated 50.9% of jobs in the Latrobe City in 2016 and accounted for 49.8% of total job growth that occurred in Latrobe City between 2011 and 2016. In reality, some of these jobs will be in locations outside activity centres; however, the data indicates the importance of activity centres as major drivers of economic activity and job creation in Latrobe City.

In addition to supporting viable activity centres and contributing to local economies, retailing also performs the critical function of distributing goods and services to community. A well-planned retail centre hierarchy provides these goods and services in a convenient and efficient manner.

The retail sector also plays an important role by providing entry level jobs opportunities for persons with limited qualifications. A retail job is often first workplace experience for many young people – typically on a casual basis while still attending secondary school. Retail also provides employment opportunities for mature age persons with limited qualifications.

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Table 2.1: Jobs by Industry, Latrobe City, 2011-16

Industry	2011 (No.)	2016 (No.)	2016 (%)	Regional Victoria (2016) (%)	Change, 2011-2016
Often Located in Activity Centres					
Retail Trade	3,300	3,540	11.6%	11.3%	+240
Accommodation & Food Services	1,580	2,030	6.6%	7.6%	+450
Financial & Insurance Services	600	550	1.8%	1.8%	-50
Rental, Hiring and Real Estate Services	320	400	1.3%	1.1%	+80
Professional, Scientific & Technical Services	970	1,120	3.7%	4.0%	+150
Public Administration & Safety	2,220	2,650	8.7%	6.1%	+430
Health Care & Social Assistance	4,050	5,020	16.4%	15.3%	+970
Arts & Recreation Services	220	290	0.9%	1.5%	+70
Sub-total	13,260	15,600	50.9%	48.7%	+2,340
Other Industries					
Manufacturing	2,580	2,170	7.1%	8.5%	-410
Construction	1,900	2,080	6.8%	6.9%	+180
Wholesale Trade	600	480	1.6%	2.1%	-120
Transport, Postal & Warehousing	860	1,040	3.4%	3.6%	+180
Agriculture, Forestry & Fishing	470	630	2.1%	8.1%	+160
Mining	340	480	1.6%	0.6%	+140
Electricity, Gas, Water & Waste Services	1,510	2,310	7.5%	1.5%	+800
Information Media & Telecommunications	250	300	1.0%	0.9%	+50
Administrative & Support Services	570	740	2.4%	2.5%	+170
Education & Training	2,390	2,550	8.3%	9.0%	+160
Other Services	900	1,130	3.7%	3.7%	+230
Industry not classified	190	1,110	3.6%	3.9%	+920
Sub-total	12,560	15,020	49.1%	51.3%	+2,460
Total	25,820	30,620	100%	100%	+4,800

Source: ABS Census of Population & Housing 2011 & 2016; ABS Table Builder



3 STRATEGIC POLICY CONTEXT

The prevailing development and planning context for retail and activity centres in Latrobe City is framed by a range of planning documents and strategies.

In an overall sense, it is evident that a policy aspiration exists for the City's major towns of Traralgon, Morwell, Moe-Newborough and Churchill to function as a single 'networked city'. Under this approach, the major towns (aforementioned) provide complementary facilities and services that contribute to a cohesive, higher-order service offer at the regional level.

While numerous documents refer to activity centre, retail and settlement hierarchies, a need exists to provide a clear centre hierarchy for Latrobe City. This will take into consideration the strategic directions identified in current planning policy, the existing role and function of centres, and the implications of future growth.

This Chapter provides an overview of the State and Local Planning Policy Framework which informs retail and activity centre planning and development in Latrobe City.

3.1 Planning Policy Framework (PPF)

The recent Amendment VC148 (July 2018) has implemented changes to the Victoria Planning Provisions (VPP) and planning schemes. As noted in Planning Advisory Note 71 (Department of Environment, Land, Water and Planning):

"The Amendment implements the first stage of the new Planning Policy Framework (PPF) which replaces the existing State Planning Policy Framework (SPPF). In future the PPF will, in conjunction with the new Municipal Planning Strategy (MPS), also replace the Local Planning Policy Framework (LPPF) in each scheme. The PPF enables all policy content in planning schemes to be merged into a single source." (p1)

Effectively, the PPF and MPS are intended to work together to form the strategic basis of each municipality's planning scheme. The discussion of State and Local Policy in this report has been undertaken in view of the changes to the Latrobe Planning Scheme as a result of Amendment VC148. It is noted that Latrobe City Council is yet to translate its Local Planning Policy Framework into the new MPS and PPF format. As such, the objectives of Council's current planning scheme remain relevant.

Strategies and strategic guidance within the PPF that are relevant to this Retail Strategy include those identified below:

- **Strategic support for Latrobe City as a regional city serving Gippsland:** *"Support urban growth in Latrobe City as Gippsland's regional city, at Bairnsdale, Leongatha, Sale, Warragul/Drouin and Wonthaggi as regional centres, and in sub-regional networks of towns" (Clause 11.01-1R)*
- **Support for small towns to continue to remain viable centres providing local services:** *"Support the continuing role of towns and small settlements in providing services to their*

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districts, recognising their relationships and dependencies with larger towns” (Clause 11.01-1R)

- **Support for vibrant activity centres that respond to changing markets:** *“Create vibrant and prosperous town centres that are clearly defined and provide commercial and service activities that respond to changing population and market conditions” (Clause 11.01-1R)*
- **Support redevelopment of centres subject to future growth including Traralgon, Morwell and Mid Valley:** *“Support redevelopment initiatives in commercial centres that will be subject to significant growth (Traralgon, Morwell Mid Valley, Warragul, Wonthaggi, Leongatha, Sale and Bairnsdale) to improve their attractiveness and usability” (Clause 17.02-1R)*
- **Encourage retail and commercial development that meets the community needs** including the following strategies identified in Clause 17.02-1S:
 - *Plan for an adequate supply of commercial land in appropriate locations*
 - *Provide new convenience shopping facilities to provide for the needs of the local population in new residential areas and within, or immediately adjacent to, existing commercial centres*
 - *Provide small scale shopping opportunities that meet the needs of local residents and workers in convenient locations*
 - *Apply a five-year time limit for commencement to any planning permit for a shopping centre or shopping centre expansion of more than 1000 square metres leasable floor area.*

3.2 Local Planning Policy Framework

Clause 21.07-2 (Key Issues – Activity Centre) within Latrobe City’s Local Planning Policy Framework (LPPF) outlines key issues, objectives and strategies for activity centre planning in the municipality. This Clause provides local content to support Clause 17 (Economic Development) of the PPF.

Clause 21.07-2 notes that Latrobe City is the ‘retail centre’ for Gippsland and accommodates:

- Traralgon Primary Activity Centre
- Churchill Primary Activity Centre
- Mid Valley Shopping Centre in Morwell
- Stockland Plaza in Traralgon
- Moe Central Activity District (CAD)
- Morwell CAD.

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Clause 21.07-2 goes on to state among other aspects that:

- Council supports the existing main town neighbourhood and small-town retail centres and no new centres should be supported unless demand can be generated, as well as substantiating that existing centres would not be detrimentally affected.
- Increases in retail floorspace provision should focus on increasing the vibrancy of town centres so that centres continue complementing one another and there is an opportunity to better define the retail hierarchy through a municipal wide retail strategy.

Clause 21.07 also notes that the *Latrobe City Bulky Goods Retail Sustainability Assessment* (2009) led to the identification of two new bulky goods sites at Princes Drive, Morwell and Princes Highway and Stammers Road, Traralgon, to decrease the level of expenditure leaking to competing centres outside of Latrobe. Both sites are now zoned for bulky goods development (Commercial 2 Zone); however, development of this nature is yet to occur at either site.

Objectives and selected strategies identified by Clause 21.07-2 comprise:

- **Objective 1** – Identify appropriate locations for retailing activities
 - Implement any Latrobe City adopted retail land use strategy.
 - Encourage neighbourhood shops providing local convenience goods and services in locations accessible to local communities in accordance with Structure Plans and endorsed development plans.
 - Encourage new shops that do not significantly detract from the function of the existing major retail centres.
 - Encourage increased residential densities around neighbourhood activity centres.
 - Encourage strong pedestrian and public transport connectivity to and between the neighbourhood and local activity centres.
 - Encourage the distribution of new bulky goods retailing to occur in Princes Drive, Morwell and Princes Highway and Stammers Road, Traralgon East in accordance with the Morwell and Traralgon Structure Plans.
 - Discourage 'out-of-centre' large format supermarkets and retail developments, unless demand can be demonstrated, as well as substantiating that existing centres would not be detrimentally affected.
 - Provide for localised convenience retailing.
- **Objective 2** – Establish a network of activity centres which satisfy a range of retail, commercial, community and residential needs
 - Encourage a mix of retail, office, commercial, entertainment, leisure and community uses, and medium density housing to locate within activity centres.
 - Encourage increased intensity and scale of development within defined activity centres.

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- **Objective 3** – Facilitate the growth of the Morwell, Moe, Traralgon and Churchill Town Centres.
 - Implement any Latrobe City adopted town centre activity plans.
 - Encourage a diverse range of land uses including accommodation, office, retail, food and drink, transport, leisure, civic and community uses.
 - Encourage high quality, accessible and environmentally sustainable design.
 - Provide coordinated walking, cycling, pedestrian and vehicular movement.
 - Identify and encourage the development of an integrated high-quality public transport interchange.
 - Provide well located and accessible car parking areas in the centre.

Clause 21.07 provides a sound strategic basis for the future planning and development of Latrobe City's retail sector and activity centres. The Clause also identifies the need for a contemporary retail strategy that better defines a retail hierarchy for Latrobe City. This Background Report provides a description of the existing retail hierarchy.

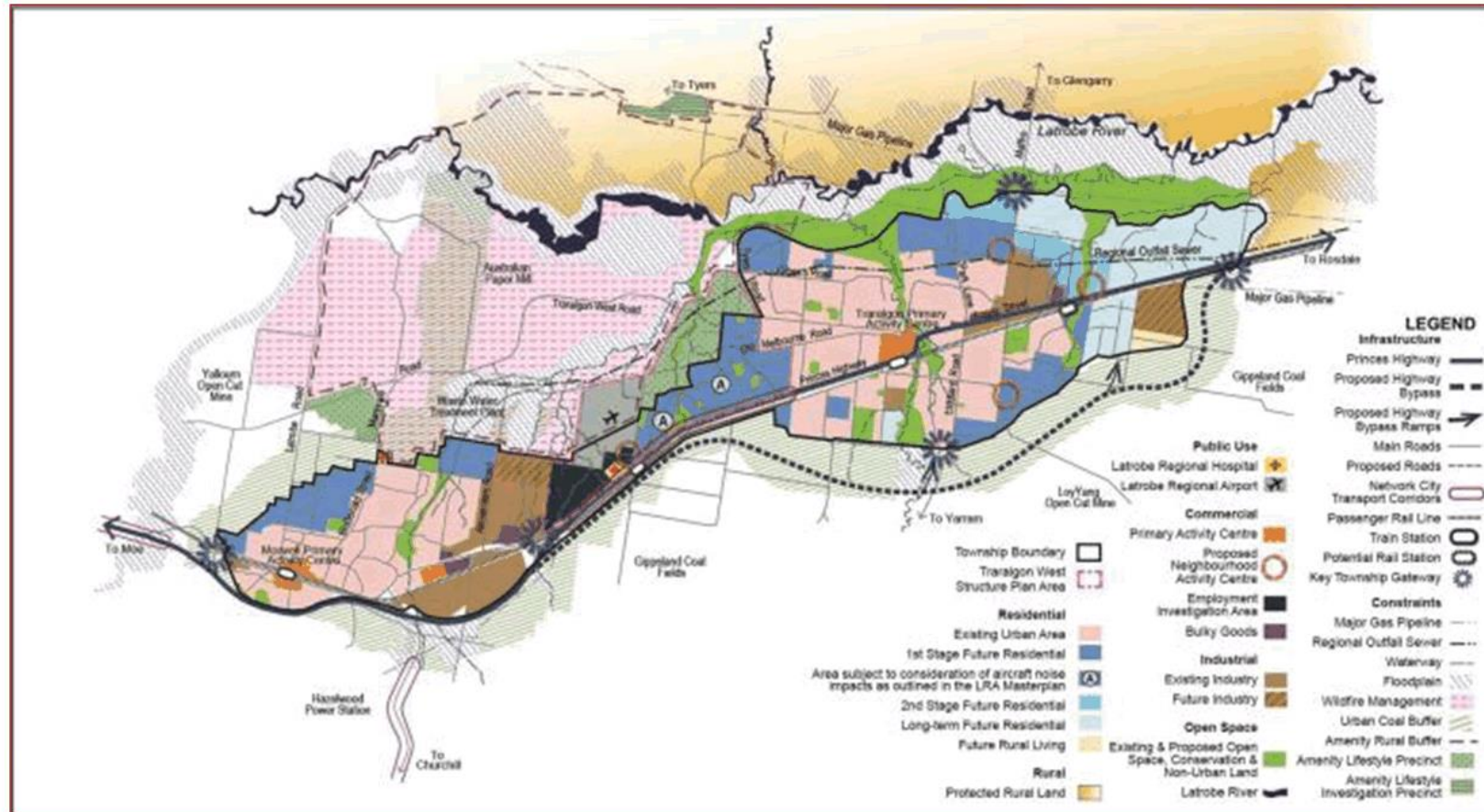
Clause 21.02 (Housing and Settlement) provides an overview of the key issues relating to urban growth, including the future growth of main towns of Moe, Morwell, Traralgon and Churchill which are recognised as being part of a 'networked city.' The Clause identifies that each town has its own specific role, including:

- Moe as a service centre;
- Morwell as a centre for government offices and industry;
- Traralgon as a commercial centre; and
- Churchill as a university town.

The Traralgon-Morwell Growth Framework Plan is included in Clause 21.02 (reproduced in Figure 3.1 on the following page) and illustrates the future growth areas which will eventually 'join' the townships of Morwell and Traralgon. The Framework Plan also identifies potential for new neighbourhood centres in Traralgon West, Traralgon East, Traralgon South East and Traralgon North (Marshalls Road). The Traralgon CBD, Morwell CBD and Mid Valley Shopping Centre are identified as 'Primary Activity Centres'.

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Figure 3.1: Traralgon-Morwell Growth Framework Plan



Source: Latrobe Planning Scheme (Clause 21.02)

3.3 Live Work Latrobe

Live Work Latrobe comprises three complementary strategies – the Housing Strategy, Rural Land Use Strategy, and an Industrial and Employment Strategy which provide the strategic and analytical basis to inform the municipality’s long-term growth and development. *Amendment C105* to the Latrobe Planning Scheme proposes to implement the recommendations of each Strategy through a range of policy, zone and overlay changes to:

- Ensure the right locations for new and varied housing types
- Provide approximate locations for new and transitioning industries
- Support current and emerging rural industry investment.

At present *Amendment C105* is in the post-exhibition stage and awaiting a Panel Report.

The Live Work Latrobe – *Housing Strategy* (2017) undertaken by a consultant team comprising Planisphere (now Ethos Urban), RMCG and MacroPlanDimasi, is of most relevance to this Retail Strategy. Of note, the Housing Strategy outlines key trends that will shape housing growth and development over the next 15 years, including:

- **Housing Growth** – The population is forecast to grow by some +8,560 persons or (11.6%) to accommodate 82,460 persons by 2030
- **Demographic Change and Housing Diversity** – The demographic profile of Latrobe is forecast to become significantly skewed to older age groups. Accordingly, the provision of appropriate housing diversity will be needed to support demographic trends.
- **Housing Affordability** – Latrobe is currently the seventh most disadvantaged municipality in the State and most disadvantaged regional City according to the Social Economic Indexes for Areas (SEIFA) reflecting an ongoing need for the provision of affordable housing in the municipality.

The Housing Strategy outlines a Settlement Hierarchy which defines the role, relationships and interdependencies of different settlements, noting that *Live Work Latrobe* seeks to grow the City’s population to 100,000+ people over the next 30 years.

Within the identified Settlement Hierarchy, the following three levels of residential growth are outlined for settlements:

- **Promote growth** – Pro-actively encourage and facilitate opportunities for major-scale development in areas identified for future growth. Traralgon-Morwell, Moe-Newborough and Churchill have been identified as the locations to promote growth.
- **Support growth** – Support growth consistent with Structure Plans and/or settlement boundaries for the area.
- **Manage growth** – Support small scale residential development and change.

While the ‘Settlement Hierarchy’ identified in the Housing Strategy does not directly correlate to a Retail or Activity Centre Hierarchy, it does provide guidance regarding Council’s future

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intentions for each township including planned population. This has a direct influence on the potential provision of services, including retail.

The Settlement Hierarchy is shown in Table 3.1 and Figure 3.2. Note, future urban growth is proposed to connect the discrete population centres of Traralgon and Morwell (see the Morwell-Traralgon Growth Area in Figure 3.3).

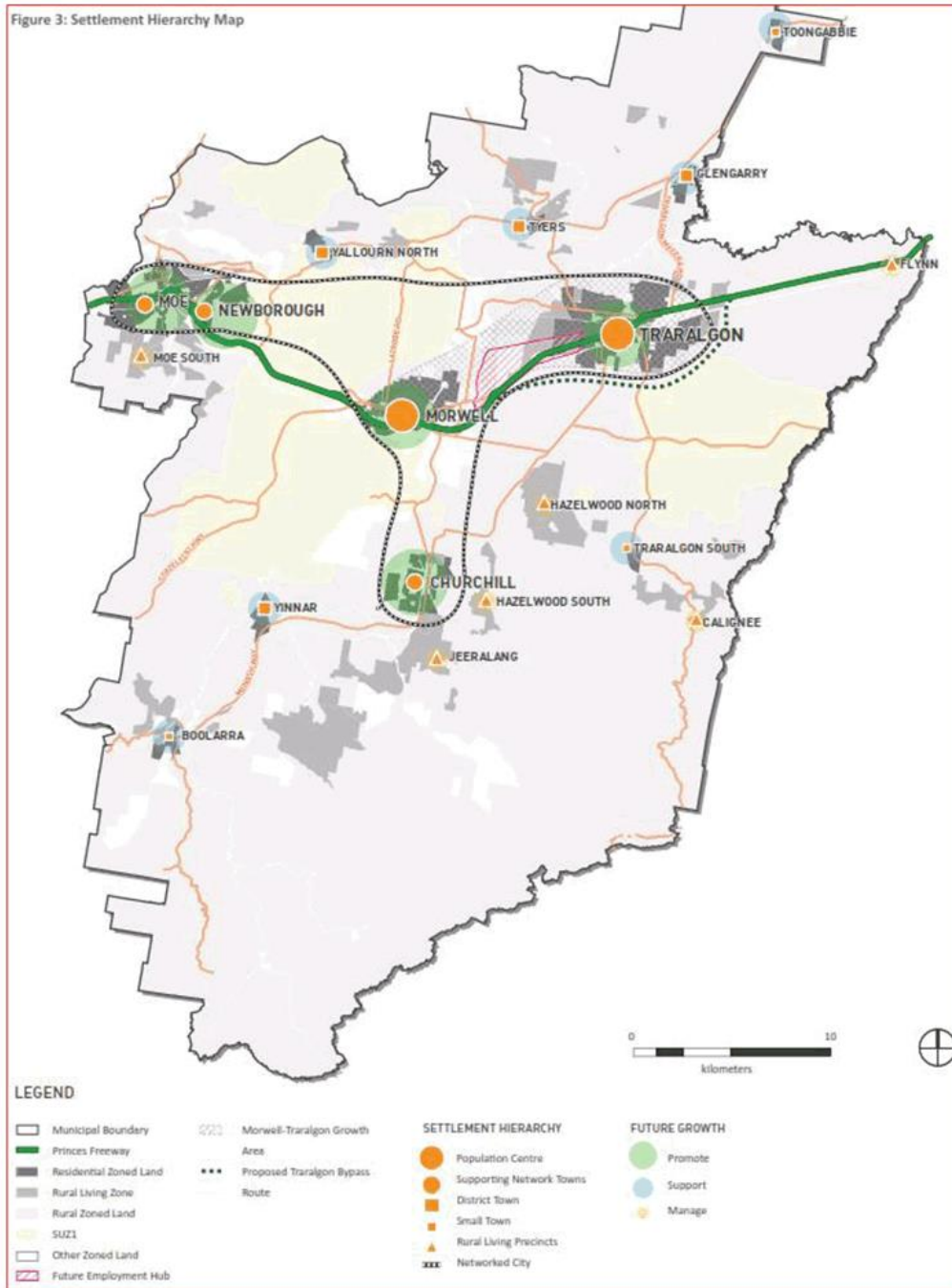
Table 3.1: Live Work Latrobe – Settlement Hierarchy

Type	Definition	Estimated Population	Town(s)	Future Growth
Primary Population Centre	The dominant residential, commercial and retail node within the City.	40,000-50,000	Traralgon-Morwell	Promote
Supporting Network Towns	The secondary residential, commercial and retail node within the City. Contains a moderate employment base.	10,000-20,000	Moe-Newborough, Churchill	Promote
District Towns	A key retail and service centres for a moderate population base. Contain a limited range of retail, education, health and recreational opportunities.	500-3,000	Glengarry, Tyers, Yallourn North, Yinnar	Support
Small Towns	Support small populations and provide a focal point for the surrounding rural community.	400-1,000	Boolarra, Toongabbie, Traralgon South	Support
Rural Living Precincts	Comprises a cluster of housing on smaller and average rural sized allotments with non-urban zones. No services are usually located within the settlement.		Flynn, Jeeralang, Hazelwood North, Hazlewood South, Calignee, Moe South, Yinnar South	Manage

Source: *Latrobe City Council, Live Work Latrobe – Housing Strategy (2018)*

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Figure 3.2: Settlement Hierarchy Map



Source: Latrobe City Council, Live Work Latrobe – Housing Strategy (2018)

3.4 Traralgon Growth Areas Review – A Growth Area Framework (2013)

Traralgon Growth Areas Review (TGAR) – A Growth Area Framework was prepared by Hansen in 2013 and provides direction for the future strategic use and development of land on the fringes of Traralgon, along with areas in Morwell, Tyers and Glengarry. The project builds on the *Traralgon Structure Plan* (2007) as well as previous work undertaken by Parsons Brinkerhoff and the *TGAR Background Report* (undertaken by Hansen) to provide a framework for growth until 2051. The development of a structure plan for Traralgon West also formed part of the wider TGAR project and has been reviewed for the purposes of this study.

In the absence of a Retail Strategy and activity centre hierarchy, TGAR adopted the following hierarchy to describe activity centres in Latrobe City (p52):

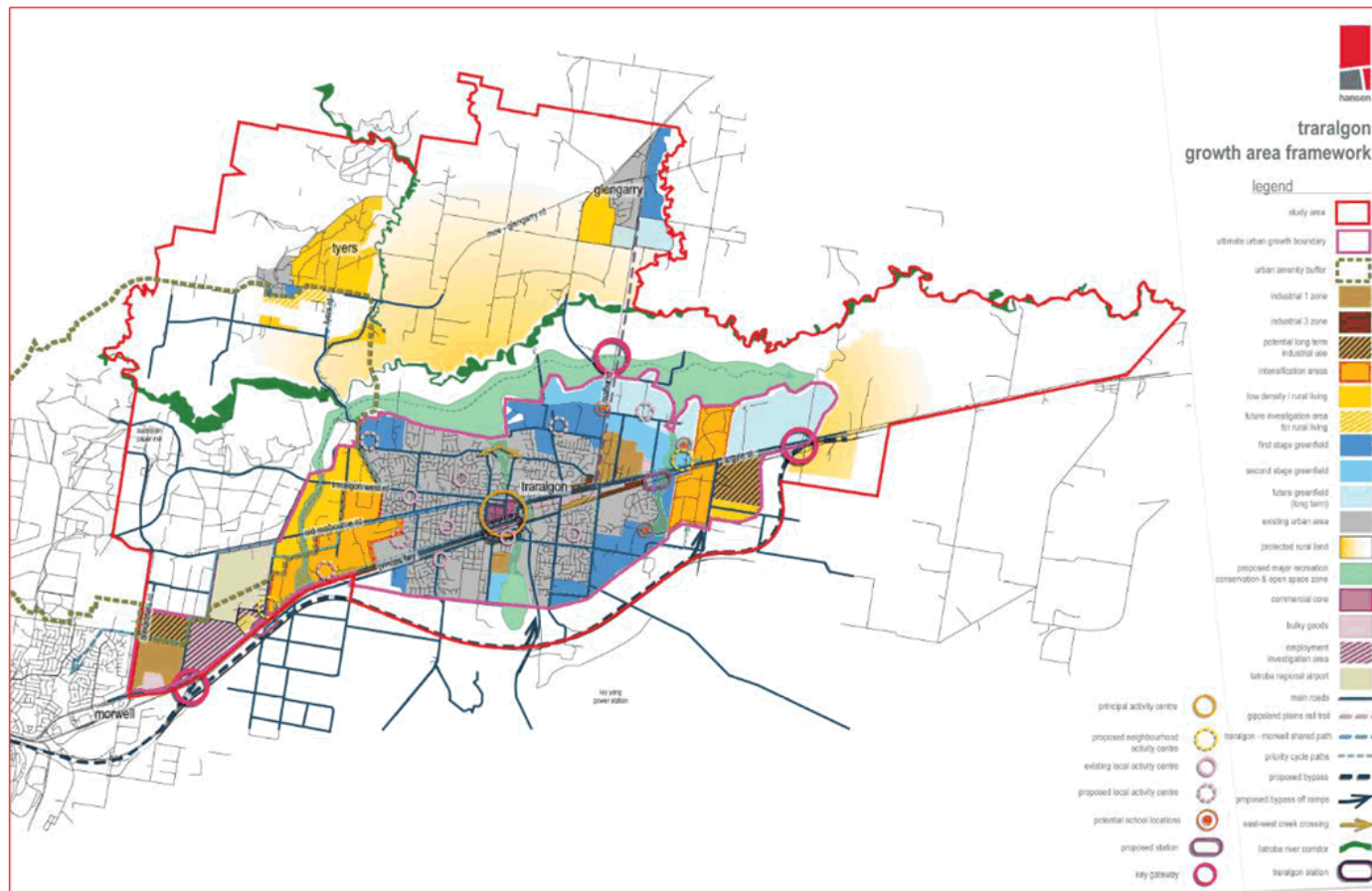
- **Principle Activity Centre (PAC):** The main focus for a wide range of higher density commercial, community and residential uses. The Traralgon CBD is identified as the PAC.
- **Neighbourhood Activity Centre (NAC):** Centres which provide a more localised cluster of services and facilities including community uses, a supermarket, and local shops and personal services. These centres should not compete with the Principle Activity Centre.
- **Local Activity Centre (LAC):** Small centres containing individual shops, providing local convenience food shopping, takeaway food and personal services. Kindergartens and other more localised community uses may also be provided in such centres.

The Growth Area Framework is shown by Figure 3.3 and identifies potential new NACs in the eastern and western Traralgon growth areas. While the exact locations of these NACs is not defined in the TGAR, consideration for each site's proximity to residential areas, employment clusters, and access to planned transport with both locations adjoining proposed train stations have been taken into account. In addition to proposed NACs, numerous LACs are also proposed throughout Traralgon's growth area, while bulky goods retail development should be restricted to areas along the Princes Highway/Argyle Street to the east of the town centre and land to the east of Traralgon and in Morwell.

TGAR notes that "*this hierarchy should be further refined through a more targeted Activity Centre study*" (p. 52), and that "*the role and function of new NACs identified by the Growth Area Framework should be further defined through the preparation of an activity centre strategy for the broader Traralgon area*" (p 53).

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Figure 3.3: Traralgon Growth Areas Review – Growth Area Framework Plan



Source: Hansen, Traralgon Growth Area Framework, 2013

3.5 Latrobe City Council Retail Strategy Review (2007)

In 2007, Latrobe City Council commissioned MacroPlan to prepare the *Latrobe City Council Retail Strategy Review*, which is the last municipal-wide strategic retail project. The objective of this piece of work was to review the future retail floorspace requirements for the municipality.

Relevant key findings from the Retail Strategy Review (2007) included the following:

- The majority of retailing in Latrobe is contained with four town centres, namely, Moe, Morwell, Traralgon and Mid Valley (in Morwell).
- High vacancy rates were identified in the centres of Morwell, Moe and Mid Valley.
- Potential exists for an additional 32,000m² of convenience, supermarket and specialty floorspace by 2021, with the floorspace to contribute to the vibrancy of the Traralgon, Moe and Morwell centres.
- Potential for additional neighbourhood level retailing in the growth areas of Traralgon and Morwell was identified.
- MacroPlan identified the potential for a dedicated bulky goods centre in the order of 15,000-20,000m² of floorspace.

Significant changes have occurred since the *2007 Retail Strategy Review* was completed which necessitate the need for a new Retail Strategy, including:

- Rezoning of land in Traralgon East and Morwell to accommodate bulky goods retailing
- Major retail developments including the Woolworths in Churchill, and ALDI stores in Traralgon (which has also relocated) and Morwell
- Approval of a neighbourhood centre at Marshalls Road Traralgon
- Recent closure of Coles and Target in Mid Valley
- Development of numerous structure plans and strategic projects
- The evolution of the retail sector which continuously responds to the changing preferences of consumers and new business models.

In addition to the points outlined above, the supply and demand analysis in the *Retail Strategy Review 2007* – including population and spending forecasts (demand side analysis) and floorspace and turnover surveys (supply side analysis) has been superseded by new data/information. Again, this speaks to the need for a new Retail Strategy to be undertaken for Latrobe City.

Note, the Latrobe Retail Strategy 2019 is a comprehensive up-to-date Retail Strategy which unlike the *Retail Strategy Review 2007* includes a separate Strategy and Implementation Plan document outlining an overarching vision, objectives, actions and implementation plans to guide future decision making with respect to retail development in the municipality.

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3.6 Other Relevant Strategies and Plans

Other strategies and plans that have been reviewed to inform the preparation of this Retail Strategy include:

- Latrobe City Council Economic Development Strategy 2016-2020
- Latrobe City Council Bulky Goods Retail Sustainability Assessment (2009)
- Traralgon West Structure Plan (2013)
- Morwell Traralgon Economic Corridor Precinct Masterplan (MTECT) (2018)
- Moe & Newborough Structure Plans (2015)
- Retail Analysis – Lake Narracan (2013)
- Small Town Structure Plans – Boolarra, Glengarry & Tyres (2009)
- Transit City Master Plan Volumes 1-5 (2007)
- Traralgon Activity Centre Plan (2018)
- Churchill Town Centre Plan (2010)
- Moe Activity Centre Plan (2007)
- Future Morwell Future Latrobe Valley (2016)
- Other Development Plans and Precinct Structure Plans for land in Latrobe City

4 DRIVERS AND INFLUENCES FOR RETAILING IN LATROBE CITY

Broadly speaking, the prevailing retail centres environment of a defined region (such as Latrobe City) is informed by a range of drivers such as local population and spending growth, visitation, geographic settlement structures and general economic conditions; as well as a range of current trends including demographic changes, online shopping and new retail formats and market entrants.

Together, these factors contribute to a retail and centres environment that is dynamic and constantly changing. This is largely true for all municipalities across Australia; not just Latrobe City. Importantly, this inherent dynamism presents a challenge that planning framework's – both State and Local must provide an appropriate response.

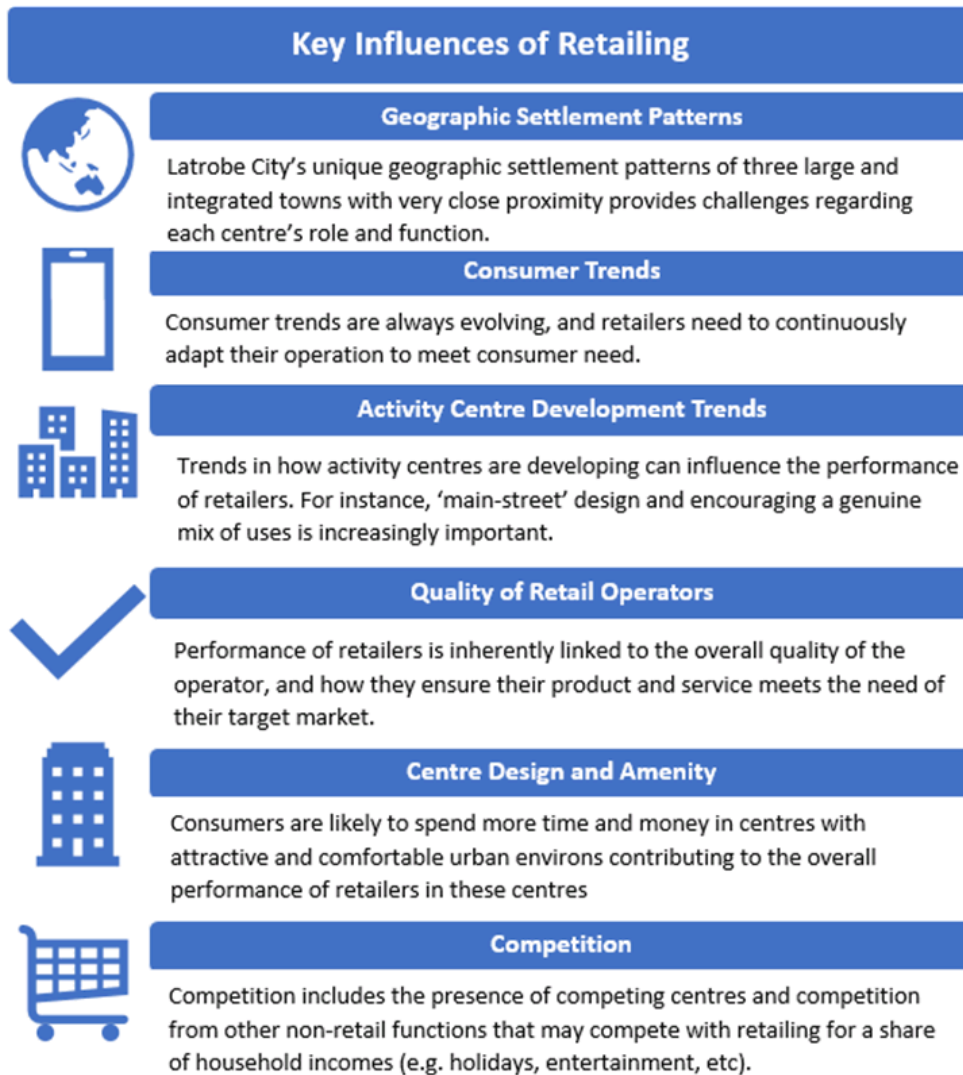
4.1 Key Drivers and Influences of Retail Performance and Development

In general terms, the key 'drivers' of retail demand primarily influence the number of customers that visit a centre, as well as how much they spend. Key drivers include residential development and population growth, employment growth, tourism visitation, general economic conditions and the overall growth in available retail spending.



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A number of other factors influence how the retail sector responds to demand in terms of the nature and location of retailing. These influences are described below.



The performance of any individual retail business is heavily influenced by the quality of the operator and how they meet the needs and expectations of consumers.

The retail analysis presented in this Background Report, and the key directions presented in the Strategy take into account these key drivers and influences for retailing within Latrobe City. This ensures the Retail Strategy retains a practical appreciation of the nature of retailing, and the continuous evolution which occurs in the sector.

4.2 Current Retail Trends

A number of key global, national and regional trends need to be considered in assessing the future prospects for retail and activity centre development in Latrobe City. Relevant trends are outlined below.

Demographic Changes

The overall shopping behaviours of consumers are influenced by demographic changes, which include:

- **An ageing population**, including the increasing share of ‘baby boomers’, who are of retirement age and have shopping preferences very different to younger age groups, such as a preference for one-on-one interaction with bricks-and-mortar retailers.
- **Generation Xers** (born between 1965 and 1980) and younger generations typically have a stronger preference for on-line and mobile shopping.
- **Increased labour force participation by both parents**, with the result that many more families are ‘time-poor’ and have a greater demand for convenience shopping, extended shopping hours, and accessible centres where shopping can be undertaken in conjunction with other activities.
- **Smaller household units**, and a higher proportion of households with double income and no children.
- **Historically-high levels of household debt**, coupled with high rates of home ownership have an increased sensitivity to interest rate movements with implications for discretionary spending levels.
- **An increasingly diverse ethnic base**, is contributing to a wider diversity of consumer tastes and trends beyond the generic ‘western’ preferences. This trend is particularly apparent in areas attracting large numbers of new migrants.

Online Shopping & Digital Platforms

Continued growth in the use of the internet and technology in the retail sector is reducing the sales captured by traditional bricks and mortar outlets and influencing the type of products offered by traditional retailers and their business models.

Various industry sources (NAB Online Retail Sales Index, July 2018; Australia Post Inside Australian Online Shopping, 2018) indicate approximately 8% of Australian retail spending is currently directed online and this share is expected to increase to around 15% over the coming decade.

A recent Special Report on E-Commerce prepared by The Economist (28 October, 2017) provides useful insights into online shopping. The report indicates that “*Over the past decade global e-commerce has been expanding at an average rate of 20% a year as bricks and mortar shops have languished*” (p3). In the USA, as the world’s largest consumer market, e-commerce

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makes up 10% of total retail sales, with predictions that the share will reach around 15% by 2021.

The report also highlights how “*the two titans of the industry*” – Amazon in the USA and Alibaba in China – are “*bringing large-scale disruption not only to retailing but to a range of industries spanning logistics, entertainment, advertising and manufacturing*” (p4).

A key outcome with online shopping is that the consumer benefits from this ‘disruption’ to the retail sector. As The Economist states, consumers “*are enjoying a broader choice of goods and more price transparency than ever before. Instead of spending time traveling to shops, picking up goods and waiting in queues, they can now do other things. Companies no longer take them for granted but compete to offer them better products, greater convenience and improved services*” (p4).

The impact on bricks and mortar retail is considerable, in some instances shops and malls are experiencing a loss of visitation and sales, with some retailers and jobs disappearing. This is particularly true in many non-food retail categories such as apparel, jewellery and giftware.

The retail component that appears to be an exception to the negative impact of online retail is the food sector. This includes grocery shopping, although in-store innovations associated with check-outs and automatic payments are changing the way people shop at supermarkets.

Overall, shops used to compete by offering a combination of selection, price, service and convenience, although today online shopping has the edge with many consumers in regard to selection and convenience.

Not surprisingly, the bricks and mortar retailers are now engaging in online shopping in what is termed ‘omni channel’ retailing. An example is the ordering of groceries online and having home delivery from the physical store. The use of mobile phone apps to purchase and order retail goods and services (e.g UberEats, Foodora, Skip, etc) is already impacting café-restaurant sector (primarily to the benefit of consumers). Further, previous online entities are now establishing a bricks and mortar presence in centres, thus bringing their goods and services to the public through showrooms.

The advent of international brands (especially in fashion) and online shopping has particularly contributed to increased pressure on department stores and discount department stores. A consequence is financial under-performance resulting in some brands closing or down-sizing stores.

New Formats & Market Entrants

Retailing in Australia is becoming more dynamic and competitive due to the emergence of new formats and market entrants. ALDI and Costco are examples of new market entrants that have impacted the Victorian retail landscape over the last ten years. Current market entrants of note in Victoria are German supermarket chain Kaufland and French sporting goods provider Decathlon.

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Often the retail formats of new market entrants do not fit neatly within established planning policy frameworks and centre hierarchies. For instance, the Kaufland model store, at 5-6,000m² of gross leasable floorspace is substantially larger than current large-format supermarket typologies which typically range from 3,000m² – 4,000m² gross leasable floorspace. Accordingly, the Kaufland model require significantly larger sites (of around 2ha) which in some instances may limit their ability to located in established activity centres.

Other Trends

Other trends impacting the retail environment and activity centres include the following:

- Visiting activity centres has increasingly become a social and cultural experience. For many people, the retail sector is closely related to the desire for entertainment and social interaction. This has given rise to the concept of ‘recreational shopping’, which places retailing as part of a wider social and cultural experience rather than simply the purchase of goods and services.
- The popularity of traditional street-based retailing has benefited from the increased need for activity centres to meet social and cultural expectations. ‘Main-streets’ provide opportunities for retail and other commercial activities to integrate with public infrastructure such as parks, libraries, galleries, and administrative functions (e.g. Council and other Government offices).
- Activity centres are increasingly becoming the location for a wider range of activities in addition to the traditional core retail and commercial functions. Examples include:
 - Commercial services, such as travel, insurance and real estate agents
 - Professional services, such as legal and accounting practices
 - Health care, such as doctors, dentists, podiatrists and physiotherapists
 - Community services, including health providers, Government services, employment agencies and social support services
 - Hospitality, in the form of bars, cafes and restaurants
 - Entertainment facilities, cinemas, pubs/clubs, etc
 - Education, in particular adult and higher education.
- Small convenience-oriented centres have generally been in decline over at least the past two decades. These centres have traditionally provided a limited range of day-to-day convenience retailing to a local catchment. Increased competition for these centres has emerged from larger centres better serving a convenience role (e.g. self-service checkouts at supermarkets), as well as modern convenience stores attached to petrol stations.
- The work location for local residents is increasingly an important factor in where retail and other spending is directed. For those residents in the workforce, it is often convenient to undertake daily grocery shopping as part of the morning or evening

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commute to work, at locations that are most accessible relative to the commute and the nature of the goods/services needed.

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5 POPULATION TRENDS AND FORECASTS

This Chapter provides an overview of historic population trends in Latrobe City and study regions, as well as providing population forecasts for the next 15 years (2018-2033). Local population growth is a key driver of retail activity.

5.1 Historic Population Trends

Over the ten years from 2007 to 2017 Latrobe City's population increased by approximately +3,870 persons, equating to average growth of +390 persons or +0.5% per annum as shown in Table 5.1 below. In contrast, regional Victoria's average annual population growth was significantly higher at +1.2% for the same period.

In 2017, the Traralgon Region's population was 27,670 persons and was the largest of the five study regions. Moe-Newborough had a population of 16,830 persons, Morwell had a population of 14,010 persons, the Southern Region had a population of 11,580 persons and the Northern Region a smaller population of 4,650 persons.

As shown in Table 5.1, population growth in Latrobe City had largely been centred in the Traralgon Region, which increased by some +3,310 persons from 2007 to 2017, representing 85% of total population growth in Latrobe City over the period.

Table 5.1: Historic Population Trends 2007-2017

Category	2007	2012	2017	Av. Annual Change 2007-2017 (No.)	Av. Annual Change 2007-2017 (%)
Northern Region	4,450	4,490	4,650	+20	+0.4%
Moe – Newborough	16,920	16,900	16,830	-10	-0.0%
Morwell Region	13,980	14,270	14,010	+0	+0.0%
Traralgon Region	24,360	26,570	27,670	+330	+1.3%
Southern Region	<u>11,270</u>	<u>11,560</u>	<u>11,580</u>	+30	+0.2%
Total (Study Regions)	70,980	73,790	74,740	+380	+0.5%
Latrobe City	71,050	73,760	74,920	+390	+0.5%
<i>Regional Victoria</i>	<i>1,311,760</i>	<i>1,384,590</i>	<i>1,477,870</i>	<i>+16,610</i>	<i>+1.2%</i>

Source: ABS Estimated Residential Population (Cat: 3218.0)

While Traralgon is considered to be the centre for population growth within Latrobe City, the average rate of population growth between 2007 and 2017 of 1.3% per annum is broadly in-line with the rate of population growth experienced throughout regional Victoria of 1.2% per annum.

Beyond market demand, a range of factors have contributed Traralgon's population growth relative to other study regions, including large land releases (due to Ministerial Amendments)

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and availability of trunk infrastructure (water, sewage etc.) in developing areas of the town. In contrast, it is understood that approved growth areas in other major towns (e.g. Morwell) have not progressed due to infrastructure issues.

The populations of Moe-Newborough Region, Morwell Region and the Northern and Southern Regions remained relatively stable over the 10-year period to 2017.

5.2 Population Forecasts

Latrobe City's population is forecast to increase from 75,140 persons in 2018 to 83,860 persons by 2033, representing an increase of +8,720 persons. Average growth per annum for the municipality over the 15 years is forecast to be 0.7% per annum, slightly above the long-term historic trend of 0.5% per annum between 2007 and 2017.

The primacy of Traralgon as Latrobe's population growth centre is forecast to continue broadly in-line with historic trends, with Traralgon Region's population forecast to increase from 27,920 persons in 2018 to 33,290 persons in 2033; equating to average growth of around +360 per annum or 1.2% annually.

The population in Moe-Newborough and Morwell is forecast to remain relatively constant between 2018 and 2023, from which time both regions are forecast to experience moderate population growth. Morwell's population is forecast to increase to 14,770 persons by 2033, while Moe-Newborough's population is forecast to increase to 17,930 persons.

Although Moe-Newborough and Morwell both offer access to services, affordable housing and relative proximity to metropolitan Melbourne by virtue of VLine (regional rail service) and the Princes Highway, the potential for future population growth in these localities relies on the following:

- The extent to which property development can work as a catalyst for rejuvenation. Lake Narracan is identified as a future residential development opportunity which may act as a catalyst for development and growth of the Moe-Newborough Region.
- Land releases and the availability of trunk infrastructure to support development.
- Actively promote opportunities and attracting new investment in both towns.
- Potential investment in 'region shaping' public infrastructure such as high-speed rail.

The Southern Region of Latrobe City, which includes Churchill as well as a collection of smaller towns/villages and rural living areas is forecast to increase by some +1,240 persons between 2018 and 2033, with average annual growth of +80 persons per year (or 0.7%pa) – well above the historic 2007-2017 trend of 0.2% per annum.

This population growth would be significantly informed by uptake of rural-living lots and some residential development in Churchill.

Population in the Northern Region is forecast to remain relatively stable, increasing slightly from 4,650 persons in 2018 to 4,770 persons in 2033.

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Population forecasts for Latrobe City and study regions are shown in Table 5.2 and take into consideration forecast growth rates from the State Government's official population projections *Victoria in Future 2016*, which have been rebased to reflect the latest Estimated Residential Population (ERP) release by the ABS (Cat: 3218.0).

Table 5.2: Future Population Growth Trends, 2018-2033

Category	2018	2023	2028	2033
<u>Population (No.)</u>				
Northern Region	4,650	4,670	4,720	4,770
Moe – Newborough	16,780	16,800	17,330	17,930
Morwell Region	13,960	13,970	14,350	14,770
Traralgon Region	27,920	29,430	31,310	33,290
Southern Region	<u>11,640</u>	<u>12,020</u>	<u>12,430</u>	<u>12,880</u>
Total (Study Regions)	74,950	76,890	80,140	83,640
Latrobe City	75,140	77,100	80,350	83,860
<i>Regional Victoria</i>	<i>1,490,630</i>	<i>1,577,660</i>	<i>1,667,570</i>	<i>1,761,560</i>
<u>Av. Annual Change (No.)</u>				
Northern Region		+0	+10	+10
Moe – Newborough		+0	+110	+120
Morwell Region		+0	+80	+80
Traralgon Region		+300	+380	+400
Southern Region		<u>+80</u>	<u>+80</u>	<u>+90</u>
Total (Study Regions)		+390	+650	+700
Latrobe City		+390	+650	+700
<i>Regional Victoria</i>		<i>+17,410</i>	<i>+17,980</i>	<i>+18,800</i>
<u>Av. Annual Change (%)</u>				
Northern Region		+0.1%	+0.2%	0.2%
Moe – Newborough		+0.0%	+0.6%	0.7%
Morwell Region		+0.0%	+0.5%	0.6%
Traralgon Region		+1.1%	+1.2%	1.2%
Southern Region		<u>+0.6%</u>	<u>0.7%</u>	<u>0.7%</u>
Total (Study Regions)		+0.5%	0.8%	0.9%
Latrobe City		+0.5%	0.8%	0.9%
<i>Regional Victoria</i>		<i>+1.1%</i>	<i>1.1%</i>	<i>1.1%</i>

Source: ABS Estimated Residential Population (Cat: 3218.0) and Victoria in Future 2016 (DELWP)

5.3 Future Residential Growth Areas

Latrobe City has a large number of future residential growth areas, these are shown in Table 5.3 and Figure 5.1.

As shown in Table 5.3, current Development Plan (DP) areas have a capacity of some 5,750 lots or 16,200 persons when fully developed – assuming an average of 2.3 persons per lot. All

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current DP areas where residential development has commenced are located at Traralgon, with the exception of Churchill West DP and Morwell West DP (Heritage Boulevard). It is understood that development at Waterloo Road Moe and Monash Views Newborough is close to commencing.

Also identified in Table 5.3 and Figure 5.1 are the approved future residential developments at Coalville Road and Narracan Meadows, which are both located in the Moe-Newborough Region. Both developments have secured a planning permit and a statement of compliance for development to commence, based on discussions with Council.

In addition, future residential land has been broadly identified by the following Precinct Structure Plan (PSP) – Traralgon South-East, Traralgon Inner South, Lake Narracan and Traralgon West.

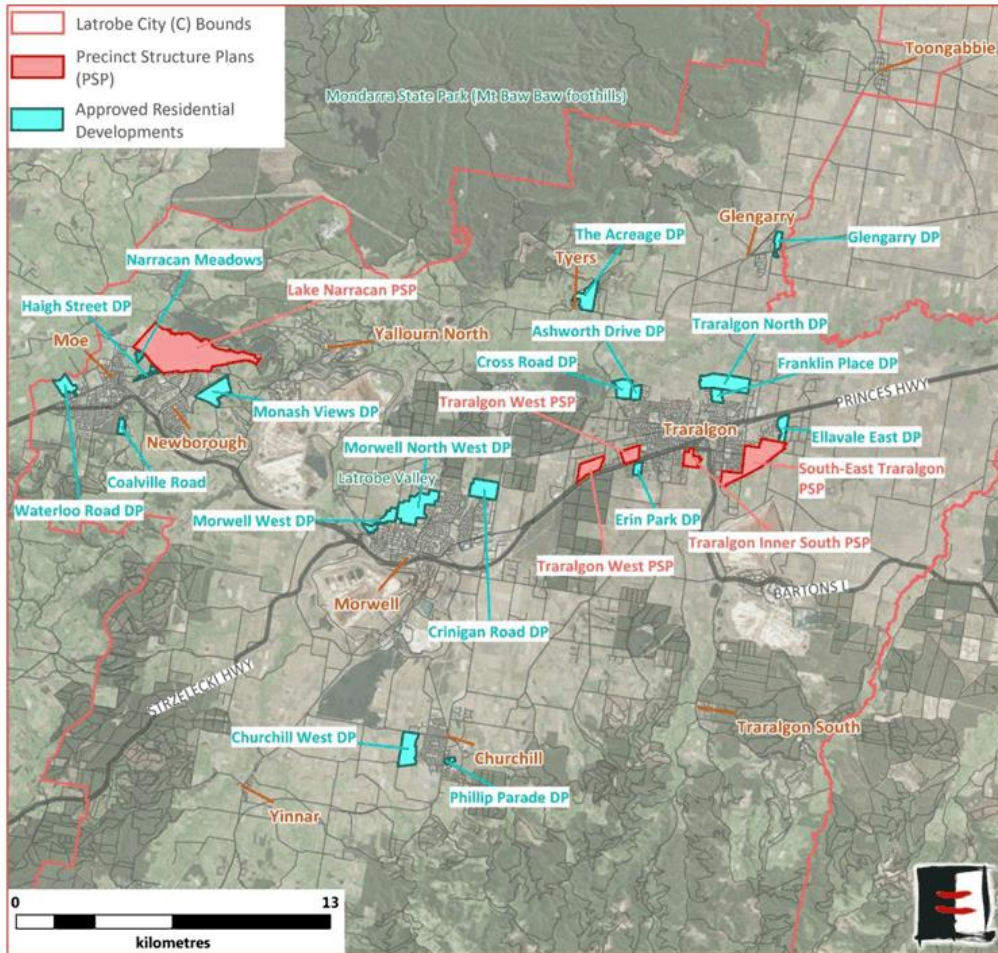
The potential supply of future residential land in Latrobe City (some additional 12,600 lots) could support an estimated +29,000 persons, as shown in Table 5.3. This doesn't include the potential lots (and population) that could be accommodated by Traralgon Inner-South and the Traralgon West PSPs – not to mention additional population in central Traralgon due to urban intensification or other future residential areas identified in TGAR (refer Figure 1.3).

Given that Latrobe City's population is forecast to increase by around +8,720 persons over the next 15 years (refer Section 5.2), the current residential land supply is sufficient to accommodate population growth well beyond the next 15-year horizon.

A key consideration in terms of future demand for retail development is that population growth is occurring and/or planned across a number of development fronts. This can make the provision of neighbourhood-level retail services difficult by diluting the critical mass of population within a specific area needed to support the viability of new centres or retail development.

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Figure 5.1: Future Residential Growth Areas in Latrobe City



Essential Economics with MapInfo, BingMaps and Street Pro

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Category	Lots	Persons*	Status
Development Plans (DPs)			
Traralgon			
Ellavale East	320	740	-
Franklin Place	330	760	Developing
Traralgon North	1,080	2,480	Developing
Erin Park	130	300	Developing
Ashworth Drive	150	350	-
Cross Road	680	1,560	Developing
Morwell			
Crinigan Road	790	1,820	-
Morwell West	460	1,060	-
Morwell North-West	1,310	3,010	-
Moe-Newborough			
Monash Views	220	510	-
Waterloo Road	520	1,200	-
Haigh Street	80	180	-
Churchill			
Churchill West	670	1,540	Developing
Phillip Parade	100	230	-
Tyers			
The Acreage	80	180	Developing
Glengarry			
Glengarry	130	300	-
Total DP	5,750	16,220	
Other Approved Residential Development			
Areas			
Narracan Meadows (Moe-Newborough)	70	160	-
Coalville Road (Moe-Newborough)	100	230	-
Total Other'	170	390	
Precinct Structure Plans (PSPs)			
Traralgon			
South-East Traralgon	1,660*	3,820	-
Traralgon Inner-South	-	-	-
Traralgon West PSP	-	-	-
Traralgon Golf Club (Traralgon West PSP)	-	-	-
Other			
Lake Narracan	3,720	8,560	-
Total	12,600	28,990	

Source: Latrobe City

Note: Figures rounded to nearest 10; Persons estimated assuming 2.3 persons per dwelling; *Estimated by Essential Economics; '-' Dwelling yield subject to future planning

6 ECONOMIC OVERVIEW AND CONTEXT

An overview of the broad range of economic aspects that frame Latrobe City's retail and activity centre context is provided by this Chapter. Reference is made to the municipality's economic transition relating to the energy generation sector, socio-economic and demographic profile, as well as unemployment, place of work, development trends, visitation and planned investment in major projects.

6.1 Latrobe Valley's Economic Transition

The modern economic context of the Latrobe Valley arcs back to the period soon after World War I when the Victorian State Government charged Sir John Monash, a distinguished general, with the responsibility to head the newly formed State Electricity Commission (SEC). The SEC's mandate was to supply electricity to the entire State, powered by the abundant brown coal deposits in the Latrobe Valley.

The SEC subsequently oversaw the development of the first thermal power station in the Latrobe Valley at Yallourn (Yallourn A entered service in 1928). While a range of power stations have been commissioned and (decommissioned) in Latrobe Valley in the proceeding years, the Latrobe Valley still services most of the Victoria's electricity generation needs. The 50-year-old Hazelwood power station was the most recently closed power station having ceased operating in March 2017.

The electricity supply industry has been the backbone of the economy and employment in the Latrobe Valley since the 1930s. At its peak in 1988, the SEC employed almost 9,900 persons in the Latrobe Valley. Soon after, the SEC began to dramatically reduce staff levels, partly in response to financial stress, and by 1993 staff levels had declined to around 5,700 persons.

The state-owned entity, on which the SEC was based, was challenged by the Kennett Government. In 1994 the SEC was disaggregated into separate generation, distribute and retail components, then corporatised, and by 1997 sold to the private sector.

Research by Dr Bob Birrell (*"The Latrobe Valley, Victim of Industrial Restructuring: Centre for Population and Urban Research"*, Monash University, September 2001) analyses the extent of this dependence in the electricity supply industry and the job losses associated with restructuring. Between 1986 and 1996 employment in the Electricity, Gas and Water utilities industries declined by almost 4,800 workers: a substantial 77.5% reduction. Significant declines in associated industries – mining, manufacturing and construction – were also experienced in the same period. By 2016, employment in Electricity, Gas and Water utilities had recovered relative to 1996, but accounted for less than 40% of the 1986 employment levels (note: the 2016 Census figures do not account for the closure of Hazelwood in 2017 resulting in a further loss of some 750 jobs).

The job losses in the 1980s and 1990s also led to population shifts. Birrell concludes that net internal migration (the difference between in-movers and out-movers) in the Latrobe Valley in the period 1991 to 1996 resulted in a loss of 5,900 people or 9% of the 1991 base. This trend

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was even more pronounced for working-age males, particularly for Moe and Morwell residents. While the population numbers have recovered since then, the majority of recent population growth in the municipality has occurred in the Traralgon Region – attributed to the historic land release, as well as Traralgon’s emergence as a regional focal point for investment and services (see Table 5.1).

The loss of local jobs and population shifts had significant implications for the Latrobe Valley’s retail sector which continue to this day. The decline of Moe and Morwell’s town centres from the early 1990’s onward in response to shifts in local jobs and population is most noted in this context. Morwell’s town centre was also impacted by competition from Mid Valley Shopping Centre which was established in the early 1980s.

More recently, conversations with local retailers revealed that the closure of Hazelwood Power Station in 2017 (some 750 jobs lost) again impacted the local retail sector. These impacts were most pronounced in Morwell. The township was also severely impacted by Hazelwood open cut mine fire in 2014 which burnt over the period February 9th to March 25th and resulted in the temporary closure of shops, schools and childcare centres.

These impacts aside, the last 25+ years has seen the Latrobe City economy shift to a more diverse employment base. Electricity, Gas, Water & Waste Services (ABS definition) is now the 5th highest sector for employment in the Latrobe City accommodating 7.5% of the total work force, as per the 2016 ABS Census. Health Care & Social Assistance (16.4%) was the largest sector of employment in 2016 followed by Retail Trade (11.6%), Public Administration & Safety (8.7%) and Education & Training (8.3%), see Chapter 2 and of this Report.

Indeed, the diversity of the employment base is now a strength of Latrobe City which can be promoted and leveraged to attract new industries and businesses to the region. The diverse employment base also plays a positive role by reducing the vulnerability of the municipality’s economy as a whole from economic shocks that are sector specific.

A specific future opportunity for the Latrobe City relates to the engineering expertise and industry base that exists in ‘the Valley’ and for which the municipality is recognised nationally. The Valley’s engineering expertise is a key competitive strength that can be a focus for future industry development and attraction, as noted by the municipality’s *Economic Development Strategy 2016-2020*. Indeed, the positioning of Latrobe City as the ‘Engineering Capital of Australia’ is a key focus of the *Economic Development Strategy*, with this aspiration encompassing education and training, brand development, industry development and attraction, and tourism.

In view of Latrobe City’s aspiration to attract and develop new industries, the quality of the urban environment and provision of services and amenities (including retail) is important in terms of contributing to area’s attractiveness for new residents and workers. To this end, the planning and development of retail centres has a role to play in contributing to Latrobe City as an inviting place to live, work and pursue business development opportunities.

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6.2 Overview of Economic Statistics

A range of key economic statistics and indicators relevant to the retail trading and development context of Latrobe City are provided in this Section and include an overview of the socio-economic profile (Table 6.1); index of relative socio-economic disadvantage (IRSD) (Figure 6.1), unemployment trends (Figure 6.2); place of work (Table 6.2 and Figure 6.3), development trends (Table 6.3 and Figure 6.4) and visitation trends (Table 6.4). Relevant features are outlined below:

- Latrobe City's median household income of \$56,230 is lower than regional Victoria benchmark (\$58,790). While the median household income of Moe-Newborough (\$46,150) and Morwell (\$42,150) are substantially lower than the regional Victoria benchmark, the median household income in Traralgon and the Southern Region (which includes Churchill) was higher at \$67,140 and \$64,930 respectively (see Table 6.1).
- Clustering of high socio-economic disadvantage occurs in Moe, Morwell, as well as areas of Churchill and Traralgon, see Figure 6.1. Lower levels of relative socio-economic disadvantage can be seen in the rural areas surrounding these towns. Areas of high socio-economic disadvantage in Moe and Morwell typically defined by older housing stock (from the SEC era) and housing commission areas.
- The unemployment rate of Latrobe City at 9.5% in the June Quarter 2018 is above the 5.6% for regional Victoria average, see Figure 6.2. The City's unemployment rate has recently declined from a peak of 11.4% in December 2016.
- Some 10,180 Latrobe City residents work in the Traralgon Region (34.8% of the municipalities' total resident workforce), see Table 6.2 and Figure 6.3. A further 7,520 residents (or 25.7%) work in the Morwell region. Around 500 residents (or 2.5%) commute to Warragul for work, while 90 and 80 residents work in Dandenong and Melbourne (SA2s), respectively.
- Over the last five years approximately 1,610 new dwellings were approved in Latrobe City, see Table 6.3. The majority of new dwelling approvals were located in the Traralgon Region reflecting the townships position as Latrobe's population growth centre. Similarly, the majority of investment in commercial buildings (both public and private sector) in recent years has occurred in Traralgon, see Figure 6.4.
- Some 1.1 million persons visit Latrobe City per year according to the latest data from Tourism Research Australia, see Table 6.4. A significant component of this visitation is attributed to domestic day visitors (not staying overnight) and the (visiting) friends and relatives' segment.

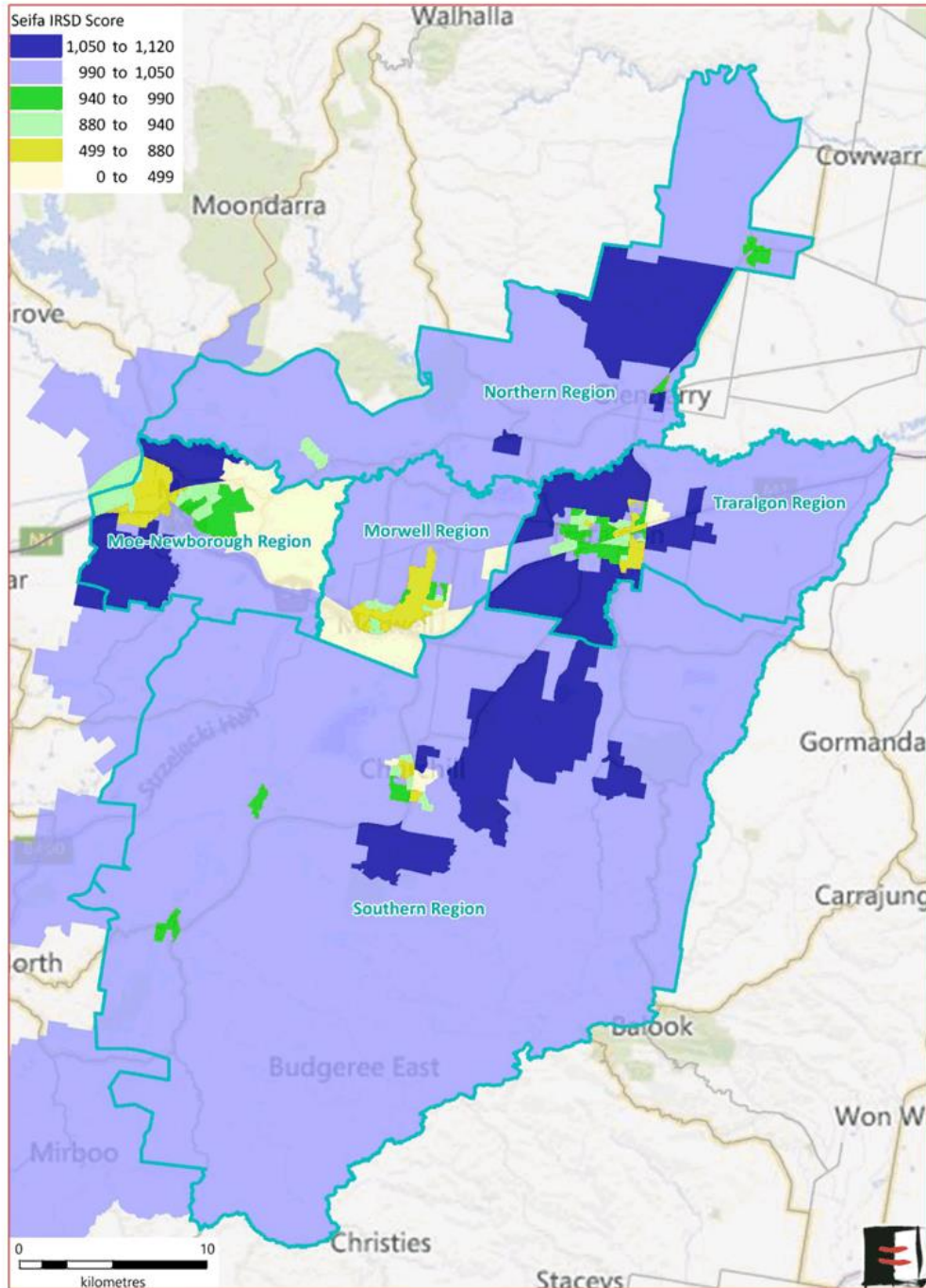
LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT**Table 6.1: Socio-Economic Profile – Study Region 2016**

Category	Northern Region	Moe - Newborough	Morwell	Traralgon	Southern Region	Latrobe (C) (Vic.)	Rest of Vic
Median household income (annual)	\$72,180	\$46,150	\$42,160	\$67,140	\$64,930	\$56,230	\$58,790
Variation from Rest of Vic median	22.8%	-21.5%	-28.3%	14.2%	10.4%	-4.4%	na
% of Households earning \$2,500pw or more	18.7%	11.1%	8.5%	18.2%	18.1%	14.9%	13.7%
Median Age (years)	39.8	42.9	42.2	38.3	40.9	40.5	42.2
Australian born	93.8%	86.5%	84.3%	88.2%	88.8%	86.3%	89.4%
Average household size	2.6	2.2	2.2	2.4	2.5	2.3	2.4
Tenure Type (Occupied Private Dwellings)							
Owned outright	39.8%	37.9%	37.5%	33.5%	41.9%	36.8%	39.1%
Housing Costs							
Median monthly mortgage repayment	1,300.0	1,090.0	970.0	1,380.0	1,280.0	1,180.0	1,350.0
Variation from Rest of Vic median	-3.7%	-19.3%	-28.1%	2.2%	-5.2%	-12.6%	na
Median weekly rent	\$210	\$180	\$180	\$240	\$200	\$200	\$230
Variation from Rest of Vic median	-8.7%	-21.7%	-21.7%	4.3%	-13.0%	-13.0%	na
Labour Force Participation rate	66.0%	53.8%	50.5%	65.2%	61.5%	59.3%	60.5%
Occupation							
Managers	9.9%	7.1%	7.9%	10.2%	11.4%	9.4%	14.6%
Professionals	12.9%	12.7%	11.6%	18.3%	15.3%	15.2%	17.4%
Technicians and trades workers	19.6%	19.7%	15.9%	17.1%	18.5%	17.8%	14.8%
Community and personal service workers	11.2%	13.6%	12.7%	11.2%	11.1%	11.9%	11.8%
Clerical and administrative workers	12.5%	12.6%	13.4%	14.8%	13.1%	13.6%	11.3%
Sales workers	9.3%	11.0%	12.2%	10.1%	10.1%	10.5%	9.7%
Machinery operators and drivers	10.9%	7.6%	9.0%	6.6%	8.2%	7.8%	6.5%
Labourers	12.0%	13.4%	15.2%	10.1%	10.3%	11.9%	12.4%
Highest Year of School Completed (% of population aged 15 years and over)							
Year 12 or equivalent	39.8%	35.3%	35.4%	45.9%	44.9%	41.0%	45.2%
Year 9-11 or equivalent	54.4%	54.6%	52.2%	46.9%	49.5%	50.4%	46.9%
Year 8 or below	5.7%	9.6%	11.4%	6.8%	5.5%	8.0%	7.3%

Source: 2016 ABS Census of Population and Housing

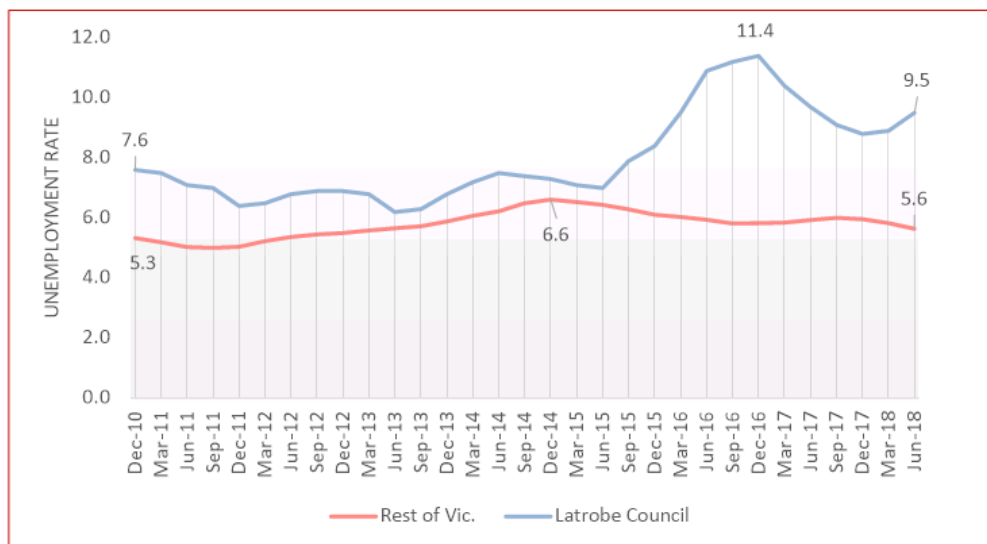
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Figure 6.1: Index of Relative Social Disadvantage, Latrobe City by SA1 Region 2016



Source: ABS, *Socio Economic Indexes for Areas (SEIFA)*, 2016

Note: Higher levels of socio-disadvantage are denoted by lower IRSD scores

LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT**Figure 6.2: Unemployment Rate, City of Latrobe & Regional Victoria, December 2010 – April 2018**Source: Department of Jobs & Small Business, *Small Area Labour Market*, June Qtr 2018**Table 6.2: Top Sixteen SA2s for Latrobe City (C) Residents Place of Work, 2016**

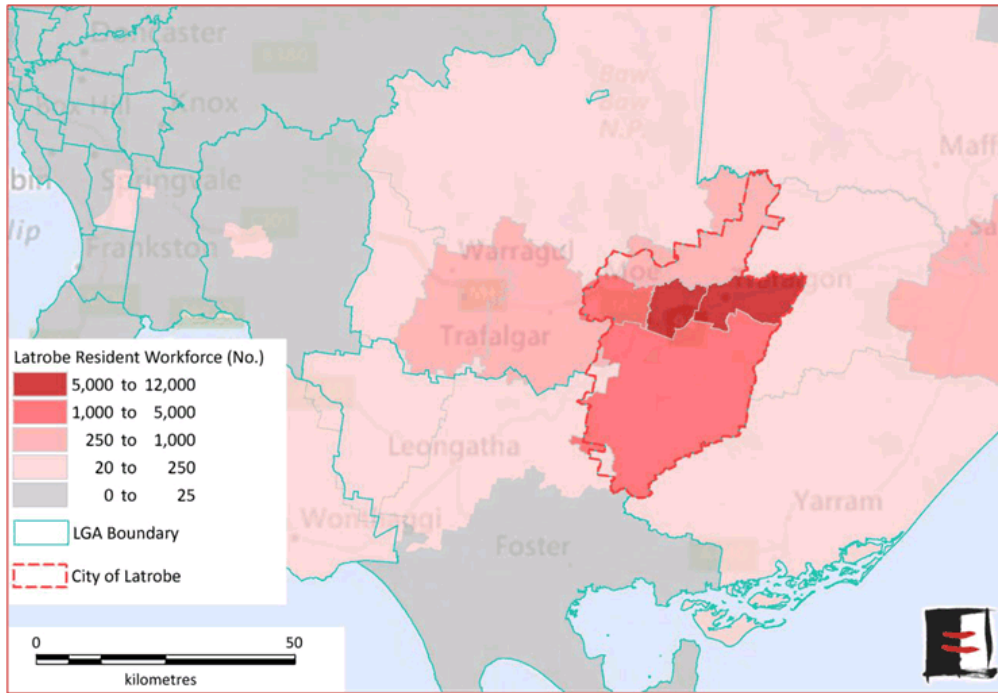
Rank #	SA2 Name	LGA	Category	Workers (Latrobe LGA Residents)	Share of Total Latrobe Workforce
1	Traralgon	Latrobe	Regional Victoria	10,180	34.8%
2	Morwell	Latrobe	Regional Victoria	7,520	25.7%
3	Moe - Newborough	Latrobe	Regional Victoria	3,540	12.1%
4	Churchill	Latrobe	Regional Victoria	3,220	11.0%
5	Warragul	Baw Baw	Regional Victoria	570	2.0%
6	Yallourn North - Glengarry	Latrobe	Regional Victoria	350	1.2%
7	Sale	Wellington	Regional Victoria	330	1.1%
8	Trafalgar (Vic.)	Baw Baw	Regional Victoria	320	1.1%
9	Longford - Loch Sport	Wellington	Regional Victoria	300	1.0%
10	Rosedale	Wellington	Regional Victoria	220	0.8%
11	Leongatha	Gippsland - South West	Regional Victoria	180	0.6%
12	Mount Baw Baw Region	Baw Baw	Regional Victoria	150	0.5%
13	Maffra	Wellington	Regional Victoria	140	0.5%
14	Dandenong	Dandenong	Greater Melbourne	90	0.3%
15	Drouin	Baw Baw	Regional Victoria	80	0.3%
16	Melbourne	Melbourne City	Greater Melbourne	80	0.3%

Source: Australian Bureau of Statistics, 2011 Census of Population & Housing

Note: Highlighted areas are in the City of Latrobe; Figures rounded to the nearest ten

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Figure 8.3: Place of Work – Latrobe City Residents, 2016

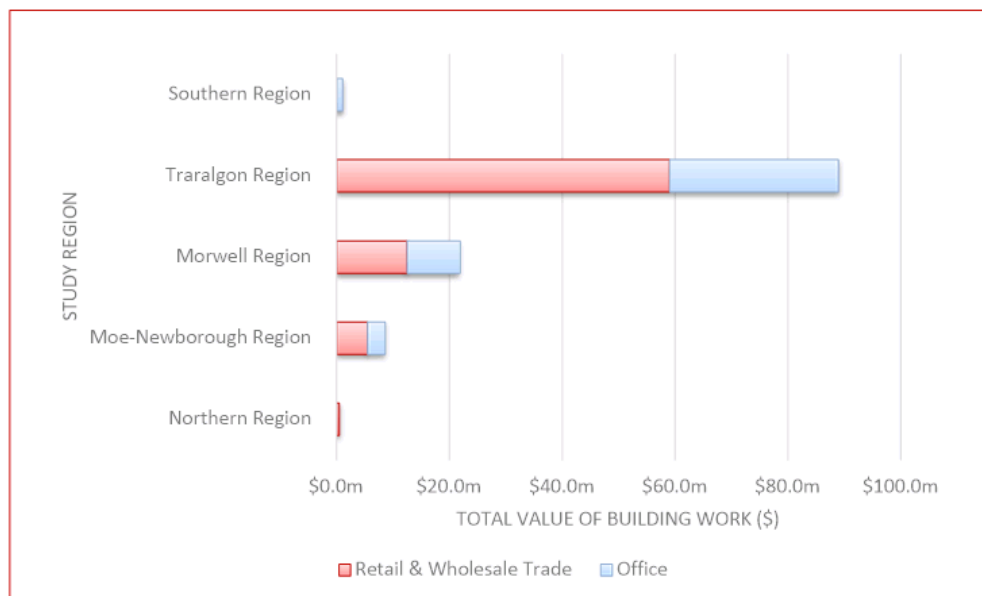


Source: Australian Bureau of Statistics, 2016 Census of Population & Housing; Essential Economics with MapInfo and BingMaps

Table 6.3: New Dwelling Approvals, 2011/12 – 2017/18

Category	2013/14	2014/15	2015/16	2016/17	2017/18	New Dwelling Approvals 2013/14 - 2017/18
Northern Region	10	10	10	10	10	50
Moe-Newborough	50	50	50	30	40	220
Morwell Region	50	30	50	20	10	160
Traralgon Region	160	210	230	200	130	930
Southern Region	60	50	50	50	40	250
Latrobe City	330	350	390	310	230	1,610

Source: ABS Building Approvals 8731.0

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RETAIL STRATEGY – BACKGROUND REPORT**Figure 6.4: Value of Commercial Building Work (Public and Private Sector), June 2011 – August 2018**

Source: ABS.Stat

Table 6.4: Latrobe City Visitation Profile, 2017

Category	International	Domestic Overnight	Domestic Day	Total
Visitors ('000)	6	206	908	1,120
Nights ('000)	111	489	-	600
Average stay (nights)	19	2	-	3
Spend (\$m)	\$5m	\$54m	\$81m	\$140m
Average spend per trip (\$)	\$890	\$260	\$90	\$130
Average spend per night (\$)	\$50	\$110	-	\$100
Average spend (commercial accommodation) per night (\$)	\$80	\$160	-	\$150
<u>Reason (visitors '000)</u>				
Holiday	np	34	337	np
Visiting friends or relatives	3	108	292	403
Business	np	50	101	np
Other	np	np	178	np

Source: Tourism Research Australia, Local Government Area Profiles, 2017

Note: Average Spend Figures Rounded

Note: (-) Data not available

Note: (np) Estimate not published by TRA due to reliability concerns

6.3 Major Projects

A range of major projects are currently planned for Latrobe City – the catalyst being the commitment of significant financial resources from both State and Federal Governments to assist the Latrobe Valley economy transition to a more diverse base in view of Hazelwood Power Station's recent closure. Planned public sector investment includes:

- **Gippsland Innovation Hub** (or 'hi-tech precinct'), to be developed at Federation Training's Morwell Campus. The \$17 million development will be delivered through a partnership between Latrobe City, Federation University, LVA and Regional Development Victoria. The precinct will be a centre for research, product development, education and training, with a focus on the region's growth sectors – health, food and fibre, and advanced manufacturing.
- **Government Hub (Gov Hub)**, to be developed in Morwell and is proposed to accommodate some 300 public sector workers including 150 Victorian Government positions. The project is expected to be completed by-mid 2020.
- **Gippsland Regional Aquatic & Leisure Centre**, to be developed in Traralgon will support the region's high performing athletes and bring major sporting events to the Latrobe Valley. The Aquatic and Leisure Centre is the centrepiece of a wider \$85 million sport and infrastructure initiative for the Latrobe Valley by the State Government, which also includes:
 - A redevelopment of Gippsland Regional Indoor Sports and Entertainment Complex in Traralgon (\$17 million)
 - An upgrade to the Morwell Recreation Reserve (\$4 million)
 - Upgrades to the Latrobe Sports and Entertainment Complex in Morwell (\$1.7 million) as well as the Ted Summerton Reserve in Moe (\$3 million).
- **Latrobe Creative Precinct**, to be constructed on land adjacent the existing Traralgon Library. This project is a joint initiative of the Federal Government, Victorian Government and Latrobe City and will comprise the following aspects:
 - A 750-seat performing arts centre
 - A multi-purpose Studio that can be configured for a variety of performance nodes
 - Multipurpose/meeting rooms
 - An indoor/outdoor café
 - Outdoor event spaces.
- **Traralgon Bypass**, this project has long been identified to remove heavy vehicles in Traralgon with a Bypass alignment gazetted via an amendment to the Latrobe Planning Scheme in 2009. The project is currently in the planning phase involving detail studies including the formation of a business case. The establishment of a bypass would result in an initial impact to retail sales in Traralgon with those businesses significantly dependent in highway trade likely to be most affected. In the longer-term, the reduction in through-traffic volume and associated increases to amenity along the Princess

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Highway corridor may present new development opportunities. Broadly speaking Traralgon has the attributes identified in the NSW Government report *Economic Evaluation of Bypasses* (2011) that would most likely result in the town benefiting from bypassing in the longer term, including a growing population, function as a regional centre and a diverse economic base. In contrast towns that observe significant long-term economic impacts from bypassing tend to have small populations and a narrow economic base geared to highway trade, as noted by the NSW Government report.

Major private sector projects of relevance to this Strategy include a multi-storey mixed-use development at 28 Grey Street Traralgon (adjacent Stockland Shopping Centre) comprising motel, cinema, bowling alley and food/drink retail. In particular, the cinema component of this development will result in additional competition to the Villages Cinemas at Mid Valley Shopping Centre – currently the sole cinema complex serving the Latrobe Valley.

6.4 Considerations for Retail Strategy

Latrobe City's current economic context is framed by the municipality's transition since the late 1980's away from an economy with a high dependence on the mining and energy generation sectors to a more diverse economic base with a greater emphasis on tertiary service sectors. For instance, based on ABS 2016 Census data, Health Care & Social Assistance (16.4%) was the largest sector of employment in Latrobe City, followed by Retail Trade (11.6%), Public Administration & Safety (8.7%) and Education & Training (8.3%).

In 2018, Traralgon stands as the Latrobe City's primary focal point for population growth, investment and employment when compared to the municipality's other major towns. This has implications for the development of a retail hierarchy for Latrobe City and necessitates that individual centres continue to develop a retail/service offer which is complementary in nature.

While the benefits of major planned government investment are expected to accrue across Latrobe City more broadly, Morwell's CBD will benefit from increased local spending associated with the 300 public sector workers to be accommodated by the Gov Hub.

Upgrades to sporting facilities across the municipality (including the planned Gippsland Regional Aquatic and Leisure Centre in Traralgon) as well as the development of the Latrobe Creative Precinct in Traralgon would also assist in increasing the level of visitation and non-local spending within Latrobe City. Visitation to the Latrobe City is largely day-based and driven by friends and relatives. Increasing the number of overnight stays (visitor nights) in Latrobe City presents an opportunity to generate increased spending and retail trade from visitors. The provision of appropriate accommodation options is important in this context.

Finally, a review of the ABS *Place of Work* data indicates that although some Latrobe City residents work in the metropolitan Melbourne area, the municipality does not significantly function as a regional commuter locality. Improvements to the regional rail connection between Latrobe City and Melbourne is one factor that could potentially result in Latrobe City developing greater integration with the Melbourne economy.

7 LATROBE CITY RETAIL HIERARCHY

Throughout history, people have always congregated at convenient meeting points – to engage in trade, interact socially, and undertake cultural activities. These meeting points are often marked by the intersection of roads serving the local area and the surrounding hinterland. As development expands around such localities, a ‘centre’ emerges which becomes the focus for business activities and community facilities.

Typically, retailing is the key driver of activity in centres and – while the *Latrobe City Retail Strategy* has a particular focus on ‘retailing’ – it is acknowledged that activity centres have emerged over-time to now support a diverse mix of facilities and services, ranging from retail and commerce to civic, community, entertainment and recreational activities.

The **Latrobe City Retail Hierarchy** takes into consideration the current retail role performed by centres, while also acknowledging the broader non-retail roles which can vary between centres. The retail hierarchy should be considered when planning for the future development of Latrobe City’s activity centres.

The identified Retail Hierarchy specifically takes into consideration the centre’s size in terms of retail floorspace, the presence (or otherwise) of major retail tenants such as supermarkets and discount department stores, and overall mix of tenants. In addition, the centre’s role in providing community, recreational and civic services, the presence of major office or government tenants, the centre’s tourism role and locational factors (e.g. location and role of nearby centres) are also taken into consideration.

Furthermore, the existing Latrobe City Retail Hierarchy takes into consideration existing centres and those that have either been approved or identified in key strategic planning documents. The Latrobe City Retail Hierarchy includes the following categories:

- **Regional Retail Centre:** which is the major retail centre serving Latrobe City and beyond, providing a wide range of retail and non-retail uses. Traralgon CBD is Latrobe City’s regional retail centre.
- **Sub-Regional Retail Centre:** serves a broad region, although not as large as the regional centre, and provides a range of convenience and comparison-shopping facilities. Sub-regional centres can also provide a range of non-retail uses. Moe CBD, Morwell CBD and Mid Valley Shopping Centre are the three sub-regional retail centres in Latrobe City.
- **Large Town Centre:** Large Town Centres provide a comprehensive range of day-to-day and weekly convenience retailing, including supermarkets. A range of non-food retailing and services are also provided, the extent of which depends on the size of the catchment served by the centre. Large Town Centres serve the immediate township and surrounding rural areas and small towns. Churchill is currently Latrobe City’s only Large Town Centre.
- **Neighbourhood Centre:** provide access to day-to-day and weekly convenience shopping facilities for the surrounding community. Neighbourhood centres can vary in size and typically include at least one supermarket.

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- Small Town Centre: provide limited convenience retailing to the surrounding township and rural areas. They are important focal points for the community and where appropriate, may include tourism-related retailing.
- Local Centre: represent a number of shops, typically up to 10 shopfronts, which provide convince retailing and services.
- Homemaker Precinct: provide a range of large format retail and restricted retail premises that would otherwise be difficult to accommodate in traditional retail centres. Homemaker precincts can include both dedicated bulky goods centres or precincts that evolve along major roads such as that located along Argyle Street in Traralgon.

Also of importance to the Latrobe City's Retail Hierarchy, is the overarching policy aspiration that Latrobe City's major towns of Traralgon, Morwell, Moe-Newborough and Churchill to function as a single 'networked city' – a description which speaks to the Latrobe Valley's unique settlement structure of four major towns situated in relative proximity, as noted previously in Chapter 3. Accordingly, in identifying Latrobe City's Retail Hierarchy, a key consideration is the nature in which the major towns (aforementioned) provide complementary services that contribute to a cohesive higher order retail offer at the regional level.

Traralgon's role as Latrobe City's primary focal point for population growth, investment and employment further necessitates that the retail offer and role of individual centres within the municipality's retail hierarchy is complementary rather than competitive in nature.

The existing Latrobe City Retail Hierarchy comprising existing, approved and planned centres is described in Table 7.1. Existing centres are centres that are currently operating; approved centres are future retail centres for which development schemes have been approved; and planned centres are future retail centres in which land has been rezoned to facilitate development, but no development schemes have been approved. The **Retail Strategy** will define a future retail hierarchy which will provide guidance on the role and function of and new and existing centres, taking into consideration the retail assessment presented in this **Background Report**.

In addition to the centres described in Table 7.1, future potential neighbourhood centres have been identified in numerous strategic planning documents at Traralgon South East, Traralgon East and Traralgon West. In addition, potential local centres have also been identified in a number of locations across the municipality. 'Potential centres' are those centres which have been identified in strategic planning documentation but are yet to be subject to detailed planning or demand assessments. An objective of the Retail Strategy will be to provide a decision-making framework that assists Council in assessing the appropriateness of any new centres at a time when local area planning occurs, or when development applications or rezoning requests arise.

The location of existing, approved, planned and potential centres is shown in Figure 7.1. Chapter 8 provides a description of the retail and commercial floorspace within each centre, while **Part B: Centre Profiles** provides a more detailed overview of Regional Retail Centres, Sub Regional Retail Centres, Large Town Centres, Neighbourhood Centres, and Small Town Centres.

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Table 7.1: Existing Latrobe City Retail Hierarchy

Centre	Retail Role	Retail Floorspace /Major Tenants	Complimentary Role
Regional Retail Centre			
Traralgon CBD	Pre-eminent retail centre serving Latrobe City and beyond with the full-range of retailing.	Retail floorspace (2018): 62,470m ² Stockland Traralgon (Kmart, Coles), Woolworths, Target Country, Dan Murphy's.	Traralgon CBD also provides a wide range of entertainment, dining, commercial, community and recreational facilities and service. The Traralgon CBD is the main commercial office precinct in Latrobe City.
Sub-Regional Retail Centre			
Moe CBD	Full-range of convenience retailing serving the surrounding region and workers. Centre includes multiple supermarkets, café/restaurants/takeaway food and limited range of non-food retailers.	Retail floorspace (2018): 34,930m ² Kmart, Woolworths, Coles, ALDI, Dimmeys, Harvey Norman	Moe CBD also provides a range of civic, community and entertain facilities and services (eg. library, hotels, RSL, employment services, etc); and a commercial office sector focusing on business and personal services commercial space (eg. Banks, accountants, real estate, insurance, etc).
Morwell CBD	Full-range of convenience retailing serving the surrounding region and workers. Centre includes multiple supermarkets, café/restaurants/takeaway food and limited range of non-food retailers.	Retail floorspace (2018): 31,280m ² Coles, ALDI, Cheap as Chips, NQR and Harvey Norman	Morwell CBD also performs an important government sector role including Latrobe City Council offices and other local and state government agencies. A limited range of entertainment, community and commercial offices are also provided.

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Centre	Retail Role	Retail Floorspace /Major Tenants	Complementary Role
Sub-Regional Retail Centre (cont.)			
Mid Valley Shopping Centre	Range of convenience and comparison shopping serving a sub-regional catchment including multiple supermarkets, discount department store and a range of non-food speciality retailing.	Retail floorspace (2018): 24,520m ²	Mid Valley also serves a key entertainment role with the presence of a Village cinema complex.
Large Town Centre			
Churchill	Range of convenience retail anchored by two supermarkets serving the township and a surrounding rural catchment. Retail floorspace provision is similar to a Neighbourhood Centre	Churchill Retail floorspace (2018): 7,860m ² (Woolworths, Richies Supa IGA, Richies Mitre Ten)	Large town centres also provide a range of commercial, civic (e.g. libraries and community centres), health and other uses serving the township and a wider rural catchment. Churchill is unique in that it also accommodates Federation University.
Neighbourhood Centre			
Newborough Traralgon North (approved)	Neighbourhood centres provide a limited range of convenience retailing, typically anchored by a supermarket. Retail floorspace ranges from approximately 2,500m ² to 10,000m ² .	Newborough Retail floorspace (2018): 2,750m ² Traralgon North (approved): 4,700m ²	Limited role in providing local community, civic and health services to the surrounding communities.
Small Town Centre			
Glengarry; Yallourn North; Boolarra; Yinnar; Tyers; Traralgon South; Toongabbie	Town centres provide convenience retailing to the immediate surrounding catchment and visitors. Centres	Glengarry (850m ²); Yallourn North (750m ²); Boolarra (300m ²); Yinnar (620m ²); Tyers (560m ²);	In addition to convenience retail, town centres also provide a limited range of commercial, community (e.g. community hall/centre), and personal services (e.g. post office).

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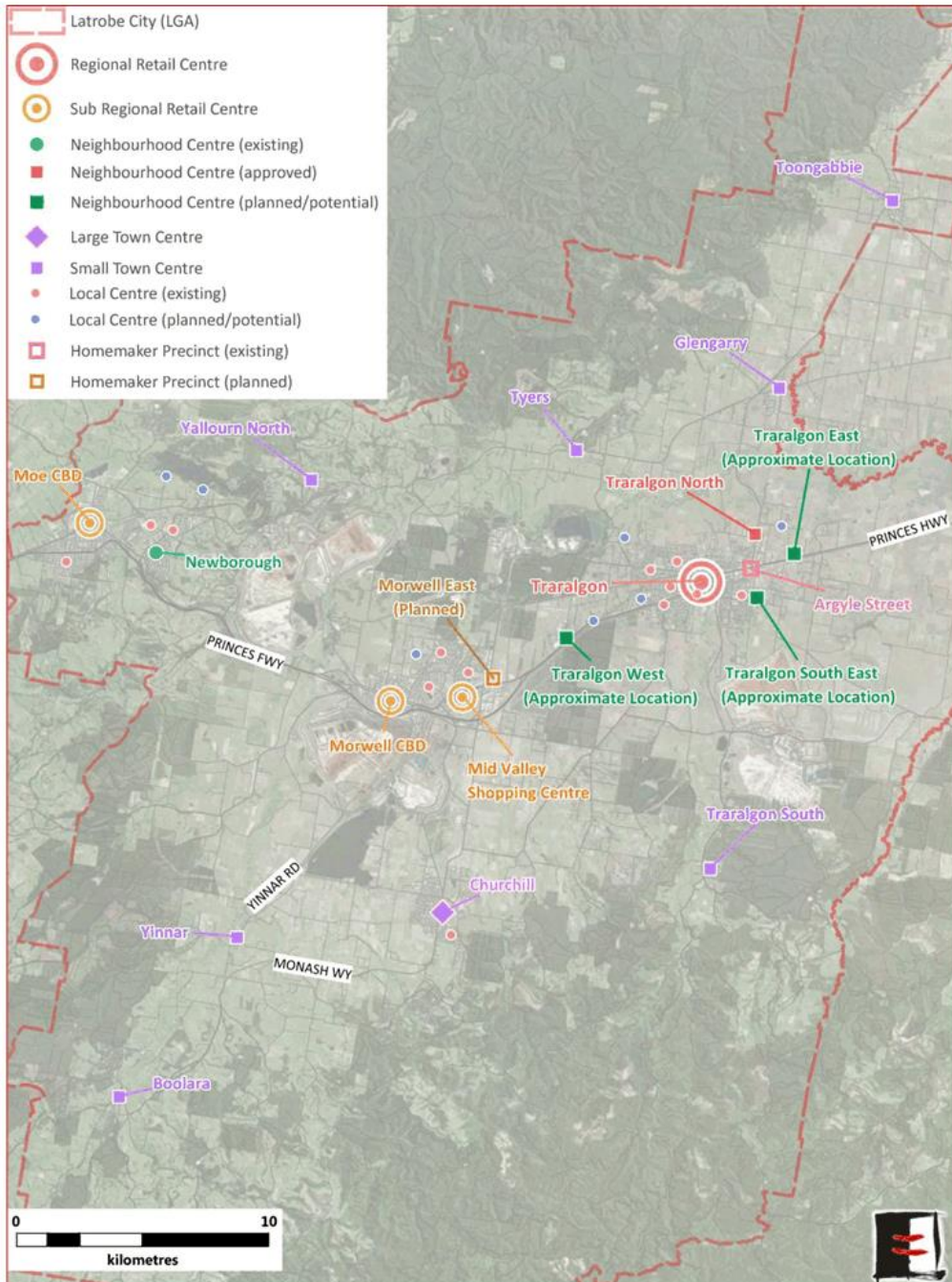
Centre	Retail Role	Retail Floorspace /Major Tenants	Complementary Role
	vary in size depending on the size of the catchment they serve.	Traralgon South (150m ²); Toongabbie (120m ²)	
Local Centre			
Traralgon (Queens Parade, Hyland Street, Hazelwood Road, Henry Street, Grey Street, Pax Hill); Morwell (Bridle Road, Rintoull Street, Bruton Street); Moe (Boolara Avenue, Old Sale Road, Elizabeth Street); Churchill (Churinga Drive)	Local centres provide limited convenience retailing including general store, takeaway food/café, and personal services. Retail floorspace is typically less than 1,500m ² .	Queens Parade (550m ²); Hyland Street (680m ²); Hazelwood Road (280m ²); Henry Street (500m ²); Pax Hill (300m ²); Bridle Road (760m ²); Rintoull Street (400m ²); Bruton Street (440m ²); Boolara Avenue (830m ²); Old Sale Road (170m ²); Elizabeth Street (740m ²); Churinga Drive (180m ²)	Local centres may co-locate to community, and/or education facilities, and may provide limited commercial services.
Homemaker Precinct			
Argyle Street Morwell East (planned)	Provide a range of large format retailers that would otherwise not be suited to an in-centre location.	Argyle Street (43,440m ²) Morwell East	May co-locate with trade suppliers, restricted retail, car yards and light industrial uses.

Source: Essential Economics

Note: Retail included in the wider analysis but excluded from the Existing Latrobe Retail Hierarchy (Table 7.1) comprise stand-alone shops located throughout the municipality (not situated in an existing centre), and other non-activity centre retail including the Princess Drive retail node in Morwell and retail located on Moore Street and Lloyd Street in Moe (in proximity to the Old Gippsdown Heritage Park)

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Figure 7.1: Existing Latrobe City Retail Hierarchy



Essential Economics with Map Info, Streetpro and BingMaps

8 RETAIL AND COMMERCIAL FLOORSPACE OVERVIEW

A retail floorspace and shopfront survey of centres in Latrobe City was undertaken by Essential Economics in October 2018. This 'street level' data was complemented by a range of industry sources in order to estimate the total retail floorspace provision. The retail categories used for the survey are described on page 2 of this report.

8.1 Occupied Retail Floorspace

Currently, approximately 227,190m² of occupied retail floorspace exists in centres of Latrobe City comprising the following:

- 49,940m² of FLG retail floorspace (or 22% of total occupied retail floorspace)
- 27,360m² of food catering retail floorspace (or 12% of total occupied retail floorspace)
- 149,890m² of non-food retail floorspace (or 66% of total occupied retail floorspace).

A summary of retail floorspace by study region and centre is shown in Table 8.1, noting that the largest individual centres/precincts for occupied retail floorspace are:

- Traralgon CBD with 62,470m²
- Argyle Street Homemaker Precinct (Traralgon East)) with 43,440m²
- Moe CBD with 34,930m²
- Morwell CBD with 31,3280m²
- Mid Valley Shopping Centre with 24,520m².

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RETAIL STRATEGY – BACKGROUND REPORT**Table 8.1: Retail Floorspace Provision in Latrobe City, October 2018 (m²)**

Region	FLG	Food Catering	Non-Food	Total Occupied Retail	Share of Total Retail Floorspace
<u>Northern Region</u>					
Yallourn North	410	220	120	750	0.3%
Tyers	400	0	160	560	0.2%
Toongabbie	120	0	0	120	0.1%
Glengarry	460	0	390	850	0.4%
Total Northern Region	1,390	220	670	2,280	1.0%
<u>Moe-Newborough Region</u>					
Moe CBD	9,020	4,180	21,730	34,930	15.4%
Newborough Neighbourhood Centre	130	370	2,250	2,750	1.2%
Local centres	980	1,310	1,190	3,480	1.5%
Total Moe-Newborough Region	10,130	5,860	25,170	41,160	18.1%
<u>Morwell Region</u>					
Morwell CAD	9,550	5,220	16,510	31,280	13.8%
Morwell Highway Corridor	2,480	800	3,920	7,200	3.2%
Mid Valley	3,890	680	19,950	24,520	10.8%
Local centres	700	590	1,490	2,780	1.2%
Total Morwell Region	16,620	7,290	41,870	65,780	29.0%
<u>Traralgon Region</u>					
Traralgon CBD	12,400	9,590	40,480	62,470	27.5%
Argyle Street Homemaker Precinct	1,850	2,620	38,970	43,440	19.1%
Local centres	1,850	540	640	3,030	1.3%
Total Traralgon Region	16,100	12,750	80,090	108,940	48.0%
<u>Southern Region</u>					
Churchill Total	5,050	1,160	1,750	7,960	3.5%
Traralgon South	150	0	0	150	0.1%
Boolarra	180	0	120	300	0.1%
Yinnar	320	80	520	620	0.4%
Total Southern Region	5,700	1,240	2,390	9,030	4.0%
Total Latrobe City	49,940	27,360	150,190	227,190	100.0%

Source: Essential Economics Retail Floorspace Survey (October 2018), Australian Property Council, Shopping Centre Directory, Stockland, Mid Valley Shopping Centre.

Note: LAC's includes standalone shops

Note: Traralgon CAD includes Stockland Traralgon Shopping Centre

8.2 Vacant Retail Floorspace

Vacant retail shopfront tenancies were noted during the retail floorspace survey (October 2018) and the vacancies for each centre are shown in Table 8.2.

The Latrobe City's shopfront vacancy rate is estimated to be 10.8% of floorspace. This vacancy rate is above the broad vacancy level desired for a large regional retail network such as

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Latrobe City. As a point of reference, a vacancy rate of 5-7% generally reflects a relatively strong performing main-street type retail centres. In contrast, free-standing shopping malls under one roof tend to have minimal vacancies as they are in single ownership and centrally-managed. In this context, Stockland Traralgon is considered to be performing relatively successfully with a vacancy rate of 1.5%; however, Mid Valley Shopping Centre with the recent closure of Target and Coles has a significantly high vacancy rate of 21.9%.

The overall vacancy level the Traralgon region (6.9%) is lower than the vacancy level observed for the Morwell region (16.8%) and Moe-Newborough region (11.6%) respectively, and this reflects the primacy of Traralgon as a focal point for population growth and investment, amongst other aspects.

Selected centres and specific areas within centres are contributing to a high overall vacancy rate for Latrobe City. Those centres which are experiencing issues associated with high retail vacancy rates include the following:

- Mid Valley Shopping Centre, has a vacancy rate of 21.9% influenced by the recent closure of Target and Coles. Note the former Coles tenancy has recently been occupied by Dimmeys.
- Morwell CBD, with a vacancy rate 16.3% which includes a high 29.9% vacancy rate for shopfronts located to the north of the railway line. Areas of the CBD to the south of the railway line have a lower vacancy rate of 9.4%.
- Moe CBD, which has a vacancy rate 10.9% influenced by a concentration of vacant shopfronts located to the south of the railway line.

It is evident in both the CBDs of Moe and Morwell that while the core retailing areas may be performing relatively well in terms of vacancy rates, the areas that are disconnected from the core parts of these CBDs are under-performing.

The vacancy rate for the Argyle Street Homemaker precinct in Traralgon (8.0%) is considered reasonable, considering this rate takes into account the former Dahlsens retail store which is yet to be re-tenanted. In broad terms, the vacancy rates for smaller towns and settlements in Latrobe City's northern and southern regions do not indicate any major vacancy issues.

The following local centres have a high level of shopfront vacancy that would indicate a relatively poor performance of the centre:

- Bruton Street and Rintoull Street in Morwell with shopfront vacancy rates of 24% and 31% respectively; and
- Boolarra Avenue and Old Sale Road in Moe-Newborough with respective vacancy rates of 28% and 51%.

High vacancy rates in local centres can occur due to a broad range of aspects, many of which Council can have limited influence, such as increased trading pressures from other formats and changing consumer preferences (refer Section 4.2); lack of investment in the amenity of the centre; limited population growth or population decline in the immediate surrounding

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catchment; poor tenancy mix; lack of experienced and quality operators etc. The **Retail Strategy** will provide guidance on the levers available to Council to improve the trading conditions of these local centres.

Table 8.2: Retail Vacancy Rate – Latrobe City, October 2018 (m²)

Region	Total Occupied Shopfront	Vacant Shopfront	Total Available Retail Floorspace	Shopfront Vacant Rate
<u>Northern Region</u>				
Yallourn North	750	150	900	16.7%
Tyers	560	0	560	0.0%
Toongabbie	120	0	120	0.0%
Glengarry	850	60	910	6.6%
Total Northern Region	2,280	210	2,490	8.4%
<u>Moe-Newborough Region</u>				
Moe CBD	41,490	5,070	46,560	10.9%
Newborough NC	3,910	550	4,460	12.3%
Local centres	3,580	820	4,400	18.6%
Total Moe-Newborough Region	48,980	6,440	55,420	11.6%
<u>Morwell Region</u>				
Morwell CBD	41,980	8,200	50,180	16.3%
Morwell Highway Corridor	7,200	0	7,200	0.0%
Mid Valley	25,150	7,060	32,210	21.9%
Local centres	2,780	320	3,100	10.3%
Total Morwell Region	77,110	15,580	92,690	16.8%
<u>Traralgon Region</u>				
Traralgon CBD	72,170	4,960	77,130	6.4%
Argyle Street Homemaker Precinct	43,440	3,790	47,230	8.0%
Local centres	3,740	90	3,830	2.3%
Total Traralgon Region	119,350	8,840	128,190	6.9%
<u>Southern Region</u>				
Churchill Total	8,660	220	8,880	2.5%
Traralgon South	150	0	150	0.0%
Boolarra	300	30	330	9.1%
Yinnar	660	0	660	0.0%
Total Southern Region	9,770	250	10,020	2.5%
Total Latrobe City	257,490	31,320	289,110	10.8%

Source: Essential Economics Retail Floorspace Survey (October 2018), Australian Property Council, Shopping Centre Directory, Stockland, Mid Valley Shopping Centre.

Note: Local centres include standalone shops

Note: Traralgon CAD includes Stockland Traralgon Shopping Centre

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8.3 National Retail Brand Representation

In addition to vacancy rates, the representation of national brands is another metric which provides an insight into the performance of retail sectors. National retail brands seek to locate in centres that will maximise their sales, which typically involves locating in centres that perform well, attract a sufficient level of customer activity and serve sufficient sized catchments which vary depending on the individual retailer.

In this context, Latrobe City is well-represented in regard to national brand tenancies. Based on the retail floorspace undertaken in October 2018, Latrobe City contains approximately 85,500m² of 'national brand' non-food retail floorspace, of which 52,000m² is located within the Traralgon region. The Morwell region accommodates 22,600m² and the Moe-Newborough region accommodates approximately 10,100m².

One of the implications of having a relatively strong presence of national brand retailers is that residents are less reluctant to travel further afield to shop. While 'escape spending' is always going to occur to some degree in regional areas like Latrobe City, the presence of a range of national brand limits the impacts of having significant levels of retail spending escaping the region. Examples of national brand non-food retailers in Latrobe City are provide below.



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Source: Essential Economics and company websites

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9 RETAIL SPENDING

Estimates of retail spending by Latrobe City residents for each study region have been prepared with reference to the *MarketInfo* micro-simulation model. *MarketInfo* uses data from the ABS Household Expenditure Survey, ABS Population and Housing Census, and a range of other socio-economic indicators, and provides estimates of retail spending on a small area basis.

9.1 Per Capita Retail Spending

Average per capita retail spending for residents of each study region and Latrobe City in 2018 is summarised in Table 9.1 and compared with the regional Victorian average (figures are expressed in 2018 prices).

Latrobe City's average per capital total spending is estimated at approximately \$14,020 in 2018, which is approximately +4.7% above the average for regional Victoria of \$13,390, and comprises:

- \$6,280 per annum on FLG
- \$1,620 per annum on food catering
- \$6,120 per annum on non-food merchandise and services.

Table 9.1: Average Per Capita Retail Spending, 2018 (\$2018)

Trade Area	FLG	Food Catering	Non-Food	Total Retail
<u>Per Capita Spending</u>				
Northern Region	\$6,050	\$1,570	\$6,050	\$13,670
Moe - Newborough	\$6,230	\$1,480	\$5,720	\$13,430
Morwell	\$6,250	\$1,450	\$5,480	\$13,180
Traralgon	\$6,290	\$1,760	\$6,510	\$14,560
Southern Region	\$6,460	\$1,750	\$6,580	\$14,790
Latrobe City	\$6,280	\$1,620	\$6,120	\$14,020
<i>Regional Victoria</i>	<i>\$6,170</i>	<i>\$1,600</i>	<i>\$5,620</i>	<i>\$13,390</i>
<u>Variation from regional Victoria</u>				
Northern Region	-1.9%	-1.9%	+7.7%	+2.1%
Moe - Newborough	+1.0%	-7.5%	+1.8%	+0.3%
Morwell	+1.3%	-9.4%	-2.5%	-1.6%
Traralgon	+1.9%	+10.0%	+15.8%	+8.7%
Southern Region	+4.7%	+9.4%	+17.1%	+10.5%
Latrobe City	+1.8%	+1.3%	+8.9%	+4.7%

Source: Essential Economics with the *MarketInfo*

9.2 Total Retail Spending, 2018 to 2033

Forecasts of retail spending by Latrobe City residents and the study regions have been prepared for the period 2018 to 2033. These estimates take into consideration population forecasts presented in Chapter 5, average per capita retail spending shown in Table 9.1 and estimates of future real growth in retail spending per capita. Estimates of future real growth in per capita retail spending are based on historical trends over the past 20 or so years, as derived from ABS Australian National Accounts data.

Total available retail spending by Latrobe City residents in 2018 is estimated at \$1,051m (or \$1.05b) and includes:

- Food, Liquor and Groceries: \$471m
- Food catering: \$122m
- Non-food: \$459m.

Total retail spending is forecast to grow at 1.6% pa to \$1,344m by 2033 (expressed in constant \$2018).

By region, the main area of growth is expected to be Traralgon, where retail spending of residents is forecast to increase from \$406m in 2018 to \$555m in 2033, accounting for 51% of total retail spending growth in Latrobe City (or the study region).

All spending figures are inclusive of GST and in constant 2018 dollars, therefore they exclude the effects of price inflation. The figures represent total retail spending by households in the study region, inclusive of:

- Traditional spending at so-called 'bricks and mortar' retail shops
- Retail spending with a mix of internet sales channels where a physical retail outlet is responsible for product pick-up or delivery (so-called 'clicks and mortar' retailing)
- Internet-only sales channels, which are estimated to comprise 8% of total retail sales in Australia.

Note, the above analysis considers spending by permanent residents only. Additional demand will also be generated by people living outside the study region and by visitors.

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RETAIL STRATEGY – BACKGROUND REPORT**Table 9.2: Forecast Retail Spending by Study Region, 2018 to 2033**

Retail Category	2018	2023	2028	2033
<u>Northern Region</u>				
FLG	\$28.1m	\$28.7m	\$29.4m	\$30.1m
Food Catering	\$7.3m	\$7.5m	\$7.8m	\$8.1m
Non-Food	<u>\$28.1m</u>	<u>\$30.5m</u>	<u>\$33.4m</u>	<u>\$36.4m</u>
Total Retail	\$63.5m	\$66.7m	\$70.5m	\$74.6m
<u>Moe - Newborough</u>				
FLG	\$104.5m	\$106.0m	\$110.9m	\$116.4m
Food Catering	\$24.8m	\$25.4m	\$26.9m	\$28.5m
Non-Food	<u>\$96.1m</u>	<u>\$104.0m</u>	<u>\$115.9m</u>	<u>\$129.8m</u>
Total Retail	\$225.3m	\$235.4m	\$253.7m	\$274.7m
<u>Morwell</u>				
FLG	\$87.2m	\$88.5m	\$92.2m	\$96.2m
Food Catering	\$20.2m	\$20.8m	\$21.9m	\$23.1m
Non-Food	<u>\$76.5m</u>	<u>\$82.8m</u>	<u>\$91.9m</u>	<u>\$102.3m</u>
Total Retail	\$184.0m	\$192.1m	\$205.9m	\$221.5m
<u>Traralgon</u>				
FLG	\$175.7m	\$187.9m	\$202.7m	\$218.6m
Food Catering	\$49.1m	\$53.0m	\$57.8m	\$63.0m
Non-Food	<u>\$181.6m</u>	<u>\$206.9m</u>	<u>\$237.8m</u>	<u>\$273.4m</u>
Total Retail	\$406.4m	\$447.8m	\$498.3m	\$555.0m
<u>Southern Region</u>				
FLG	\$75.3m	\$78.8m	\$82.7m	\$86.8m
Food Catering	\$20.4m	\$21.6m	\$22.9m	\$24.3m
Non-Food	<u>\$76.6m</u>	<u>\$85.4m</u>	<u>\$95.5m</u>	<u>\$106.9m</u>
Total Retail	\$172.2m	\$185.8m	\$201.0m	\$218.0m
<u>Total Study Regions</u>				
FLG	\$470.8m	\$489.9m	\$517.8m	\$548.1m
Food Catering	\$121.7m	\$128.3m	\$137.2m	\$147.0m
Non-Food	<u>\$458.9m</u>	<u>\$509.6m</u>	<u>\$574.5m</u>	<u>\$648.7m</u>
Total Retail	\$1,051.4m	\$1,127.8m	\$1,229.5m	\$1,343.8m

Source: Essential Economics with the *MarketInfo*

Note: FLG refers to Food, Liquor & Groceries

10 RETAIL TURNOVER AND MARKET SHARE ANALYSIS

This Chapter presents a retail sales and market share analysis for centres in Latrobe City. The analysis is based on the retail spending and floorspace data provided in the previous Chapters, as well as industry data where available. The experience of the consultants in undertaking retail turnover and market share assessments for both the private and public sector is also relevant to the analysis. Where relevant, Council's Spendmapp data sent has also been used to inform the analysis.

10.1 Estimated Retail Sales

In 2018, activity centres in Latrobe City achieved estimated total retail sales of approximately \$1,164m, representing an average trading level of approximately \$5,120/m² (expressed in 2018 dollars and inclusive of GST). Table 10.1 provides a summary of estimated retail turnover by retail category for activity centres in Latrobe City.

These estimates have been prepared with the application of appropriate average trading levels (sales per square metre) to the retail floorspace estimates presented in Chapter 8. The sales estimates are based on published sales data (where available), and on information on likely trading performance gathered from floorspace surveys conducted by the consultant. The retail sales figures should therefore be regarded as a fair and reasonable approximation of existing trading conditions for centres in Latrobe City.

Importantly, these estimates refer to total retail sale at activity centres in the municipality, including sales that is attributable to residents of the municipality and to non-residents, including tourists, workers and other visitors.

Table 10.1: Retail Turnover Estimates for Centres in Latrobe City, 2018

Category	FLG	Food Catering	Non-Food	Total
Retail floorspace	49,940m ²	27,360m ²	149,980m ²	227,190m ²
Average trading level	\$9,780/m ²	\$4,610/m ²	\$3,660/m ²	\$5,120/m ²
Total turnover	\$488.3m	\$126.3m	\$548.5m	\$1,163.1m

Source: Essential Economics; Spend Map; industry sources

Note: Figures are in constant 2018 dollars

The overall average turnover level of \$5,120/m² is considered moderate and reflects the existing situation in Latrobe City where a relatively wide range of retailing is provided across numerous centres and across a wide range of retail categories.

The relatively high average sales level for FLG retailers of \$9,780/m² reflects the dominance of supermarkets within this sector and their relatively strong performance in terms of sales. Supermarkets generally have an average sales level that is higher than for speciality shops.

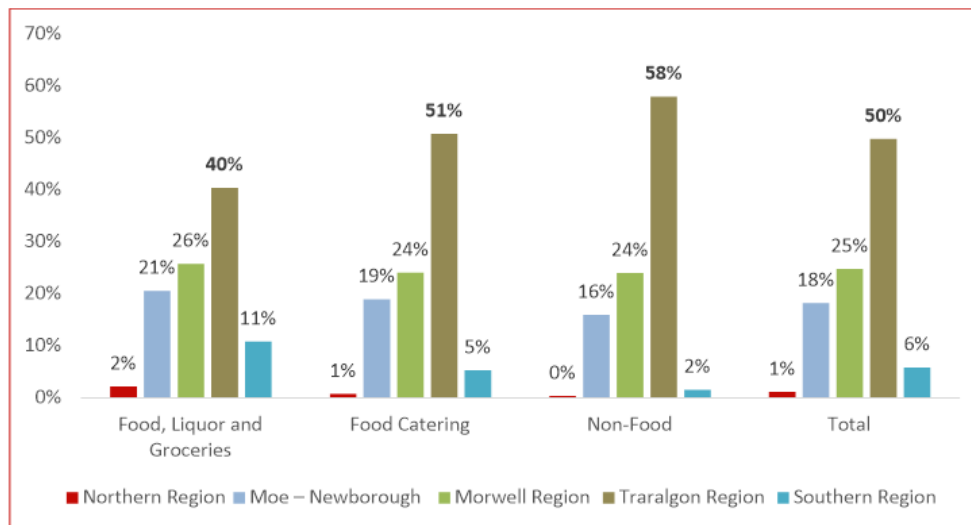
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Conversely, the lower average sales level for food catering and non-food retail sectors reflects the following:

- A relatively high proportion of retail floorspace that typically attracts lower sales levels such as retail services (e.g. hair and beauty), bulky goods, discount department stores, and in some locations a high number of retail tenancies occupied by op-shops.
- Relatively moderate sales performance of some centres including Moe CBD and Morwell CBD which include considerable amounts of food catering and non-food floorspace.

The distribution of retail sales throughout Latrobe City by study region and retail category is shown in Figure 10.1. The Traralgon region is by far the most dominant in terms of retail sales, accounting for 50% of total sales and 58% of non-food sales within Latrobe City. This reflects the presence of the strong performing Traralgon CBD, the expansive Argyle Street homemaker precinct, as well as Traralgon's role as the municipality's largest major town and primary focal location for population growth.

Figure 10.1: Share of Retail Sales by Region, 2018



Source: Essential Economics

10.2 Retail Sales Attributed to Latrobe Residents

In order to prepare an analysis of retail market shares captured retail centres Latrobe City, it is necessary to examine the extent to which retail sales are attributable to the municipality's residents. This analysis is shown in Table 10.2 and is based on available information with respect to the catchments served by particular centres, and the consultant's estimates based on likely trading patterns of centres in Latrobe City. Consideration has also been given to analysis of Council's Spendmapp dataset.

Approximately \$851.7m (or 73% of total retail turnover) is estimated to be attributed to the retail spending of Latrobe City residents in 2018. The balance of approximately 27% of retail

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turnover is derived from non-residents, including visitors to Latrobe City and purchases by trades and businesses, and is estimated at some \$311.4m.

Table 10.2: Retail Turnover Attributed to Latrobe City Residents, 2018

Category	FLG	Food Catering	Non-Food	Total
Total turnover	\$488.3m	\$126.3m	\$548.5m	\$1,163.1m
Share of turnover attributable to Latrobe City residents	83%	71%	65%	73%
Total turnover attributable to Latrobe City residents	\$404.1m	\$89.6m	\$358.0m	\$851.7m

Source: Essential Economics; Spendmapp; industry sources

Note: Figures are in constant 2018 dollars

10.3 Retail Market Share Analysis

In 2018, Latrobe City centres are estimated to capture approximately 81% (or \$852m) of the \$1,051m of available retail spending by Latrobe City residents. The balance of retail spending (\$200m) was directed to centres and retailers located beyond Latrobe City, and to other forms of shopping such as internet-only sales.

The analysis shows that a higher market share is achieved in FLG (86%), and this reflects the extent to which people tend to shop more locally at their closest and most convenient centre for these items. Food catering and non-food markets shares were 74% and 78% respectively, which are still considered to be relatively high.

Table 10.3 summarises this analysis of market share performance for centres in Latrobe City.

Table 10.3: Latrobe City Market Share Analysis, 2018

Category	FLG	Food Catering	Non-Food	Total
Total retail sales to Latrobe City residents	\$404m	\$90m	\$358m	\$852m
Total available retail expenditure	\$471m	\$122m	\$459m	\$1,051m
Market Shares	86%	74%	78%	81%

Source: Essential Economics; Spend Map; industry sources

Note: Figures are in constant 2018 dollars

A number of findings are evident from the above analysis that will inform the assessment of retail development potential (or retail needs) provided in the following Chapter. These findings include:

- 1 **Centres in the Latrobe City capture a relatively high share of the available retail spending by residents.** Accordingly, opportunities for increased retail provision will be generated by forecast population growth and increases in available spending, as well as increased spending generated by visitation. The scope to improve retail market shares to any significant degree is somewhat limited. The 2007 Retail Strategy Review noted that *“the retail equation in Latrobe is currently relatively balanced ie where current*

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demand is met by supply”; having regard for the market share analysis presented above, it is reasonable to conclude that this also reflects the current-day situation.

- 2 **‘Escape spending’ is expected in the Latrobe City context.** As noted above, approximately \$200m in retail spending by Latrobe City residents ‘escapes’ to other centres and other forms of retailing (e.g. online purchases). More than 50% of this spending (or \$101m) is in non-food retailing and is likely to be directed to larger centres in metropolitan Melbourne, most notably Westfield Fountain Gate in Narre Warren which is approximately an hour drive from Moe. This situation will likely continue into the future as large regional centres in metropolitan Melbourne offer a wider-range of retailing than in Latrobe City by virtue of their larger and more densely populated catchments.
- 3 **Improvements to the performance of existing retailers will contribute to an increase in the level of retail service for the community.** Opportunities for improved retail choice and quality for local residents include the redevelopment of areas within centres that are not currently performing well, the introduction of improved business practises, and the attraction of new businesses – especially those which are not yet locally-represented. Given the prevailing high market shares observed by Latrobe City, the provision of additional floorspace would be generated by increased population growth and visitation.
- 4 **Future retail development opportunities are likely to respond to population growth and changes in retailing trends.** For instance, in recent years, food and dining have been strong performing retail sectors and coincide with a shift towards activity centres being a focus for socialising and meeting people, as opposed to solely shopping.

11 RETAIL DEVELOPMENT POTENTIAL

This Chapter presents an analysis of the potential new retail development that could be supported in Latrobe City Council over the next 15 or so years.

11.1 Methodology

Forecasts of retail development potential in activity centres within Latrobe City have been prepared on the basis of the following approach:

- 1 Retailers will continue to capture an appropriate market share of the forecast available retail spending by residents in the municipality. Having regard for the relatively high market shares, it is assumed retailers will at least maintain existing market shares.
- 2 Local retailers in the municipality have potential to capture trade from people living beyond Latrobe City, including tourists and other passing trade. In addition, some retailers also derive a share of sales from non-retail customers such as other businesses and tradespeople. It is assumed the share of turnover sales by non-residents remains constant at 2018 levels.
- 3 An aggregation of the above sources of sales provides an estimate of the total future sales that might be achieved at centres in Latrobe City. By applying an appropriate average sales level (\$/m²), an indication of the total supportable retail floorspace can be calculated.
- 4 An estimate of total retail development potential is made by comparing total supportable floorspace (from point 3 above) against existing floorspace provision as outlined in Chapter 9.

11.2 Forecast Retail Sales and Retail Development Potential, 2018-2033

Total retail sales in activity centres located in Latrobe City are forecast to increase from \$1,163m in 2018 to \$1,496m in 2033, representing annual growth of 1.7% per annum (in constant 2018 dollars). This assumes retail market shares and the share of sales from beyond Latrobe City residents remain constant.

Forecast retail sales, analysis of potential supportable retail floorspace and the amount of new retail development that might be supported over the period 2018 to 2033 is summarised in Table 11.1.

This analysis is only intended to provide an **indication** only of the potential level of supportable retail development. In reality a myriad of factors (unknown today) will affect the exact quantity of new retail floorspace delivered over the next 15 years.

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The potential for retail development in Latrobe City over the period 2018 to 2033 is estimated at approximately +42,000m² gross leasable floor area (figures rounded). This comprises the following broad estimates by retail category:

- An additional +4,200m² FLG retail floorspace to accommodate new or expanded supermarkets and specialty food, liquor and grocery stores.
- An additional +3,100m² of food catering retail floorspace, comprising new cafés, restaurants and takeaway food stores.
- An additional +35,000m² of non-food retail floorspace, which may comprise the development of additional speciality non-food retailers, retail services and bulky goods retailing.

The above estimates of future retail development potential are based on forecast sales levels with the application of average supportable retail trading levels (\$/m²). For the purpose of this assessment it is assumed the average trading level of FLG and food catering retailers will increase by an average of 0.5% per annum, while the average trading level of non-food retailers may increase by 1.0% per annum. These assumptions take into consideration the relatively strong average trading levels of retailers in the FLG and food catering categories (refer Section 10.1) and the opportunity to improve average trading levels for non-food retailers.

Table 11.1: Retail Development Potential in Latrobe City, 2018-2033

Category	Food, Liquor and Groceries	Food Catering	Non-Food	Total
Existing Retail Floorspace, 2018	49,940m ²	27,360m ²	149,890m ²	227,190m ²
<u>Retail Sales</u>				
2018	\$488.3m	\$126.3m	\$548.5m	\$1,163.1m
2033	\$568.4m	\$152.5m	\$775.5m	\$1,496.4m
Average annual growth	1.0%	1.3%	2.3%	1.7%
<u>Average Trading Level</u>				
2018	\$9,780/m ²	\$4,610/m ²	\$3,660/m ²	\$5,120/m ²
2033	\$10,500/m ²	\$5,000/m ²	\$4,200/m ²	\$5,600/m ²
Supportable retail floorspace, 2033	54,100m ²	30,500m ²	184,600m ²	269,200m ²
Retail development potential, 2018-2033	4,160m²	3,140m²	34,710m²	42,010m²

Source: Essential Economics

11.3 Potential Retail Development Opportunities

Having regard for the analysis presented in Table 11.1, the following discussion relates to specific retail development opportunities within Latrobe City over the next 15 years.

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The development of approximately 9,200m² of retail floorspace has been approved but is yet to be constructed. This includes the following:

- **Marshall Road Neighbourhood Centre (Traralgon North)**, up to 4,700m² is approved including a Woolworths supermarket plus limited speciality retail floorspace. It is understood the first stage of the centre will comprise approximately 4,000m² with potential for an expansion of the Woolworths to occur later. At this stage, the exact development timing is unknown; however, it is anticipated that the centre will be developed within the next 15 years. While not all floorspace within the centre will be FLG, it is likely the Marshalls Road Neighbourhood Centre will account for the majority of Latrobe City's retail development potential in the FLG sector.
- **Proposed Foodworks supermarket in Moe (50 High Street)**, comprising a total of approximately 290m² of FLG floorspace. Development of this store is yet to commence.
- **Stockland Traralgon** expansion of approximately 570m².
- **Proposed retail showroom at 63 Argyle Street, Traralgon** comprising approximately 500m² in floorspace.
- **Furniture Store to be built at Woodcutter Place, Traralgon East**, comprising around 3,160m² in floorspace.

Potential exists for an additional 32,800m² (approx.) of retail floorspace in Latrobe City, accounting for the above approved retail developments, over the 2018 to 2033 period.

Re-use of Vacant Floorspace

As noted earlier, approximately 31,320m² of vacant shopfront floorspace exists in Latrobe City activity centres and this accounts for 10.8% of total shopfront floorspace. If the vacancy rate in Latrobe City could be reduced to, say 8.0% without adding additional floorspace, this would equate to total vacant shopfront floorspace of approximately 23,100m². Based on this assumption, vacant shopfront floorspace could *theoretically* absorb approximately 8,200m² of future retail demand. This provides a broad indication of the potential extent to which existing vacant floorspace could accommodate demand for floorspace, acknowledging that there will always going to be some level of vacancy within centres.

Another way to review the extent to which vacant floorspace could accommodate future demand is to assume that the three key centres which are experiencing high levels of vacancy could reduce their vacancy rates to 8.0%, while other centres maintain their vacancy rates which are considered reasonable. Combined, the Morwell and Moe CBDs and Mid Valley Shopping Centre account for 20,300m² of vacant shopfront floorspace and have a combined vacancy rate of 15.8%. Should these centres be able to accommodate new retail demand that reduces their vacancy rates to 8.0%, this equates to approximately 10,300m² of vacant floorspace or a reduction of approximately 10,000m² from current levels.

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Apart from the Moe and Morwell CBDs, the high vacancy rate at Mid Valley Shopping Centre is a concern. The loss of the Target DDS and Coles supermarkets have created a significant issue in terms of vacant floorspace and a reduction in customer activity that would otherwise have been attracted to the centre. The Coles tenancy has since been occupied by Dimmeys.

Consultation with centre management indicates they are confident that they will be able to occupy the vacant space by early to mid-2019. Potential exists that a proportion of this space may be filled by a range of mini-majors and/or some specialities. It is unlikely the vacant Target tenancy will be occupied by another discount department store, having regard for the difficulties faced by this sector. It is understood that in the longer-term centre management are looking to shift the tenancy profile of the centre (as a whole) to accommodate a greater range of uses beyond retail – including allied health services and community uses.

New Retail Development Opportunities

The analysis presented in this Chapter indicates over the next 15-years potential demand for approximately 42,000m² of retail floorspace may eventuate. Accounting for approved developments which amount to approximately 9,000m² of floorspace and the potential for existing vacant floorspace to absorb up to 10,000m² of retail demand, potential exists for an approximately an additional 23,000m² of floorspace.

Food, Liquor and Groceries

Marshalls Road Neighbourhood Centre in Traralgon North and the proposed small Foodworks in Moe are anticipated to account for the majority of anticipated demand for FLG floorspace. Note, demand for FLG is very responsive to local population growth and should new residential growth areas experience rapid development and population growth, this may drive additional demand for convenience FLG retailing. Further commentary on the potential for new centres is provided in Section 11.4.

Furthermore, new retail formats may eventuate in the FLG sector over the next 15 years. For example, Kaufland are a new entrant to the Australian supermarket sector who currently are focused on opening stores in metropolitan locations. In the next 15 years, the potential may exist for Kaufland, or another market entrant, to become interested in regional areas such as Latrobe City. This would be similar to the roll-out of ALDI supermarket over the past 15 years.

Food Catering

Incremental growth in food catering is also expected to occur as the importance of activity centres as 'destinations' for socialising and civic interaction continues to increase. In this context, the approval of a new cinema and serviced apartment complex in Traralgon will likely increase the centre's entertainment role and generate demand for additional food catering floorspace.

Moreover, in the longer term, the proposed bypassing of Traralgon, in conjunction with the public realm works proposed by the *Traralgon Activity Centre Plan (2018)* including a Highway Boulevard and Plaza style access to the Train Station, would result in improvement to the CBD's amenity and attractiveness – and in turn present opportunities for the development of

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retail uses in the area Princes Street that are 'destinational' in nature (higher-end restaurants/cafes, al fresco dining etc).

Non-Food

Both Traralgon and Morwell have significant areas of vacant Commercial 2 Zone located along the Princes Highway which provide opportunities for the development of additional bulky goods retailing.

The market appetite for the development of dedicated bulky goods (or homemaker centres) throughout Victoria (and Australia) has been subdued in recent years compared to say ,10-15 years ago. This is especially the case in regional Victorian locations where very limited development of dedicated bulky good retail development has occurred.

Latrobe City is reasonably well-represented in terms of national brand large format retailers. However, there remains a number of national brand bulky goods retailers that are not currently represented in Latrobe City, including Anaconda, Amart Furniture, Adairs and Decathlon (a new market entrant in the sports retailing sector) which may generate demand for a new bulky goods centre. In addition, continued population over the next 15 years and beyond will support this form of development.

In addition to bulky goods development, opportunities for incremental growth in non-food retailing in the form of speciality and mini-majors is expected to occur within centres as a result of population growth. For example, it is understood Stockland Traralgon have plans for a moderate expansion in the future (at a time when market demand warrants) to accommodate new floorspace which may involve both mini-majors and speciality retail floorspace.

11.4 Longer-term Opportunities for New Centres

The retail development opportunities identified so-far in this Chapter are based on the population forecasts presented in Chapter 5, which in turn are based on official State Government projections (*Victoria in Future, 2016*). It is noted that these projections broadly represent a continuation of recent population growth trends over the next five years before a slight acceleration in population growth occurs.

Between 2018 and 2033, a net increase of +8,700 persons is forecast for Latrobe City with the majority (+5,370 persons, or 62%) of this growth forecast for the Traralgon region. To put this into perspective, typically a large full-line supermarket requires a catchment of around 10,000 persons. This benchmark does vary depending on the local context of each site including its location, accessibility and level of nearby competition.

It is anticipated that the majority of future population growth over the next 15 years in Latrobe City will be accommodated within approved greenfield development areas as well as existing residential zones. In the Traralgon context, this includes greenfield land to the north which will support the future development of the approved Marshalls Road neighbourhood centre.

Significant areas of potential future residential land in Latrobe City have been identified in various approved development plans and other strategic planning documents (refer Section

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5.3) which could potentially accommodate at least 12,600 dwellings and a population of approximately 29,000 persons. This does not include the expansive areas identified in TGAR for future residential development.

While the potential for new activity centres have been identified in various strategic planning documents, demand for these centres is unlikely to eventuate over the next 15 or so years, unless population growth accelerates, and a critical mass of populations occur that could support new centres.

Importantly, if demand for some potential centres does eventuate, a key role of the **Retail Strategy** is to provide an appropriate decision-making framework to assist Council officers in assessing development proposals from a retail planning perspective. In many cases, more localised planning will be required to identify constraints to land, land to be rezoned, eventual development yields, demand for retail and commercial uses, and opportunities for employment uses, etc. The level of support (or otherwise) for new centres or potential timing of development can be best determined by at a time when detail local planning occurs for these areas.

A summary of potential identified new neighbourhood centres along with a comment on their opportunities is provided in Table 11.1. In addition to neighbourhood centres identified in Table 11.1, numerous local centres have also been identified (refer Figure 7.1) and the future development of the centres will need to respond to local demand.

Table 11.1: Overview of Identified Potential New Centres

Centre	Strategic Planning Document	Comment
Traralgon East Neighbourhood Centre (potential)	TGAR	Potential long-term opportunity. Will require a large proportion of future residential land identified in TGAR to the east of Traralgon to be developed. Identification of preferred location for a neighbourhood centre will need to be resolved when more detailed local-level planning occurs.
South East Traralgon Neighbourhood Centre (potential)	Traralgon Structure Plan, MSS (Clause 21.02)	Potential for a neighbourhood centre has been identified in South East Traralgon for some time. Support for a centre will rely on the development of land identified for future residential use.
Traralgon West Neighbourhood Centre (potential)	Traralgon West SP and TGAR	Centre will service employment precinct and future residential areas. Retail demand assessment has been undertaken as part of background analysis informing the yet-to-be adopted MTEC which supports the long-term opportunity for a neighbourhood centre.

Source: Latrobe City Council; Essential Economics

12 STAKEHOLDER CONSULTATION FINDINGS - ISSUES AND OPPORTUNITIES

In preparing this Background Report, the following consultation was undertaken:

- Breakfast Workshop on 19 October 2018 with developers, private sector planners, retailers and members of local community and commerce groups (attended by eight people).
- Afternoon Workshop on 19 October 2018 with local and state government agency representatives (attended by ten people).
- Numerous one-on-one consultations with key stakeholders in the Latrobe City retail sector including centre management at Stockland Traralgon and Mid Valley Shopping Centre.

The discussion within the above forums, along with the analysis presented in this report and observations made during field visits have informed the identification of the following regional-level issues and opportunities that may need consideration when preparing the Retail Strategy. Centre specific issues and opportunities are identified in Part B: Centre Profiles.

Key Issues, Concerns and Constraints for the Retail Sector

- High retail vacancy rates of Moe CBD, Morwell CBD and Mid Valley Shopping Centre.
- Concerns over the future of the Mid Valley Shopping Centre in view of the recent loss of two major retailers (Target and Coles) and the impact of a new cinema complex in Traralgon on Village Cinemas at Mid Valley.
- Planning for numerous residential growth fronts in the future may dilute the opportunity for planned new centres to develop over next 15 years, in view of Latrobe City's forecast population and spending growth.
- Proximity of Traralgon, Moe, Morwell, Mid Valley and Churchill results in the retail catchments for these centres overlapping to a significant degree. In particular, Mid Valley Shopping Centre competes with Morwell CBD for local spending and vice versa.
- Traralgon-centric growth and investment, with comparably limited private-sector investment in other centres.
- Low quality urban environment in selected areas.
- Both Morwell and Moe CBDs are dissected by the railway which has created two separate precincts in both CBDs, with one precinct in each CBD performing significantly below the other.

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- Lack of dedicated bulky goods centre with bulky goods retailing currently dispersed along the Princes Highway (Argyle Street) in Traralgon contributing to a low-quality urban environment.
- Potential Traralgon-bypass may result in impacts to retail businesses in Traralgon that rely on passing trade.
- Lack of quality visitor accommodation.
- Lack of caravan of long bay car parking in some areas resulting in missed trade
- Limited presence of late-night traders in Morwell and Moe CBDs.
- Moe and Morwell retail sectors are impacted by a poor perception/stigma which some consider impacts the private sector investment in the township.

Potential Opportunities

- Opportunity to create longer stays in Latrobe City through provision of better-quality accommodation in activity centres.
- Traralgon bypass presents an opportunity to improve the urban environment in the Traralgon CBD which may present opportunities for further investment in the retail sector. The public realm and other improvements identified by the *Traralgon Activity Centre Plan* (2018) are also noted in this context.
- Opportunities for retailers in the Morwell CBD to benefit from an increased white-collar workforce attributed to the future GovHub.
- Potential for retailers to benefit from increased visitation to Traralgon generated by the development of the Latrobe Creative precinct and Aquatic Centre.
- Improvements to regional rail as a catalyst for urban development in Latrobe Valley, and potential to contribute to the attractiveness of Moe for residential development.
- Potential to improve the perception of small towns and centres as destinations to visit and leverage scenic and historic attributes to increase visitation.
- Potential to increase visitation and spending through the support of festivals, markets and events which are aligned with marketing strategies for individual townships.
- Opportunity to activate vacant shopfronts with cultural and community uses.
- Areas with lower rental rates represent an opportunity for local entrepreneurship.

13 KEY CONSIDERATIONS FOR THE RETAIL STRATEGY

The **Latrobe City Retail Strategy** should have regard for the following key considerations derived from the research, analysis and discussion presented in this Background Report:

- 1 **Build upon existing policy:** The Retail Strategy should build upon existing strategic policy, including the State Planning Policy Framework and the Local Planning Policy Framework of the Latrobe Planning Scheme which provide a sound strategic basis.
- 2 **Existing retail hierarchy:** The Retail Strategy should identify a retail hierarchy which states the role and function of centres, and takes into consideration the existing retail hierarchy as follows:
 - Regional Retail Centre: Traralgon CBD
 - Sub-regional Retail Centre: Moe CBD, Morwell CBD and Mid Valley Shopping Centre.
 - Large Town Centre of Churchill.
 - Neighbourhood Centre: Including existing centres (Newborough), approved centres (Traralgon North) and potential centres (Traralgon East, South East Traralgon and Traralgon West).
 - Small Town Centre: Glengarry, Yallourn North, Boolarra, Yinnar, Tyers, Traralgon South, Toongabbie.
 - Local Centres: Numerous existing and planned.
 - Homemaker Precincts: Argyle Street (Traralgon East) and Morwell East.

The Retail Strategy should provide a focus on ensuring each centre has a role and function identified in the hierarchy that contributes to the commercial viability of individual centres, local service provision and a complementary retail offering at the regional level, in view of the 'networked city' settlement structure of the major towns in Latrobe City.

- 3 **High vacancy rates in Moe and Morwell CBD, and Mid Valley Shopping Centre:** Moe CBD, Morwell CBD and Mid Valley are all experiencing high retail vacancy rates. Avenues to improve the viability and activity levels within these centres need to be considered, and include:
 - Options to improve urban environments/public realm.
 - Consideration of the optimal land use type in poor performing precincts.
 - Consideration of how to connect and integrate poor performing precincts with better performing precincts.
 - Continued support for higher density residential uses in close proximity to centres.

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- Support innovative methods of re-use of vacant floorspace that may assist in improving activity levels.
- 4 **Traralgon-centric growth and investment:** Traralgon has been the focus for population growth and private sector investment; forecasts indicate that Traralgon will continue to be the major focus for population growth. Accordingly, this forecast growth will support retail development opportunities and improved performance of retailers in Traralgon. In contrast, the limited growth forecast for Moe and Morwell may reduce the prospects for significant investment in retail sectors of these towns (compared to Traralgon).
- 5 **Future retail development opportunities:** Demand for approximately 42,000m² of retail floorspace is forecast over the 2018 to 2033 period, which is anticipated to present the following retail opportunities over the next 15 years:
- Support for approximately 9,200m² of approved retail floorspace, including the Traralgon North neighbourhood centre and a small Foodworks supermarkets in Moe.
 - Indicative potential to occupy up to approximately 10,000m² of vacant floorspace in Moe CBD, Morwell CBD and Mid Valley Shopping Centre. For this to occur the overall operating environment for Moe and Morwell will need to improve in order to attract new retailers and businesses.
 - Traralgon North neighbourhood centre and the proposed small Foodworks in Moe are anticipated to account for the majority of anticipated demand for FLG floorspace. However, demand for Food, Liquor & Groceries (FLG) is very responsive to local population growth and should new residential growth areas experience rapid development and population growth, this will drive additional demand for convenience retailing, in particular FLG.
 - Incremental growth in food catering is expected to occur as activity centres continue to evolve into more important social and meeting places providing a wider range of uses than traditional retailing.
 - Potential for the development of Commercial 2 Zoned land in Traralgon and Morwell for a dedicated bulky goods retail precinct remains and should be considered in the future planning for these areas.

Note: the above forecasts of retail floorspace are indicative and intended to be used as a guide only. Changes in population, spending, retail and consume trends, and the entry of new retail formats will have an influence of forecast retail floorspace demand.

- 6 **Development of new centres in growth areas:** Numerous neighbourhood centres have been identified in Traralgon's growth areas to the east, south-east and west. Demand for these centres is unlikely to eventuate over the next 15 or so years. In essence, there is unlikely to be sufficient demand to accommodate new FLG retail development at these sites based on the forecast population growth and spending. However, these centres should continue to be identified in the retail hierarchy as *potential centres*, with details regarding the centre size, exact location, and timing determined when local area planning occurs. Market demand and potential impact on the retail hierarchy of any new centres should be illustrated by the developer/land owner when applying for any rezoning or planning permit.

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- 7 **The need for retailers and centres to respond to changing consumer and market demands:** Retail is a dynamic industry which is constantly responding to changing consumer trends. The Retail Strategy needs to ensure an appropriate level of policy flexibility is provided that enables retailers to prosper and respond to future trends. Policy flexibility is also needed in view of the potential for new retail formats or market entrants that may change the dynamics of the retail sector in Latrobe City.
- 8 **Support for small town centres:** The Strategy should consider ways to continually improve the performance of small town Centres, particularly those located in smaller settlements and subject to negligible visitation. This may involve the active promotion and development of tourism/visitation aspects.

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PART B: CENTRE PROFILES

Part B: Centre Profiles provides a high-level overview of existing regional retail centres, sub-regional retail centres, large town centres, neighbourhood centres and small town centres within Latrobe City's retail hierarchy. This overview included any relevant issues or opportunities.

Note, the role and function of each centre as part of the identified retail hierarchy for Latrobe City is described in the *Strategy and Implementation* volume of this study.

14 TRARALGON CBD

Traralgon CBD is identified as the **regional retail centre** serving Latrobe City and wider Gippsland. The centre provides an expansive retail offer, as well as a wide range of entertainment, commercial, community and recreational facilities. The CBD's current role will be further strengthened by planned projects including the Latrobe Creative Precinct, Gippsland Regional Aquatic Centre and public realm and other improvements identified in the *Traralgon Activity Centre Plan* (2018) and *Traralgon Station Precinct Master Plan* (2011).

In total, approximately 77,130m² of shopfront floorspace is accommodated in the centre comprising occupied retail (62,470m² or 81% of total shopfront floorspace), office shopfront (9,700m² or 13%) and vacant shopfront (4,960 or 6%). In addition, Traralgon CBD is Latrobe City's the main commercial office location and contains a significant extent of dedicated commercial office floorspace.

Around 30% of occupied retail floorspace in Traralgon's CBD is accommodated within Stockland Traralgon – a centrally managed, internal shopping centre. Stockland Traralgon is anchored by key tenants Kmart and Coles. Key tenants located in the balance of the CBD include Woolworths, Target Country, Dan Murphy's, Harris Scarfe and Best & Less.

Traralgon's CBD is dissected by the Princes Highway. A bypass of Traralgon is planned but the timing of the project is unclear at this stage.

Table 14.1: Traralgon CBD, Shopfront Floorspace, 2018

Category	Stockland Shopping Centre	Traralgon CBD (balance)	Total
FLG	5,060m ²	7,340m ²	12,400 m ²
Food Catering	810m ²	8,780m ²	9,590m ²
<u>Non-Food</u>	<u>13,280m²</u>	<u>27,200m²</u>	<u>40,480m²</u>
Total Occupied Retail	19,150m²	43,320m²	62,470m²
Shopfront Office	0m ²	9,700m ²	9,700m ²
Total Occupied Shopfront	19,150m²	53,020	72,170
Vacant Shopfront	300m ²	4,660m ²	4,960m ²
Total Shopfront Floorspace	19,450m²	57,680m²	77,130m²
Vacant Shopfront Rate %	1.5%	8.1%	6.4%

Source: Essential Economics Retail Floorspace Survey (October 2018), Australian Property Council Shopping Centre Directory (2017) & Stockland

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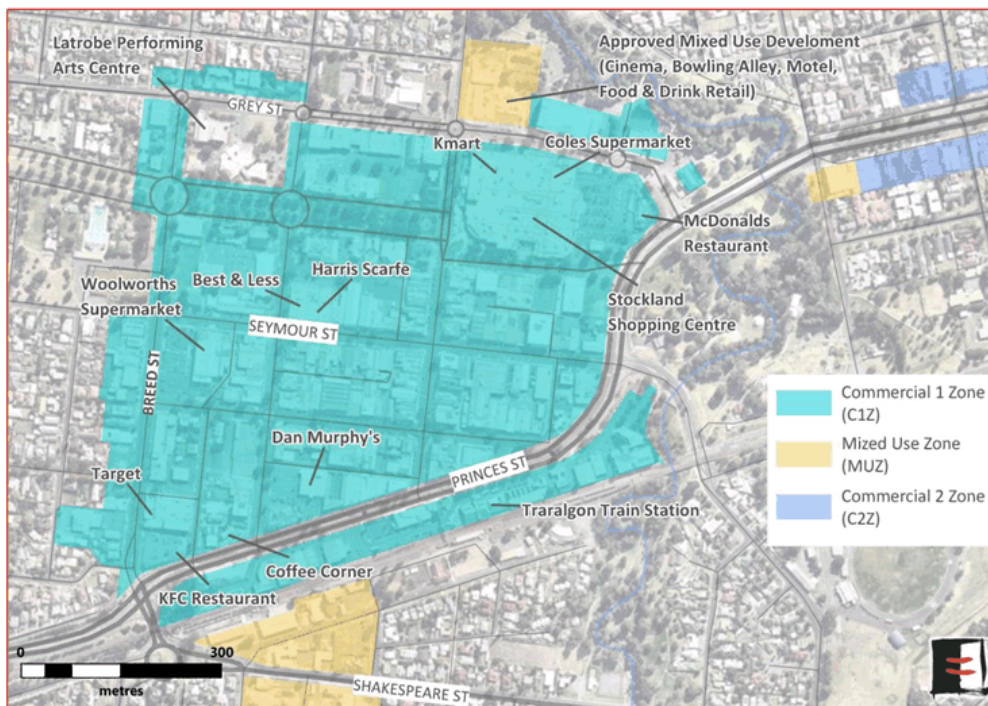
Centre Issues

- Poor on-street amenity in the areas nearby the Princes Highway.
- Lack of sites to accommodate new development with large built footprints.
- Limited opportunities to expand the CBD due to highly fragmented land surrounding the centre.
- Potential for short-term impacts associated with planned bypass.
- Limited examples of heritage buildings upon which the centre’s ‘character’ can be formed.

Centre Opportunities

- Potential to benefit from major arts, culture and recreational projects occurring in the CBD.
- Addition of a new cinema will contribute to the entertainment role of the centre, providing further opportunities for night-time activity.
- Potential to improve attractiveness and quality of the urban environment in those areas where on-street amenity is poor.
- Opportunities for mixed use development in the centre.
- Lack of opportunities to expand the centre geographically will encourage a higher density form of development.
- Planned bypass provides an opportunity for improved amenity within the centre and may contribute to its destination appeal.

Figure 14.1: Traralgon CBD (Regional Retail Centre)



Essential Economics with Nearmap, StreetPro & DELWP (PlanZone)

15 MORWELL CBD

Morwell CBD is one of three **sub-regional retail centres** identified in Latrobe City; the others being Moe CBD and mid Valley Shopping Centre. The centre provides a full-range of convenience retailing serving the surrounding region and workers including multiple supermarkets (Coles and ALDI), café/restaurants/takeaway food and limited range of non-food retailers.

Morwell CBD also performs an important government sector role in accommodating the Latrobe City Council offices as well as other local and state government agencies. The planned GovHub development will be located in the northern portion of Morwell's CBD.

The area immediately south of Commercial Road and west of Hazelwood Road in the southern precinct of Morwell's CBD is referred to as the 'Justice Precinct' and accommodates the Latrobe Valley Magistrates Court, Morwell Police Station, Morwell Justice Centre and lawyers/solicitors' offices amongst other aspects. Morwell's CBD also contains a limited range of entertainment, community and commercial offices.

In total, approximately 50,180m² of shopfront floorspace is accommodated in the centre comprising occupied retail (31,280m² or 62%), office shopfront (10,700m² or 21%) and vacant shopfront (8,200 or 16%). Major retailers in the centre include Coles, ALDI, Harvey Norman and Cheap as Chips.

Gippsland regional railway dissects the Morwell CBD, effectively dividing the centre into two separate precincts: a northern precinct and a southern precinct. Around 75% of occupied retail floorspace is located to the south of the rail line, with the balance (25%) accommodated in the northern precinct. The northern precinct has an extremely high vacancy rate of approximately 29.9%.

Table 17.1: Morwell CBD, Shopfront Floorspace, 2018

Category	Morwell CBD North	Morwell CBD South	Total
FLG	2,400m ²	7,150m ²	9,550m ²
Food Catering	1,940m ²	3,280m ²	5,220m ²
Non-Food	3,430m ²	13,080m ²	16,510m ²
Total Occupied Retail	7,770m²	23,510m²	31,280m²
Shopfront Office	4,170m ²	6,530m ²	10,700m ²
Total Occupied Shopfront	11,940m²	30,040m²	41,980m²
Vacant Shopfront	5,100m ²	3,100m ²	8,200m ²
Total Shopfront Floorspace	17,040m²	33,140m²	50,180m²
Vacant Shopfront Rate %	29.9%	9.4%	16.3%

Source: Essential Economics Retail Floorspace Survey (October 2018)

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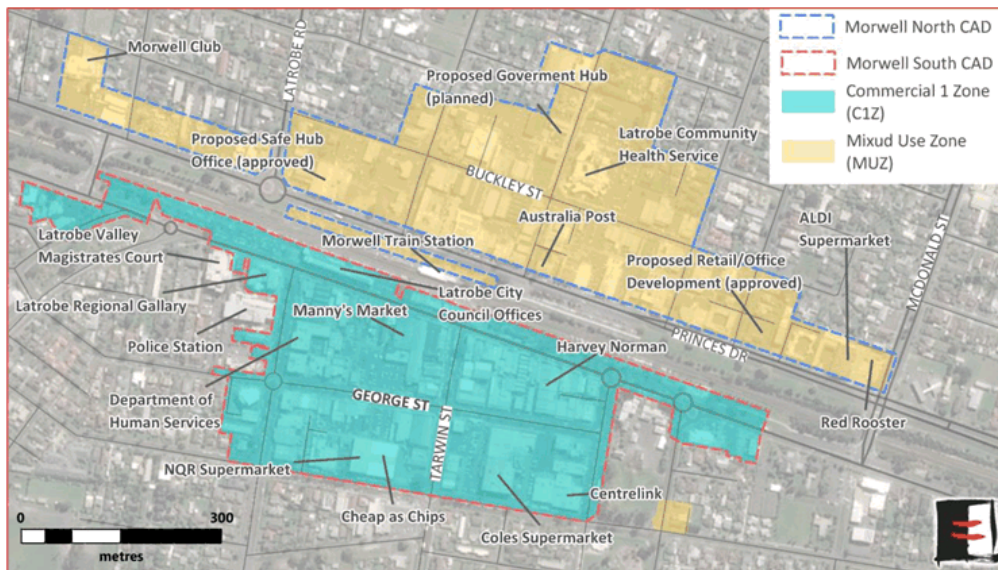
Centre Issues

- Rail line severance contributes to a disjointed CBD area comprising two separate precincts.
- Extremely high level of shopfront vacancy (29.9%) and some derelict buildings in the northern precinct detract from this area as a place to visit/invest.
- Quality of the urban environment is poor in parts – particularly within the northern precinct.
- Lack of food catering and entertainment options open during the evening hours contributes to limited activity in the evening.
- Morwell township has experienced limited population growth in recent years, this trend of limited growth is forecast to continue.
- Limited population growth along with a relatively poor market perception have contributed to limited recent private sector investment.

Centre Opportunities

- Leverage spending from planned office developments (e.g. Gov Hub) to improve the quality of the retail offer in the northern precinct.
- Activation of vacant shopfront tenancies in the short term via use as community displays.
- Lower rents provide opportunities for local entrepreneurship.
- Potential to leverage future industrial development in the region and perform a business service role.
- Encourage residential development in Morwell, including increased density in proximity to the CBD to support local retailers.
- Improvements to the quality of the building stock by encouraging new investment and the redevelopment of derelict buildings.
- Encourage greater vibrancy and on-street activity at night.
- Implement the recommendations of the Future Morwell/Future Latrobe Valley Revitalisation Plan including the proposed Morwell Circuit Development.

Figure 15.1: Morwell CBD (Sub-Regional Retail Centre)



Essential Economics with Nearmap, StreetPro & DELWP (PlanZone)

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16 MID VALLEY SHOPPING CENTRE

Mid Valley Shopping Centre, located on Princes Drive around 2.5km east of Morwell's CBD, performs a **sub-regional retail centre** role in the Latrobe City retail hierarchy.

Comprising some 32,210m² in shopfront floorspace, Mid Valley is the largest internal shopping centre in Gippsland ahead of Stockland Traralgon (19,450m² in total shopfront floorspace) and Gippsland Centre in Sale (20,320m²).

Unlike Stockland Traralgon which forms part of the wider Traralgon CBD regional retail centre, Mid Valley is isolated from the balance of the CBD, and therefore acts as a singular retail centre (in its own right). The centre is currently anchored by Woolworths (supermarket), Big W, Dimmays and Bunnings. Village Cinemas, Latrobe City's only cinema complex is located within the centre; however, the Village Cinemas may come under increased competition stemming from the development of a proposed cinema complex in Traralgon.

Mid Valley is currently in a period of transition having recently lost anchor tenants Coles and Target in mid-2018. At the time of writing, only the Coles space has been re-tenanted (with discount retailer Dimmey's). Centre management are confident the former-Target tenancy will be re-tenanted in early 2019.

Centre management's longer-term vision for Mid Valley is to draw additional patronage by promoting retail and services which is complimentary to Stockland Traralgon and other nearby centres. Accordingly, management are seeking to promote the establishment of wider mix of uses at the centre beyond retail – including allied health uses and a dedicated medical centre.

Table 16.1: Mid Valley Shopping Centre, Shopfront Floorspace, 2018

Category	Total
FLG	3,890m ²
Food Catering	680m ²
Non-Food	19,950m ²
Total Retail	24,520m²
Shopfront Office	630m ²
Total Occupied Shopfront	25,150m²
Vacant Shopfront	7,060m ²
Total Shopfront Floorspace	32,210m²
Vacant Shopfront Rate %	21.9%

Source: Essential Economics Retail Floorspace Survey (October 2018); Mid Valley Shopping Centre

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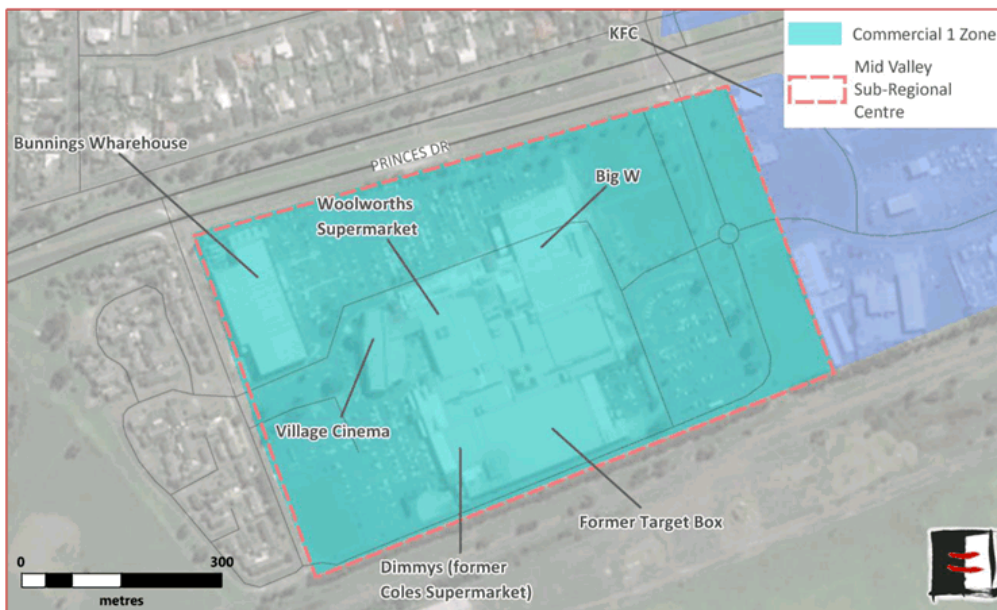
Centre Issues

- Strong level of competition from the Traralgon CBD (including Stockland Traralgon) and the Morwell CBD.
- Poor urban environment (particularly outdoor areas), and lack of integration between different precincts – particularly the Cinema between the main centre building.
- Recent loss of anchor tenants Coles and Target.
- The vacancy rate (21.9%) is extremely high for a centrally managed shopping centre, noting that the current rate is informed by the majority of the former Target space being vacant.
- Low historic population and spending growth in Morwell.
- The planned development of a new cinema complex in Traralgon CBD will increase the competitive pressures on the centre.

Centre Opportunities

- Opportunity to diversify retail and non-retail offering.
- Significant areas of land and car parking surrounding the centre present potential future development opportunities.
- Opportunities to build upon the centre’s entertainment role, given the presence of Village Cinemas the centre provides limited complementary dining options.
- Improve the attractiveness and amenity of the centre’s outdoor environs.
- Improve the legibility of the centre and connectedness of different nodes.
- Develop a complimentary land use offer to Stockland Traralgon and other nearby centres.
- Opportunity for increased local spending associated with the higher density housing planned in proximity to the centre by Live Work Latrobe – Housing Strategy (2017)

Figure 16.1: Mid Valley (Sub-Regional Retail Centre)



Essential Economics with Nearmap, StreetPro & DELWP (PlanZone)

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17 MOE CBD

Moe's CBD performs a **sub-regional retail centre** role in the Latrobe City retail hierarchy. Like Morwell, Moe's CBD comprises separate areas to the north and south of the Gippsland regional rail line which runs east-west through the town. Moe's CBD provides retail services at the sub-regional level serving a primary trade area that comprises Moe-Newborough and immediate surrounds.

In total, the centre comprises 46,560m² of total shopfront floor space, with occupied retail space accounting for 34,930m² or (75% of total floorspace). Anchor tenants include full-line Woolworths and Coles supermarkets, ALDI (supermarket), Harvey Norman and Kmart (discount department store). Moe CBD also provides a range of civic, community and entertainment facilities and services (eg. library, hotels, RSL, employment services, etc); and a commercial office sector focusing on business and personal services commercial space (eg. Banks, accountants, real estate, insurance, etc).

The majority (92% or 32,250m²) of total occupied retail floorspace is located to the north of the rail line, while the balance (8% or 2,680m²) located in the southern area. The northern area has a shopfront vacancy rate of 10.2% which is reasonably high for a regional centre with a sub-regional service role. The area to the south of the rail line is characterised by a significantly higher shopfront vacancy rate (16.1%) and a lack of new investment.

Table 19.1: Moe CBD, Shopfront Floorspace, 2018

Category	Moe CAD North	Moe CAD South	Total
FLG	8,840m ²	180m ²	9,020m ²
Food Catering	3,590m ²	590m ²	4,180m ²
Non-Food	19,820m ²	1,910m ²	21,730m ²
Total Occupied Retail	32,250m²	2,680m²	34,930m²
Shopfront Office	4,900m ²	1,660m ²	6,560m ²
Total Occupied Shopfront	37,150m²	4,340m²	41,490m²
Vacant Shopfront	4,240m ²	830m ²	5,070m ²
Total Shopfront Floorspace	41,390m²	5,170m²	46,560m²
Vacant Shopfront Rate %	10.2%	16.1%	10.9%

Source: Essential Economics Retail Floorspace Survey (October 2018)

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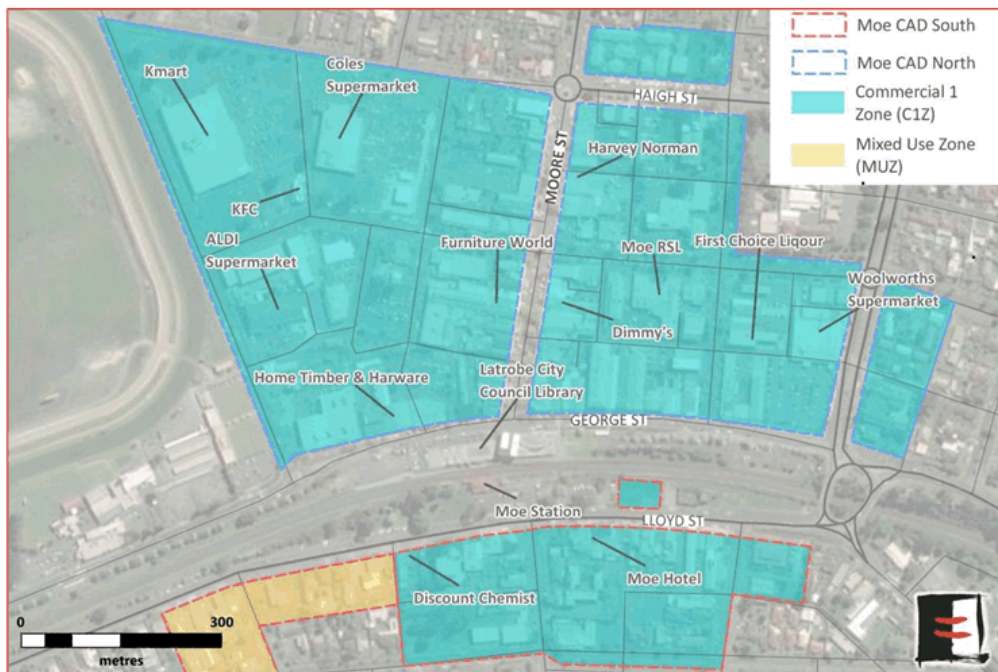
Centre Issues

- The quality of the public realm and built form is poor in parts contributing to a ‘tired appearance’ of the centre as-a-whole.
- Rail line severance contributes to a disjointed CBD area comprising two separate precincts.
- The smaller southern precinct lacks anchor tenants and has a high shopfront vacancy rate (16.1%).
- Lack of integration of major tenants with other nearby businesses, especially Coles and Kmart, limits the ability of smaller businesses to leverage the customer activity generated from anchor tenants.
- Limited population growth along with a relatively poor market perception have contributed to limited recent private sector investment.

Centre Opportunities

- Improve connectedness of major anchor tenants with nearby businesses.
- Improving the ‘destination appeal’, of the CBD area for Moe residents and visitors through urban design works that improve attractiveness, comfort and connectedness.
- Improve the quality of the building stock by encouraging new investment and the redevelopment of derelict buildings.
- Potential to consider a revised role of the CBD area to the south of the railway line.
- Increased local population growth and spending associated with the potential residential development at Lake Narracan.

Figure 17.1: Moe CBD (Sub-Regional Retail Centre)



Essential Economics with Nearmap, StreetPro & DEWLP (PlanZone)

LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT

18 CHURCHILL

Churchill performs the role of **large town centre** in the Latrobe City retail hierarchy and provides a range of retail geared to service local resident's daily convenience needs. Churchill town centre comprises 8,640m² in total shopfront floorspace with occupied retail floor space comprising some 7,780m² (or 90% of total shopfront area).

The centre has a very low shopfront vacancy rate of 1.9% and is characterised by reasonably strong average trading levels. A Woolworths supermarket, Richie's Supa IGA (supermarket) and Richie's Mitre Ten are the anchor retail tenants. Other non-retail uses include a hotel (pub), Australia Post, the Latrobe City Churchill Library and the Federation University Children's Centre.

Churchill township is unique in the Latrobe City context in that it accommodates a major university campus (Federation University). The centre duly captures a share of trade from those university students living on campus during teaching periods. Churchill also provides a range of local services including a medical centre and childcare facilities.

Note, Churchill township also contains a local centre (located off Churinga Drive) which serves a purely convenience role for those residents in the south-eastern area of the township.

Table 18.1: Churchill Neighbourhood Centre, Shopfront Floorspace, 2018

Category	Total
FLG	5,050m ²
Food Catering	1,100m ²
<u>Non-Food</u>	<u>1,630m²</u>
Total Retail	7,780m²
Shopfront Office	700m ²
Total Occupied Shopfront	8,480m²
Vacant Shopfront	160m ²
Total Shopfront Floorspace	8,640m²
Vacant Shopfront Rate %	1.9%

Source: Essential Economics Retail Floorspace Survey (October 2018)

LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT

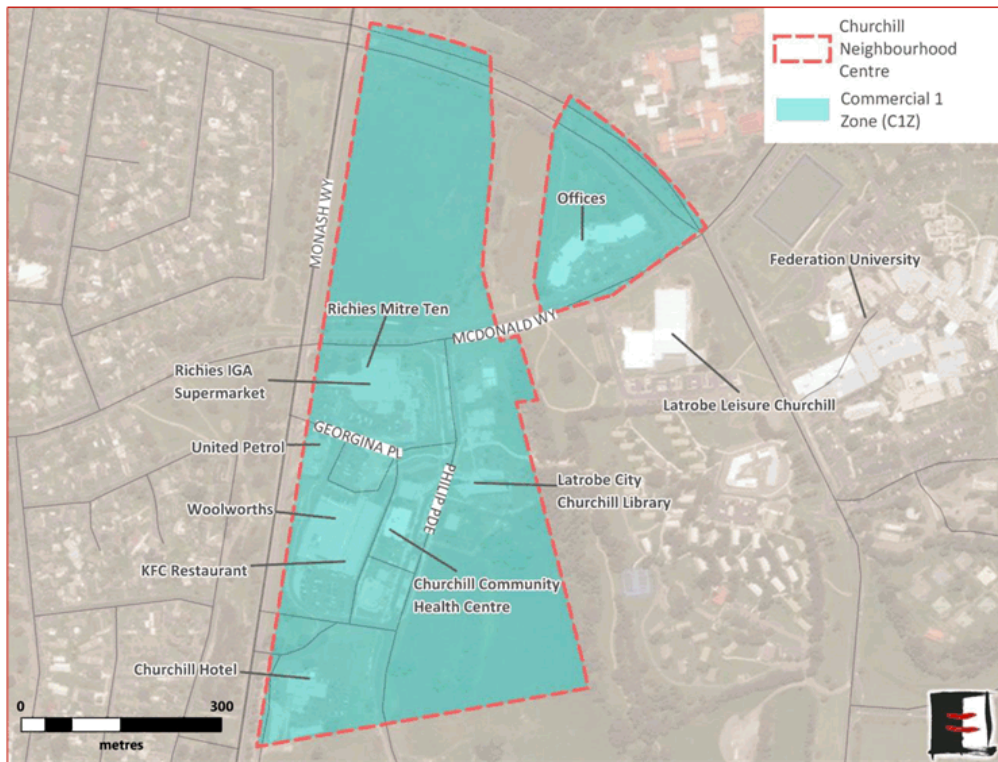
Centre Issues

- Existing centre is surrounded to the north, east and south by significant areas of vacant land zoned Commercial 1 and Residential Growth Zone, which at present limits the walkability of the centre from these directions.
- No other significant issues are apparent for this centre in the context of its identified neighbourhood service role.

Centre Opportunities

- Potential new retail development and/or growth in current sales levels generated by ongoing urban development in the township.
- Churchill West Development Plan – an 87-hectare site (approx.) planned to accommodate some 670 lots when fully developed, is noted in this context.
- In addition, significant areas of vacant land surround the centre that may be available for development in the future.
- The Churchill Town Centre Plan was completed in 2007, potential exists to review the plan in the context of changes that have occurred over the past 10 or so years.

Figure 18.1: Churchill (Neighbourhood Centre)



Essential Economics with Nearmap, StreetPro & PlanZone

LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT

19 NEWBOROUGH (MONASH ROAD)

A small neighbourhood centre is located at the junction of Monash Road and Rutherglen Road in Newborough which provides a limited range of convenience retail for local residents.

The centre comprises approximately 4,460m² in total shopfront floorspace, of which, approximately 62% currently accommodates retail uses. Around 26% of the centre's shopfront floorspace is occupied by office uses – a significantly high rate of shopfront office for a neighbourhood centre of this scale.

Newborough Hotel (or pub) is the centre's predominant focal point, while Rutherglen Street provides a limited range of speciality food and grocery retailers, cafe and takeaway shops, as well as non-food providers in smaller shopfront tenancies. Although the centre's shopfront vacancy rate is relatively high at 12.4%, this does not significantly detract from the appearance or function of the centre.

Note: Newborough also contains a local centre (located off Boolarra Avenue and Darlimurla Avenue) which serves a purely convenience role for those residents in Newborough's north-eastern area. This local centre contains around 830m² of occupied retail floorspace and is anchored by a small FoodWorks.

Table 19.1: Newborough (Monash Road), Shopfront Floorspace, 2018

Category	Total
FLG	130m ²
Food Catering	370m ²
Non-Food	2,250m ²
Total Occupied Retail	2,750m²
Shopfront Office	1,160m ²
Total Occupied Shopfront	3,910m²
Vacant Shopfront	550m ²
Total Shopfront Floorspace	4,460m²
Vacant Shopfront Rate %	12.3%

Source: Essential Economics Retail Floorspace Survey (October 2018)

LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT

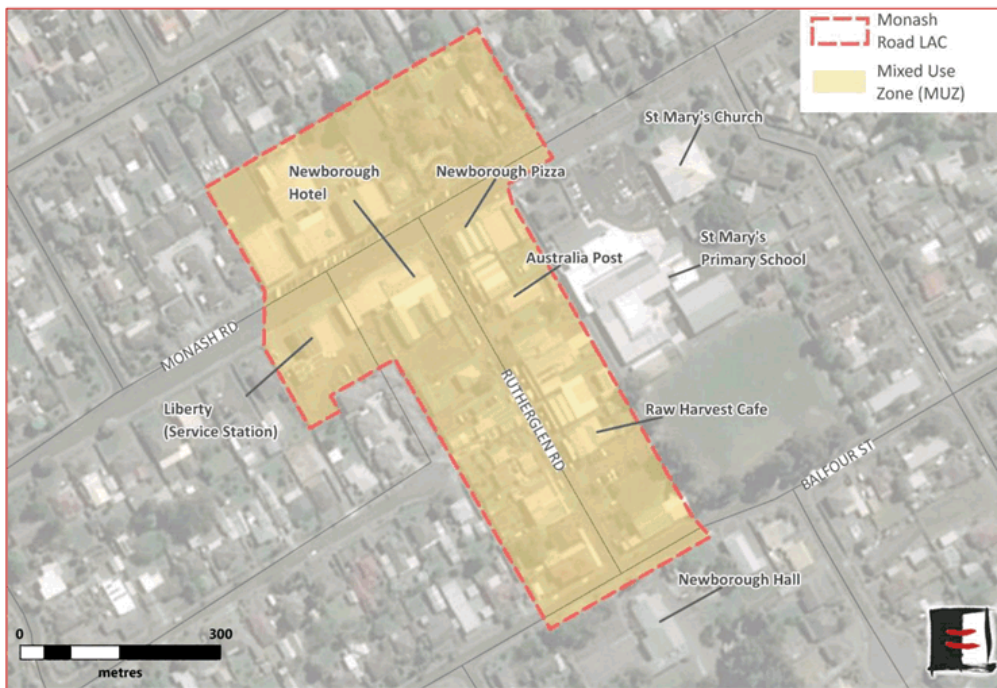
Centre Issues

- Relatively high vacant shopfront rate of 12.3%.
- Development of residential uses along Rutherglen Street without active shopfronts.
- Limited population growth in immediate surrounding area.
- Lack of a strong performing anchor tenant.

Centre Opportunities

- Affordable rentals provide opportunities for local entrepreneurship.
- Potential to consider branding of the centre around local produce, having regard for the recent attraction of new businesses (e.g. Raw Harvest Café) that have a focus on local produce, and presence of a (albeit) small vineyard within the centre.
- Increase in local population growth and spending in Moe-Newborough (as-a-whole) associated with the potential development of Lake Narracan.

Figure 19.1: Monash Road – Newborough (Neighbourhood Retail Centre)



Essential Economics with Nearmap, StreetPro & DELWP (PlanZone)

20 SMALL TOWN CENTRES

20.1 Glengarry

The rural township of Glengarry is located approximately 8km north-east of Traralgon and contains approximately 650 persons (2018 estimate). The townships limited retail offer is convenience based and geared to servicing residents and visitors. Glengarry is surrounded by agricultural land and some rural living lots.

While the Glengarry accommodates a small IGA (Plus Liquor) supermarket, the renowned Glengarry Bakery/Café is considered a major retail focal point and attracts visitors from through the Latrobe City area and beyond. The success of this business stands as a reminder that highly successful retail businesses can be established in small rural towns. Other retail uses in the town includes two hairdressing businesses and the Glengarry Post Office.

Other notable land uses in Glengarry include the Commercial Hotel, Glengarry Primary School and a preschool. An approved development plan for 130 lots would potentially add some 300 persons (approx.) to the towns residential population and increase the local spending base. Note, as-yet no development activity has occurred.

Table 20.1: Glengarry, Shopfront Floorspace, 2018

Category	Total
FLG	460m ²
Food Catering	0m ²
Non-Food	390m ²
Total Retail	850m²
Shopfront Office	0m ²
Total Occupied Shopfront	300m²
Vacant Shopfront	60m ²
Total Shopfront Floorspace	910m²
Vacant Shopfront Rate %	6.6%

Source: Essential Economics Retail Floorspace Survey (October 2018)

Figure 20.1: Glengarry (Town Centre)



Essential Economics with StreetPro & DELWP (PlanZone)

LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT

20.2 Yallourn North

Yallourn North is a township of approximately 1,120 persons (2018 estimate) located immediately north-west of the Yallourn North Open Cut (Coal Mine) and some 6km north-east of Moe-Newborough. The Yallourn Power Station facility is located only 2km south-west of the township.

Consistent with Yallourn North's current population level, the retail offer is local-convenience based. In total, the township contains approximately 900m² of shopfront floorspace comprising 750m² occupied retail (62% of total shopfront floorspace) and 150m² of vacant shopfront (17%).

The town's retail businesses comprise a small Foodworks (supermarket) and newsagency, as well as two café/takeaway shops and a community op-shop. Non-retail uses include The Yallourn North Hotel, Yallourn North District Historical Society (museum), a primary school and a swimming pool.

Retail and commercial businesses in Yallourn North are dispersed between two separate nodes. The Foodworks, which is the major tenant in the centre is located on North Road, while a group of shops is located approximately 220m to the south which is integrated with a park and surrounding recreational uses. The centre would benefit from consolidating its retail and commercial areas.

The centre provides local convenience retailing for the immediate surrounding population. In light of limited local population growth, the centre future viability will rely on the centre continuing to meet the needs of the local population as well as attracting visitor spending from further afield. At present, the centre does not have enough 'destinational appeal' to attract a large degree of visitation.

Table 20.2: Yallourn North, Shopfront Floorspace, 2018

Category	Total
FLG	410m ²
Food Catering	220m ²
Non-Food	120m ²
Total Retail	750m²
Shopfront Office	0m ²
Total Occupied Shopfront	750m²
Vacant Shopfront	150m ²
Total Shopfront Floorspace	900m²
Vacant Shopfront Rate %	16.7%

Source: Essential Economics Retail Floorspace Survey (October 2018)

LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT

Figure 20.2: Yallourn North (Town Centre)



Essential Economics with StreetPro & DELWP (PlanZone)

20.3 Boolarra

Boolarra is a small township nestled in the Strzelecki Ranges around 20km south-west of Morwell containing some 570 persons (2018 estimate). The township is renowned for the iconic Boolarra Folk Festival held annually at the town’s recreation reserve in March.

Boolarra’s retail offer currently comprises: the Boolarra General Store/Takeaway, the Boolarra Emporium (antiques and homewares) and limited retail within the Post Office. Although not categorised as a retail use for the purposes of this study, the Boolarra Community Hotel is a significant community focal point for local dining and entertainment.

No stand-alone food-catering businesses are currently accommodated by the township. Accordingly, potential may exist for the establishment of a ‘destination’ restaurant or café that leverages the township’s idyllic rural setting to attract visitors. Note, the experience of the operator and attributes of the specific site are amongst a range of factors that would this kind of business proposition’s success in the long term.

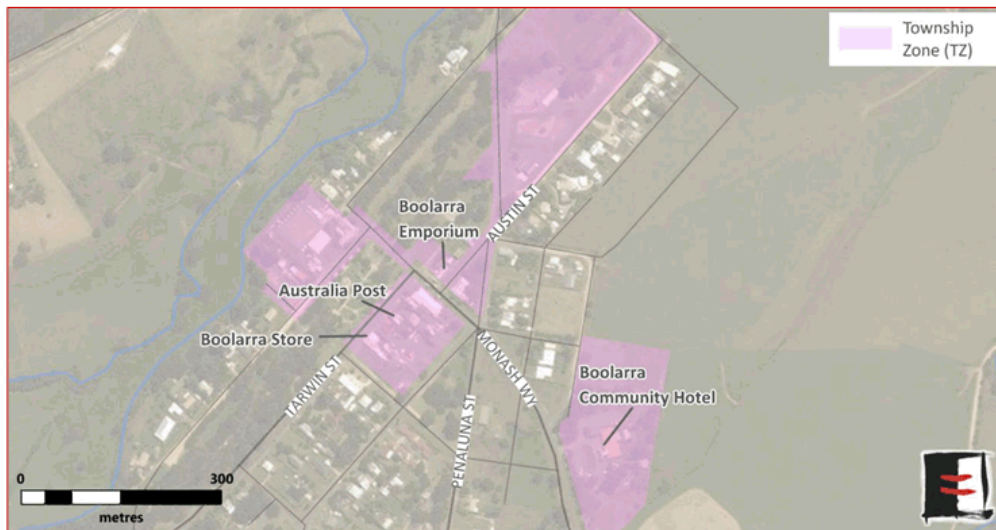
LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT

Table 20.3: Boolarra Town Centre, Shopfront Floorspace, 2018

Category	Total
FLG	180m ²
Food Catering	0m ²
Non-Food	120m ²
Total Retail	300m²
Shopfront Office	0m ²
Total Occupied Shopfront	300m²
Vacant Shopfront	30m ²
Total Shopfront Floorspace	330m²
Vacant Shopfront Rate %	9.1%

Source: Essential Economics Retail Floorspace Survey (October 2018)

Figure 20.3: Boolarra (Town Centre)



Essential Economics with StreetPro & DELWP (PlanZone)

20.4 Yinnar

Yinnar is a small rural township of approximately 610 persons located in the Morwell River Valley some 16km south of Morwell by road. The township provides convenience retail services for the immediate surrounding agricultural area, as well as some recreational and community facilities (including Yinnar Bowls Club as well as a primary school). Gradual development of a small residential sub-division has contributed to population growth in the township over the last 5 or so years.

Yinnar contains approximately 660m² of shopfront floorspace of which 620m² is retail floorspace. The balance comprises one small office. No shopfronts are currently vacant, although some residential buildings not categorised as ‘shopfronts’ may have been used as shopfronts historically.

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RETAIL STRATEGY – BACKGROUND REPORT

The township's retail businesses include: a general store/post office, a butcher's shop (Webster's Butchery), a small café (Café 3869) and a painting and ceramics shop. A hardware store, and an art gallery (Arc Yinnar) also contains retail components. In addition, Yinnar Fuel & Farm supplies and Yinnar Hotel – classified as non-retail for the purposes of this study – are also significant businesses in the township.

Table 20.4: Yinnar, Shopfront Floorspace, 2018

Category	Total
FLG	320m ²
Food Catering	80m ²
Non-Food	220m ²
Total Retail	620m²
Shopfront Office	40m ²
Total Occupied Shopfront	660m²
Vacant Shopfront	0m ²
Total Shopfront Floorspace	660m²
Vacant Shopfront Rate %	0.0%

Source: Essential Economics Retail Floorspace Survey (October 2018)

Figure 20.4: Yinnar (Town Centre)



Essential Economics with StreetPro & PlanZone

20.5 Tyers

Tyers is a small settlement of approximately 190 persons (2018 estimate), located at the foot of the Tyers park area, some 7km north-west of the Traralgon CBD. The immediate surrounding land is rural-living or agricultural in nature. The settlement's retail and commercial offering is limited to a general store/service station and a post office. Tyers currently has no vacant shopfront or office shopfront tenancies. Non-retail uses of note located in Tyers include a preschool and primary school.

LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT

An approved DP (The Acreage) covering an area of approximately 67 hectares is located immediately north-west of the existing settlement and would deliver 80 lots when fully developed. Two houses are currently under-construction.

Tyers receives a significant volume of through traffic to/from Mt Baw Baw alpine area and Walhalla (historic settlement). Accordingly, there may be an opportunity for the establishment of additional retail uses (such as a small café/coffee shop) which captures trade associated with this traffic.

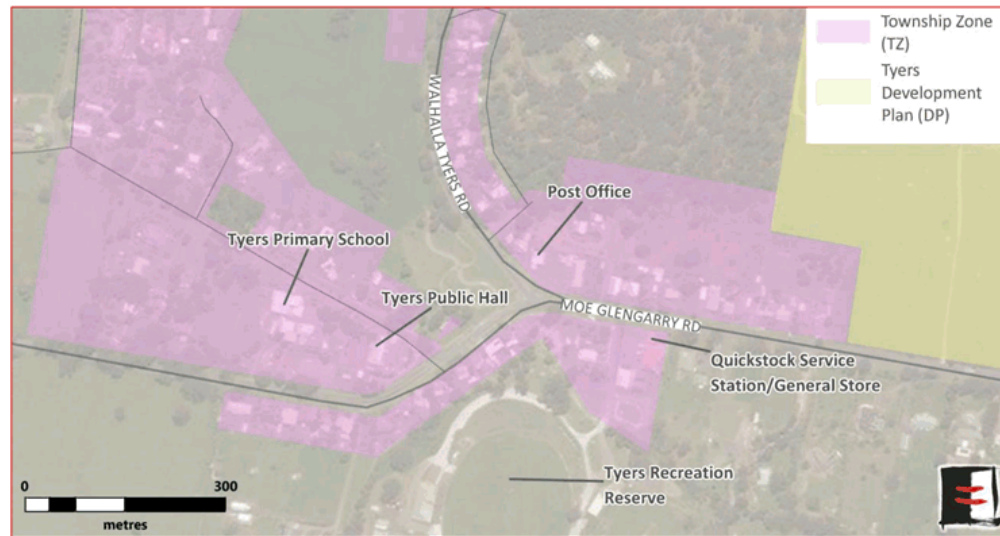
Note, commercial development in township is limited by a number of site-specific factors including access to water/sewage infrastructure, the Australian Paper Mill odour buffer and bushfire risk.

Table 20.5: Tyers, Shopfront Floorspace, 2018

Category	Total
FLG	400m ²
Food Catering	0m ²
Non-Food	160m ²
Total Retail	560m²
Shopfront Office	0m ²
Total Occupied Shopfront	560m²
Vacant Shopfront	0m ²
Total Shopfront Floorspace	560m²
Vacant Shopfront Rate %	0.0%

Source: Essential Economics Retail Floorspace Survey (October 2018)

Figure 20.5: Tyers



Essential Economics with StreetPro & DELWP (PlanZone)

LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT

20.6 Toongabbie

Toongabbie sits at the foot of the Great Dividing Range some 17km north-east of Traralgon and has a population of approximately 500 persons (2018 estimate). The sole retailer in the township is a general store comprising built floorspace of approximately 120m² (the general store also contains fuel and post office). The continuation of a retail presence in Toongabbie is important in order to provide day-to-day convenience items and services, as well to retain a community focal point within the town.

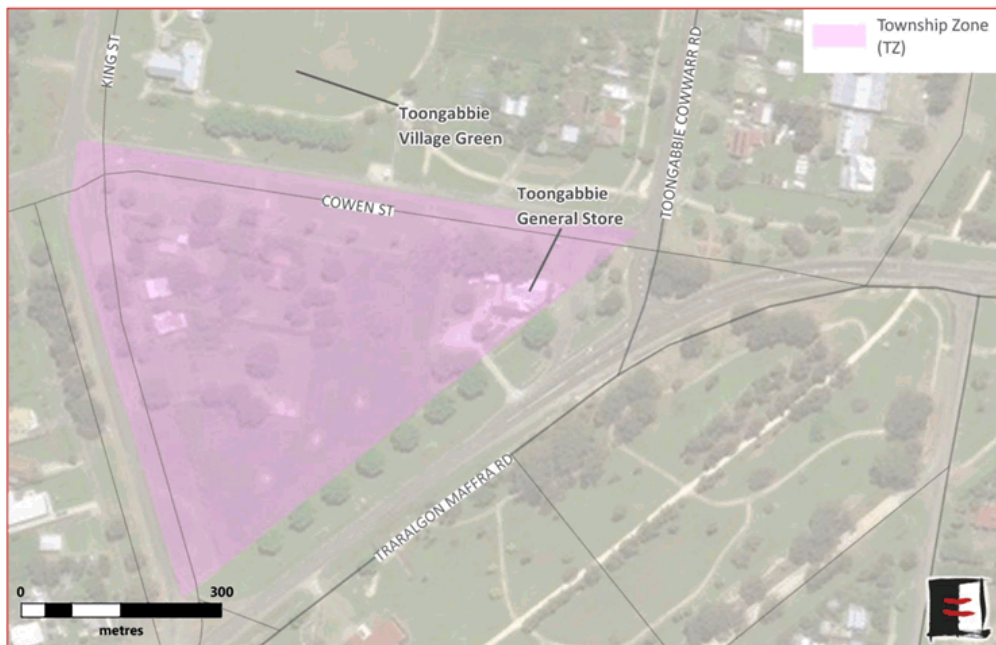
Non-retail land uses of note in Toongabbie include a golf course, primary school and recreation reserve.

The idyllic Toongabbie Village Green, the Gippsland Plains Rail Trail and the nearby Conwarr Weir may present opportunities to generate additional retail trade associated with visitation to the town. It is understood that the provision of appropriate water/sewage infrastructure is a barrier to development on some sites.

Table 20.6: Toongabbie, Shopfront Floorspace, 2018

Category	Total
FLG	120m ²
Food Catering	0m ²
Non-Food	0m ²
Total Retail	120m²
Shopfront Office	0m ²
Total Occupied Shopfront	120m²
Vacant Shopfront	0m ²
Total Shopfront Floorspace	120m²
Vacant Shopfront Rate %	0.0%

Source: Essential Economics Retail Floorspace Survey (October 2018)

LATROBE CITY
RETAIL STRATEGY – BACKGROUND REPORT**Figure 20.6: Toongabbie (Town Centre)**

Essential Economics with StreetPro & DELWP (PlanZone)

20.7 Traralgon South

Traralgon South is a small settlement nestled in the Strzelecki Ranges comprising some 530 persons (2018 estimate). The settlement is located approximately 11km south of Traralgon adjacent the Traralgon Creek Road. The surrounding land is rural-living and agricultural in nature.

The current retail offer of Traralgon South comprises one business: a general store/takeaway shop with a fuel component, located off Morgans Drive. The settlement also contains a primary school, recreation reserve and men's shed (community facility).

It is important that Traralgon South maintains a convenience retail presence. Like other small-town centres that serve areas where limited population growth is expected in the future, the future viability of retail businesses will rely on operators meeting the needs of local residents as well as attracting visitors from further afield.

Again, the provision of water/sewage infrastructure and limits the development potential of some sites.

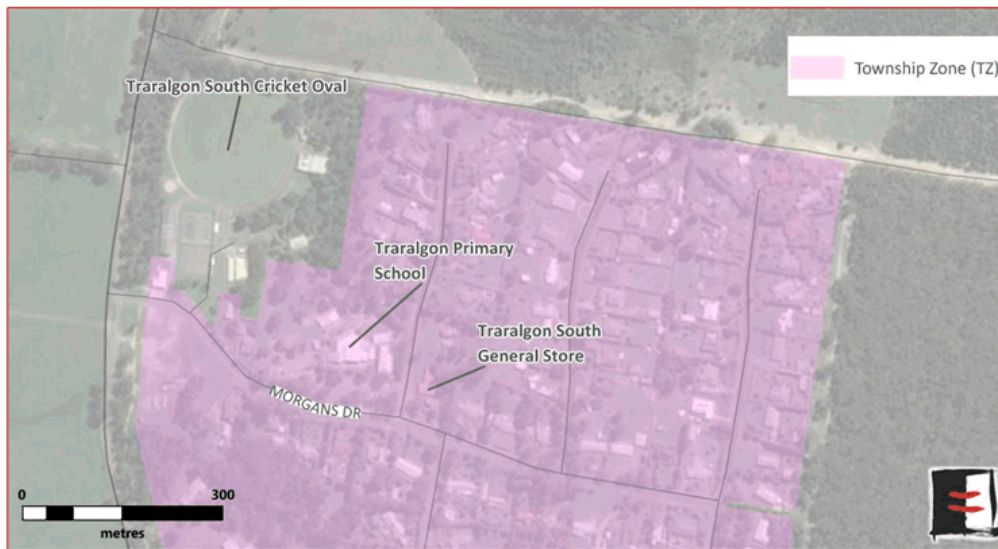
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Table 20.7: Traralgon South, Shopfront Floorspace, 2018

Category	Total
FLG	150m ²
Food Catering	0m ²
Non-Food	0m ²
Total Retail	150m²
Shopfront Office	0m ²
Total Occupied Shopfront	150m²
Vacant Shopfront	0m ²
Total Shopfront Floorspace	150m²
Vacant Shopfront Rate %	0.0%

Source: Essential Economics Retail Floorspace Survey (October 2018)

Figure 20.7: Traralgon South (Town Centre)



Essential Economics with StreetPro & DELWP (PlanZone)



ESSENTIAL ECONOMICS

Latrobe City Council Retail Strategy

STRATEGY AND IMPLEMENTATION PLAN

FINAL REPORT

Prepared for



by

Essential Economics Pty Ltd (Ethos Urban)

March 2020

Authorship

Report stage	Author	Date	Review	Date
Draft report V1	Jack O'Connor Nick Brisbane	18 February 2019	John Henshall Latrobe City Council	19 February 2019 19 March 2019
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Final draft report	Nick Brisbane	11 April 2019		
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Final report V2	Jack O'Connor	18 June 2019		
Final report V3	Jack O'Connor	16 March 2020		

Disclaimer

Every effort has been made to ensure the accuracy of the material and the integrity of the analysis presented in this report. However, Essential Economics Pty Ltd accepts no liability for any actions taken on the basis of report contents.

Contact details

From December 2018 Essential Economics formally merged with Ethos Urban. For further details please contact Ethos Urban at one of our offices:

30 Collins Street
Melbourne
Victoria 3000
Australia
PH +61 3 9419 7226

173 Sussex Street
Sydney
New South Wales 2000
Australia
PH +61 2 9956 6962

EMAIL mail@essentialeconomics.com (or melbourne@ethosurban.com)
WEB www.essentialeconomics.com (or www.ethosurban.com)

ABN 92 079 850 427

Our Reference: 18141

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LATROBE CITY COUNCIL
RETAIL STRATEGY
RETAIL STRATEGY AND IMPLEMENTATION PLAN

EXECUTIVE SUMMARY

Strategy Background

Latrobe City Council engaged Essential Economics and Ethos Urban to prepare the Latrobe City Retail Strategy (the Retail Strategy) which provides the strategic basis to co-ordinate future planning and development of the municipality's retail sector and activity centres.

The Retail Strategy comprises two documents which should be read in conjunction:

- A **Background Research and Analysis Report** (the **Background Report**) which provides the analytical basis and background research supporting the Retail Strategy; and
- The **Retail Strategy & Implementation Plan (this document)** providing the vision, objectives and actions to guide future decision-making with respect to retail centre development.

Latrobe City Retail Strategy Context

Latrobe City is located in the Gippsland region of Victoria, just under two hours' drive from metropolitan Melbourne. The municipality's four major towns – Moe-Newborough, Morwell, Traralgon and Churchill – function as a networked 'regional city' by virtue of their relative proximity and interconnectedness. Refer Latrobe City Settlement Hierarchy (figure on the following page).

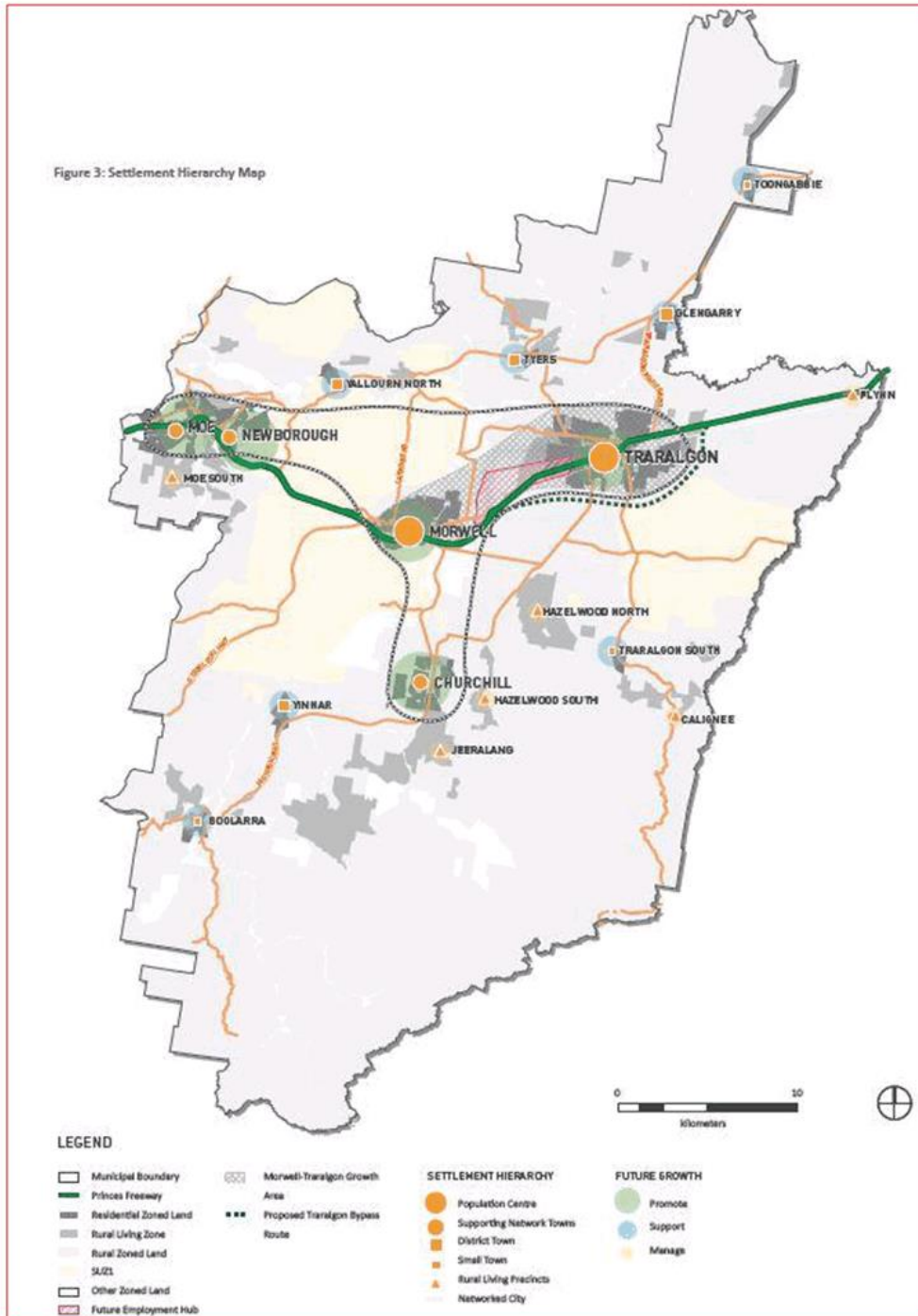
Population growth is a major factor that drives demand for new retail development. Latrobe City's population is forecast to increase by +8,720 persons over the next 15 years (to 2033). For reference, a catchment of 8,000-10,000 persons typically supports a full-line supermarket. Growth is projected to be broadly in-line with recent historic trends, with Traralgon to accommodate the majority of forecast growth.

Demand for approximately +42,000m² of additional retail floorspace is forecast over the 2018-2033 period, with the majority of additional retail floorspace (+35,000m²) attributed to non-food retailers, retail services and bulky goods retailing.

Accounting for approved developments (which amount to some 9,000m² of floorspace) and potential for existing vacant floorspace to absorb up 10,000m² in future demand, potential exists for approximately +23,000m² in new retail floorspace. As noted above, the majority of this floorspace demand is for non-food merchandise. Consequently, limited scope exists for new local or neighbourhood centres to be developed (outside of already approved developments) in the 15-year horizon due to the limited anticipated demand for food, liquor and groceries retail.

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Latrobe City Settlement Hierarchy



Source: Latrobe City Council

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Key Considerations for the Retail Strategy

The **Latrobe Retail Strategy – Background Report** highlights a number of important considerations that form the basis for the preparation of this Strategy and Implementation Plan:

- The Planning Policy Framework and Local Planning Policy Framework provide a robust strategic basis which the Latrobe Retail Strategy can build upon.
- Latrobe City contains an established hierarchy of retail centres which is a legacy of historic urban development and significant investments in the retail and commercial sectors and urban infrastructure.
- Traralgon has been the historic focal point for population growth and private sector investment in Latrobe City; forecasts indicate that Traralgon will continue to be the major focus for population growth in the municipality.
- A number of centres in Latrobe City are currently experiencing high retail vacancy rates, including Moe CBD (south of the railway line), Morwell CBD (north of the railway line), Mid Valley Shopping Centre, and a number of local centres.
- Current trends influencing the retail sector include demographic changes, an historically high level of household debt, the emergence of online shopping and digital platforms, and increased competitive pressures from new retail formats and market entrants.
- Local centres and small town centres play an important role in providing convenience retail for residents. Local centres are particularly vulnerable to competitive pressures from higher-order centres and can suffer from high vacancies and dereliction. Retailing in small towns is often supported by the spending of tourists and other visitors.
- Retail trade is the second largest sector (after Health Care & Social Assistance) in Latrobe City's economy and will play an important role in the broader transition of Latrobe City's economy to a more diverse economic base.

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Latrobe City Retail Strategy Vision

Latrobe City's vibrant retail centres provide access to retail services for residents and visitors, contribute to the municipality's diversified employment and economic base, and are places where community members meet and interact. Collectively, the role and function of individual retail centres is complementary in nature, supporting the viability of individual centres in view of Latrobe City's unique settlement structure and function as a regional 'networked city'.

Local and Neighbourhood Centres foster liveability through their accessibility and convenience, while higher-order centres provide an expanded range of products, services, brands and experiences expected in a Regional City. Rural town centres, both small and large, facilitate local access to convenience retail, are also places of interest for visitors, and support community solidarity.

Retailers and centres are at the forefront of new trends and respond to the ever-changing nature of retailing, including changes in consumer preferences and new market entrants.

Objectives and Implementation Plan

The following six Objectives are derived from the Vision Statement and form the basis of the Action and Implementation Plans:

- Objective 1:** Support the viability of Latrobe City's Retail Centre Hierarchy.
- Objective 2:** Support the trading performance and viability of Latrobe City's higher-order retail centres.
- Objective 3:** Ensure convenient and accessible retail services through viable neighbourhood centres, small town centres and local centres.
- Objective 4:** Reduce retail vacancy rates and improve trading performance of under-performing centres.
- Objective 5:** Ensure retail centres in Latrobe City are well-designed places where people enjoy shopping, doing business and participating in community activities.
- Objective 6:** Support a dynamic retail sector that is responsive to changing consumer preferences and market trends.

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RETAIL STRATEGY
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Latrobe City Retail Centre Hierarchy

Retail centres form part of a 'hierarchy' of centres, with different levels or centre categories within the hierarchy performing different roles and functions. Larger centres perform higher-order functions in the delivery of regional and sub-regional services, while smaller centres perform functions that are typically focused at the neighbourhood or local level. Collectively, retail centres form a network of centres that provide residents and visitors with convenient access to essential facilities and services.

The identification of a retail hierarchy in land use planning and development policy is a means of:

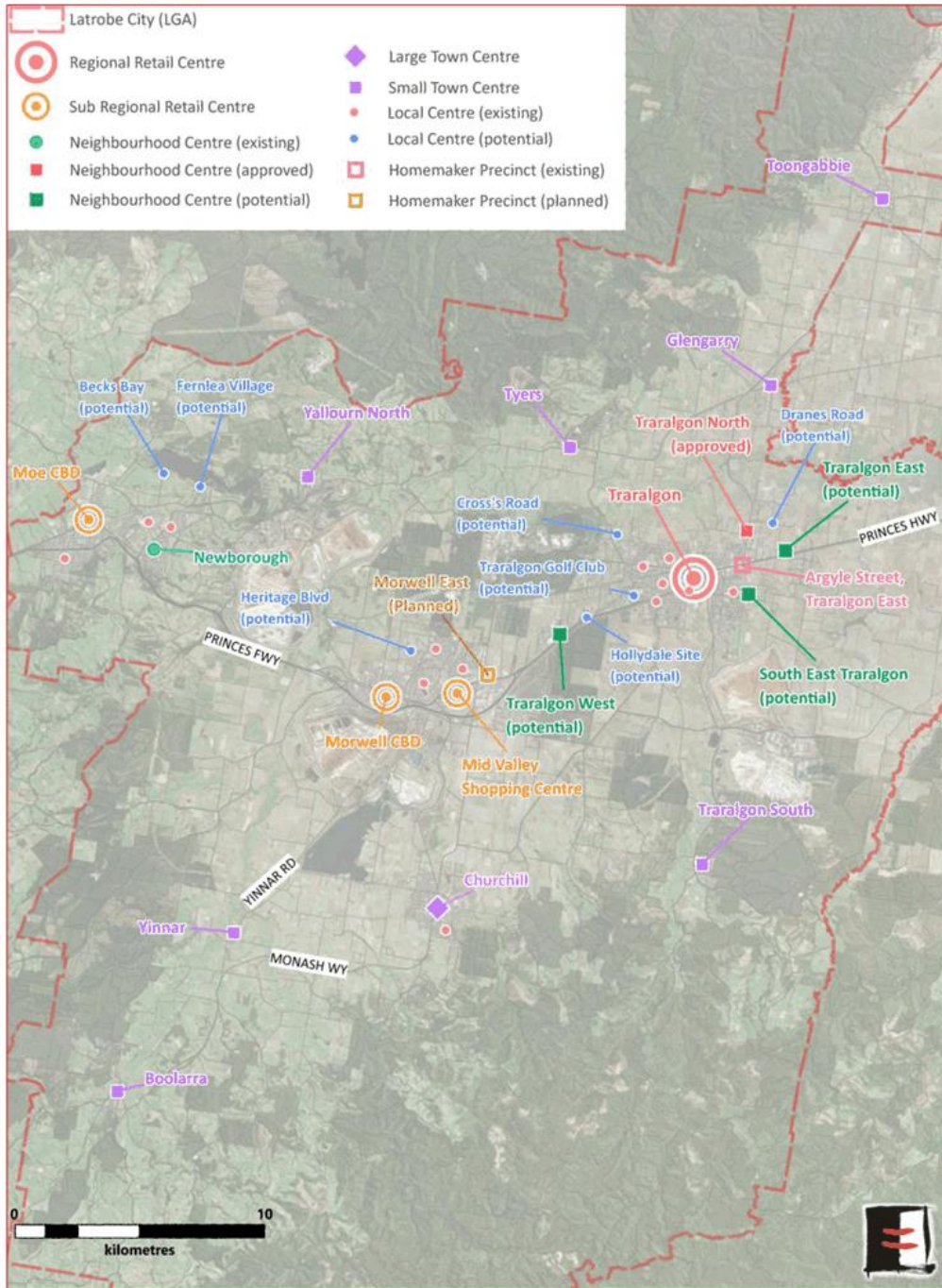
- Providing high-level guidance in terms of the location, scale and nature of investment and land uses intended for retail centres.
- Ensuring policy reflects the very different but complementary role and function of various centres within the hierarchy.
- Creating a coherent network of retail centres which meet the various needs of the community at the locations where these needs can, and should, be met.
- Directing the planning and provision of transport infrastructure and other aspects of urban development influenced by retail centres.

The hierarchy of retail centres in Latrobe City consists of the following:

- One Regional Retail Centre (Traralgon CBD)
- Three Sub-Regional Retail Centres (Moe CBD, Morwell CBD, Mid Valley)
- One Large Town Centre (Churchill)
- One existing Neighbourhood Centre (Newborough – junction of Monash Rd and Rutherglen Rd), one approved (Traralgon North) and three potential (Traralgon East, South East Traralgon, and Traralgon West)
- Seven Small Town Centres (Glengarry, Yallourn North, Boolarra, Yinnar, Tyers, Traralgon South and Toongabbie)
- Numerous Local Centres (eg. Henry Street, Traralgon)
- One existing Homemaker Precinct (Argyle Street, Traralgon) and one planned (Morwell East).

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RETAIL STRATEGY
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Latrobe City Retail Hierarchy



Essential Economics with Map Info, Streetpro and BingMaps
Note: Further work will be required to determine the exact location of 'potential' centres.

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RETAIL STRATEGY
RETAIL STRATEGY AND IMPLEMENTATION PLAN

INTRODUCTION

Latrobe City Council commissioned Essential Economics and Ethos Urban to prepare the Latrobe City Retail Strategy 2019 (the Retail Strategy). The purpose of the Retail Strategy is to provide the strategic basis to co-ordinate the future planning and development of retailing in Latrobe City.

The previous municipal-wide strategic assessment of the Latrobe City's retail sector was the *Latrobe City Council Retail Strategy Review*, undertaken by MacroPlan in 2007. Now is an opportune time to prepare a new Retail Strategy in view of the passage of time (11 years), changes in the strategic planning context at both a State and Local level, and new trends affecting the retail sector.

Purpose

The main purpose of this Strategy is as follows:

- 1 To guide retail planning and development in Latrobe City over the next 15 years.
- 2 To provide an indication of the retail development opportunities for the City to 2033, including the quantum and type of new retail floorspace that may be supported.
- 3 To provide guidance on the appropriate location, format and timing of future retail development.
- 4 To identify a retail (or centres) hierarchy, as well as an overarching vision, objectives and actions that will guide the future planning and development in Latrobe City.
- 5 To identify and make recommendations for modifications to the Local Planning Policy Framework in the Latrobe Planning Scheme to provide guidance for assessing development applications.

Report Format

The Retail Strategy comprises two documents which should be read in conjunction:

- A **Background Report** providing the background research and analysis, including a detailed assessment of the demand and supply for retail development. The Background Report comprises two parts:
 - Part A – Background Report and Analysis – outlines the locational, economic, development and policy aspects that currently influence the planning and development of retail and activity centres in Latrobe City.
 - Part B – Centre Profiles – provides an overview of each main retail centre in Latrobe including layout, key statistics, issues and opportunities.

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Preparation of the Background Report was informed by detailed fieldwork, including a survey of retail floorspace of Latrobe City retail centres undertaken by the Consultant in September 2018, as well as stakeholder engagement workshops and one-on-one interviews with local businesses and government representatives (undertaken in October 2018). Issues and opportunities associated with Latrobe City's retail and activity centres were identified and discussed during consultations.

- The **Retail Strategy & Implementation Plan (this document)** which identifies the future hierarchy and roles of retail centres in the Latrobe City, and provides the overarching vision, objectives and actions to guide future decision-making, planning and development of the municipality's retail sector. In addition, high-level statutory planning input is provided regarding possible modifications to the Planning Policy Framework arising from recommendations and actions outlined in the Retail Strategy.

This Report

This Report (the **Retail Strategy & Implementation Plan**) includes the following content:

- 1 An overview of the **Latrobe City Retail Strategy Context**.
- 2 An overview of the **Retail Market Outlook for Latrobe City** based on research and analysis provided in the Background Report.
- 3 A summary of the **Key Considerations** derived from the analysis and discussion provided in the Background Report.
- 4 A **Vision Statement** which provides the overarching guidance for future retail development and planning in Latrobe City.
- 5 A description of the **Latrobe City Retail Hierarchy**, including the preferred roles of each centre type.
- 6 A set of **Objectives** to contribute to the realisation of the Vision and provide additional guidance.
- 7 An inventory of detailed **Actions** – suggested measures to achieve the Objectives, as well as associated **Implementation Plans** which identify roles, responsibilities and timing.
- 8 An outline of **Planning Considerations** relating to the Local Planning Policy Framework from a statutory planning perspective.
- 9 A set of **Retail Planning Assessment Criteria** which provides guidance on assessing retail development applications.
- 10 A process for **Monitoring and Review**.

This Strategy should be read in conjunction with other strategies and policies adopted by Latrobe City Council.

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Terms and Definitions

Retail Activities

Retail activity is defined according to the Australian Bureau of Statistics (ABS) classification adopted for the 1991/92 Retail and Services Census but excludes garden supplies, marine equipment and motor vehicle and related traders. This definition of retail is consistent with the normal practice for undertaking retail-economic analysis in Australia.

Retail Categories

For the purpose of this Retail Strategy, estimates of retail floorspace, spending and sales are provided in the following retail categories:

- **Food, Liquor and Groceries (FLG):** Comprises household spending and floorspace involved in the selling of take-home food, groceries and liquor.
- **Food Catering:** Household spending and floorspace associated with cafes, restaurants and take-away food stores.
- **Non-Food:** Spending on non-food retail products such as apparel, homewares, bulky merchandise, leisure goods, other general merchandise and spending on services such as hairdressers, dry cleaning, etc.

GST

All spending and turnover figures expressed in this report are inclusive of GST.

Activity Centres

Activity centres are hubs where people shop, work, meet, relax and often live – they range from local shopping strips to larger activity nodes including white collar employment, community services and regional shopping malls. The planning policy framework identifies four main activity centre categories: Metropolitan Activity Centres, Major Activity Centres, Regional Activity Centres and Neighbourhood Activity Centres (refer www.planning.vic.gov.au/policy-and-strategy/activity-centres/activity-centres-overview).

Retail Centres

Retail centres are shopping strips or nodes where people traditionally undertake 'bricks and mortar' shopping activities. Retail centres in Latrobe City are the specific focus of this Retail Strategy.

Individual retail centres form part of a centres hierarchy which identifies the complementary role and function of individual retail centres within a defined region. The retail centres hierarchy in Latrobe City is identified in Chapter 5 of this report.

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1 LATROBE CITY RETAIL STRATEGY CONTEXT

Latrobe City is centrally located in Gippsland and easily accessible from Metropolitan Melbourne. Recognised as one of Victoria's four major regional cities, Latrobe City is the fourth largest city in regional Victoria by population and is a major service centre for Gippsland and eastern Victoria. The municipality is well serviced by transport infrastructure, with major freeway access, V/Line service and an airport.



The municipality includes the major towns of Moe-Newborough, Morwell, Traralgon and Churchill, as well as the smaller townships of Yallourn North, Tyers, Glengarry, Toongabbie, Yinnar, Boolarra and Traralgon South.

The Latrobe City's settlement structure of four major towns located in relatively close proximity is unique and a historic legacy of the municipality's brown coal mining and electricity generation activities. The proximity of Moe-Newborough, Morwell, Traralgon and Churchill has resulted in a significant degree of inter-connectedness between the major towns. Accordingly, the four major towns are referred to collectively as a 'networked-city'. Ensuring these centres perform complementary roles, as opposed to directly competing with each other, will be important to their future viability.

Community infrastructure such as Federation University, Latrobe Regional Hospital, Latrobe Regional Gallery, and various recreational and regional sporting facilities are spread across the main townships of Moe, Morwell, Churchill and Traralgon. The seven smaller rural townships of Boolarra, Glengarry, Newborough, Traralgon South, Toongabbie, Tyers, Yallourn North and Yinnar also provide an attractive rural community lifestyle choice.

Robust retail planning relies on a strong understanding of population growth trends and locations. Traralgon's primacy as Latrobe's population growth centre is forecast to continue

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broadly in-line with historic trends. Latrobe City's population is forecast to increase by some +8,720 persons over the next 15 years, with 62% of this growth forecast to occur in Traralgon. Both Moe-Newborough and Morwell are forecast to experience moderate population growth in the longer-term (beyond 2023). Encouraging population growth beyond Traralgon will contribute to the improved performance of other centres.

Demand for approximately +42,000m² of additional retail floorspace is forecast over the period 2018-2033, with the majority of additional retail floorspace (+35,000m²) attributed to non-food retailers, retail services, and bulky goods retailing. Both the Moe and Morwell CBDs currently have high vacancy rates and potential therefore exists for these centres to accommodate a proportion of the future demand, providing that efforts to revitalise these centres are successful.

The approved Marshalls Road Neighbourhood Centre in Traralgon North is the only approved centre of any significance to the retail hierarchy. Although numerous other neighbourhood and local centres have been identified in various strategic documents; demand for these centres is only likely to occur in the longer-term and will be dependant on population growth in local catchments.

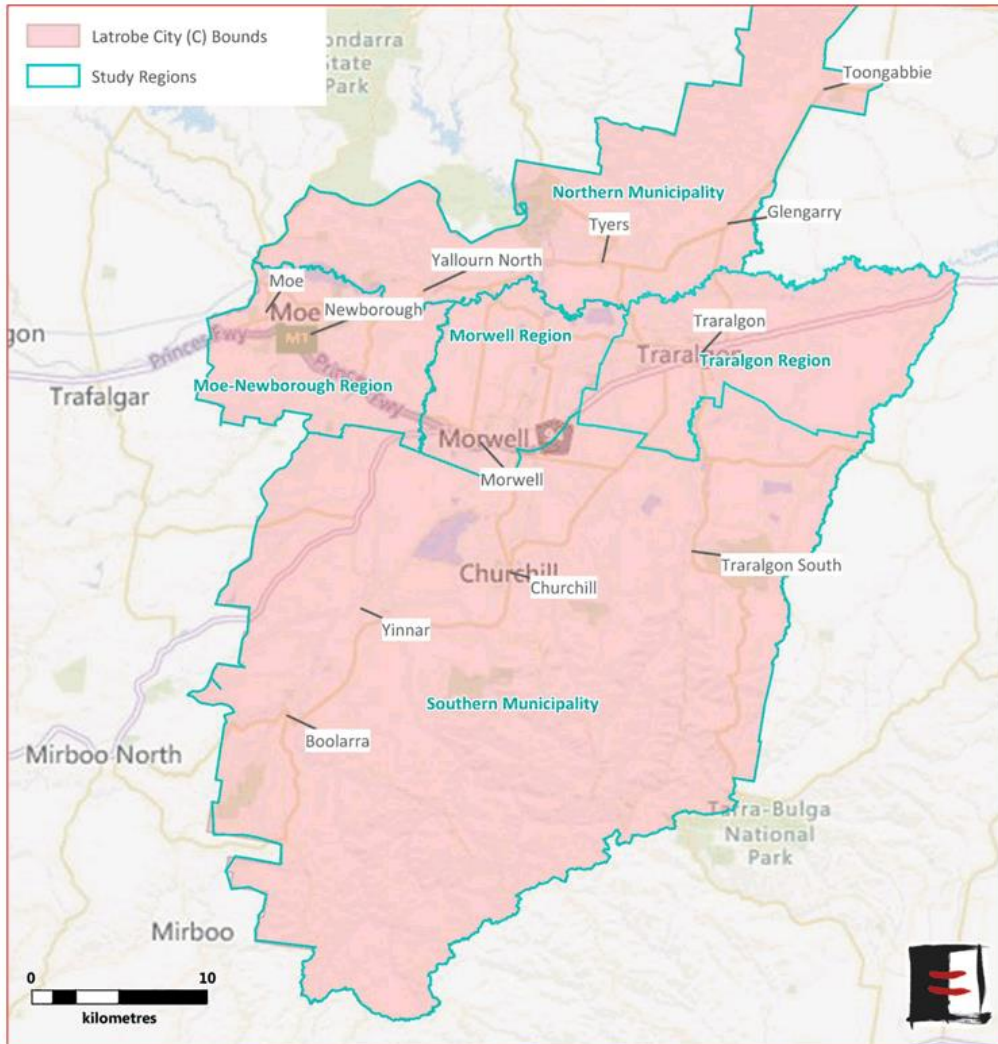
Importantly, if demand for new Local or Neighbourhood Centres does eventuate, a key role for the Retail Strategy will be to provide a robust decision-making framework to assist Council officers in assessing development proposals from a retail planning perspective.

Latrobe City and the Study Regions identified for the purpose of analysis and discussion are shown in Figure 1.1.



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Figure 1.1: Latrobe City Overview and Study Regions



Essential Economics with MapInfo, BingMaps & StreetPro

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2 RETAIL MARKET OUTLOOK FOR LATROBE CITY

Latrobe City's retail market outlook is framed by the following factors: (Refer to the Background Report for more detailed discussion and analysis.)

Moderate Population Growth: Latrobe City's population is forecast to increase over the next 15 years by approximately +8,720 persons; Traralgon is forecast to account for the majority of Latrobe City's population growth over this period (+62% or +3,370 persons). In 2033, Latrobe City's population is forecast to reach approximately 83,860 persons (refer Figure 2.1).

Occupied Floorspace: Approximately 227,190m² of occupied retail floorspace exists in Latrobe City's retail centres and comprising (refer Figure 2.2):

- 49,940m² of Food, Liquor and Grocery (FLG) retail floorspace.
- 27,360m² of Food Catering retail floorspace.
- 149,890m² of Non-Food retail floorspace.

The largest individual centres or precincts for occupied retail floorspace are: Traralgon CBD with 62,470m²; Argyle Street Homemaker Precinct (Traralgon East) with 43,440m²; Moe CBD with 34,930m²; Morwell CBD with 31,280m²; and Mid Valley Shopping Centre with 24,520m².

Vacant Retail Floorspace: The Latrobe City's retail vacancy rate is estimated at 11% of total floorspace, which is above the vacancy level generally desired for a large regional retail network (around 5-7%), refer Figure 2.3. The following selected centres and specific areas in centres contribute to a high overall vacancy rate for Latrobe City:

- Mid Valley Shopping Centre, with a vacancy rate of 22% influenced by the closure of Target and Coles in 2018.
- Morwell CBD, with a vacancy rate 16% which includes a high 30% vacancy rate for shopfronts located to the north of the railway line.
- Moe CBD, which has a vacancy rate 11% influenced by a concentration of vacant shopfronts located to the south of the railway line.

Retail Sales and Market Share: In 2018, activity centres in Latrobe City achieved total estimated retail sales of \$1,163m, representing an average trading level of approximately \$5,120/m² expressed in 2018 dollars and inclusive of GST), see Figure 2.4. Latrobe City retailers capture a retail market share estimated at 81%, taking into account a share of retail spending escaping to other centres and a share of sales captured from visitors to Latrobe City. Thus, 81 cents in every dollar spent on retailing by Latrobe City residents is estimated to be spent at shops in the municipality. This represents a relatively captive retail market.

Total retail sales in centres located in Latrobe City are forecast to increase from \$1,163m in 2018 to \$1,496m in 2033, representing annual growth of 1.7% per annum (in constant 2018 dollars). This assumes retail market shares and the share of sales from beyond Latrobe City residents remain constant.

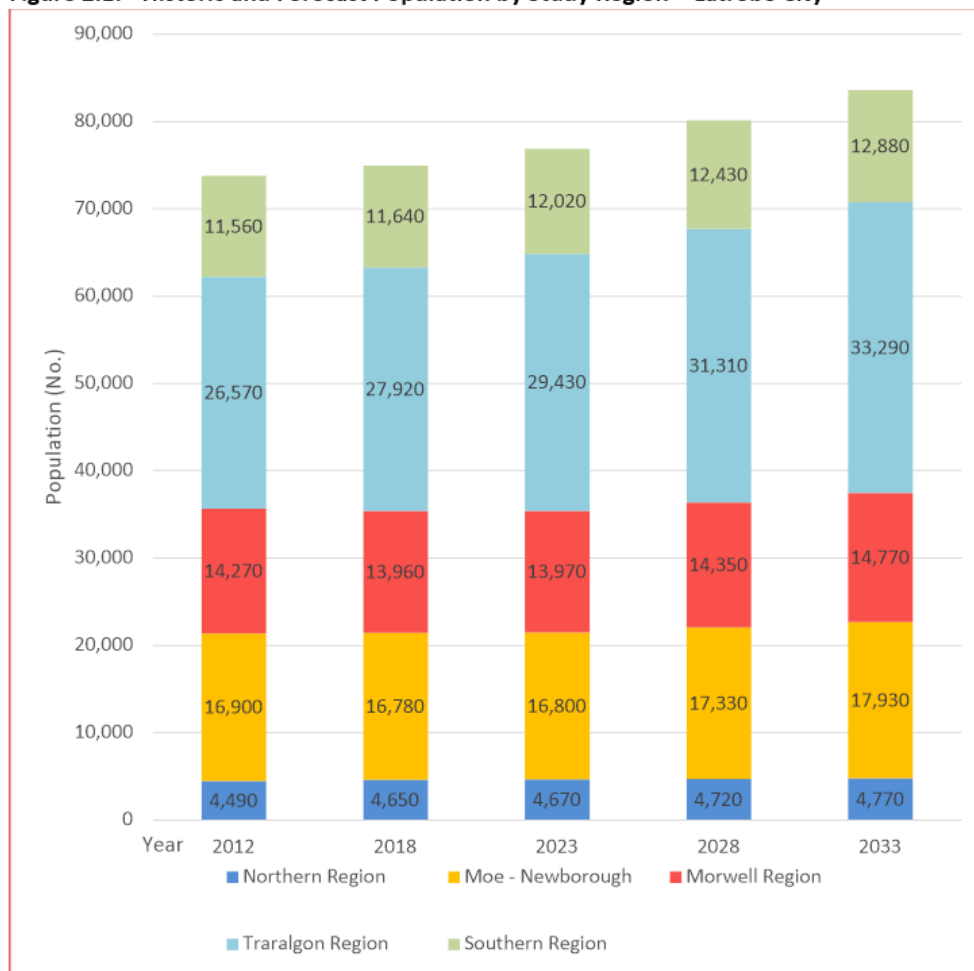
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Development Potential 2018-2033: Demand for approximately +42,000m² of additional retail floorspace is forecast over the period 2018 to 2033, comprising: +4,200m² of food, liquor and grocery floorspace; +3,100m² of food catering floorspace; and +35,000m² of non-food (bulky goods, homemaker etc), as shown in Figure 2.5.

This analysis is intended to provide only an **indication** of the potential level of supportable retail development.

Section 3.5 of this Report provides an overview of future retail development opportunities, including support for planned retail developments, re-use of vacant floorspace, growth in food catering and non-food retailing, and the potential for new Local and Neighbourhood Centres.

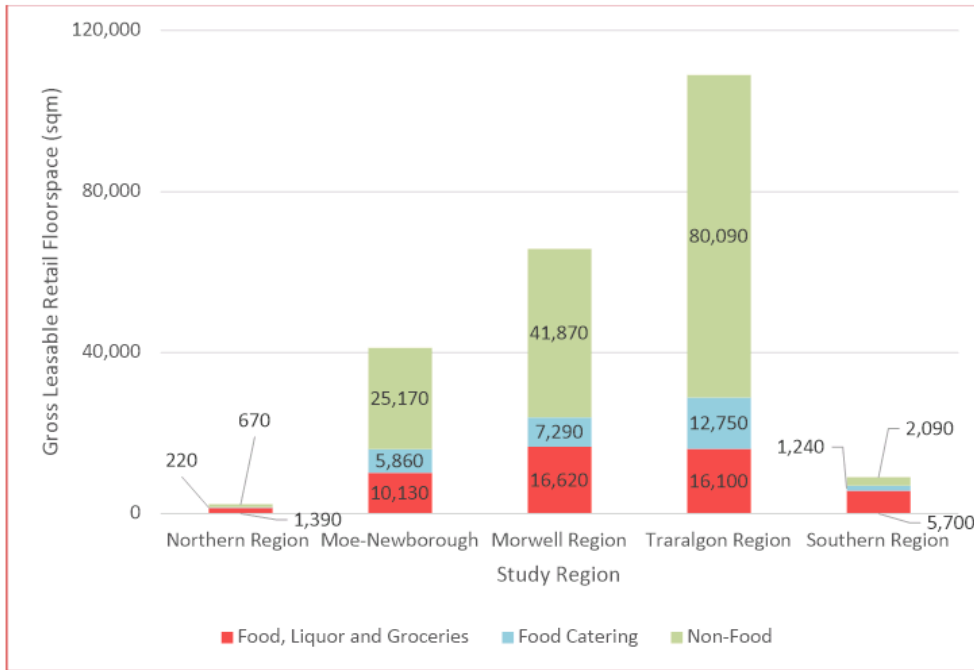
Figure 2.1: Historic and Forecast Population by Study Region – Latrobe City



Source: Essential Economics
 Note: Study Regions do not aggregate exactly to the whole of Municipality population (refer Background Report, Section 1.2)

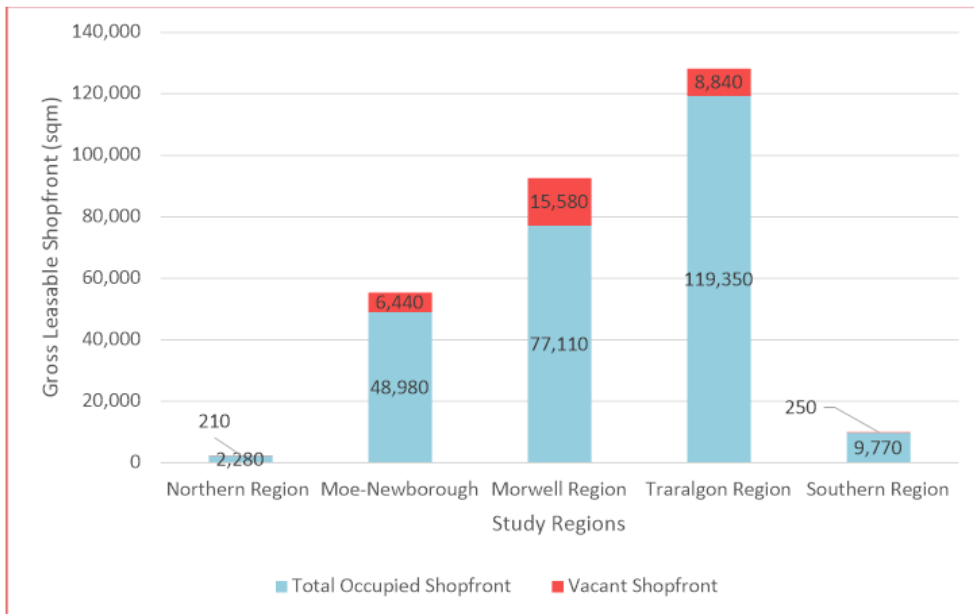
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Figure 2.2: Retail Floorspace (m²) by Study Region – Latrobe City



Source: Essential Economics

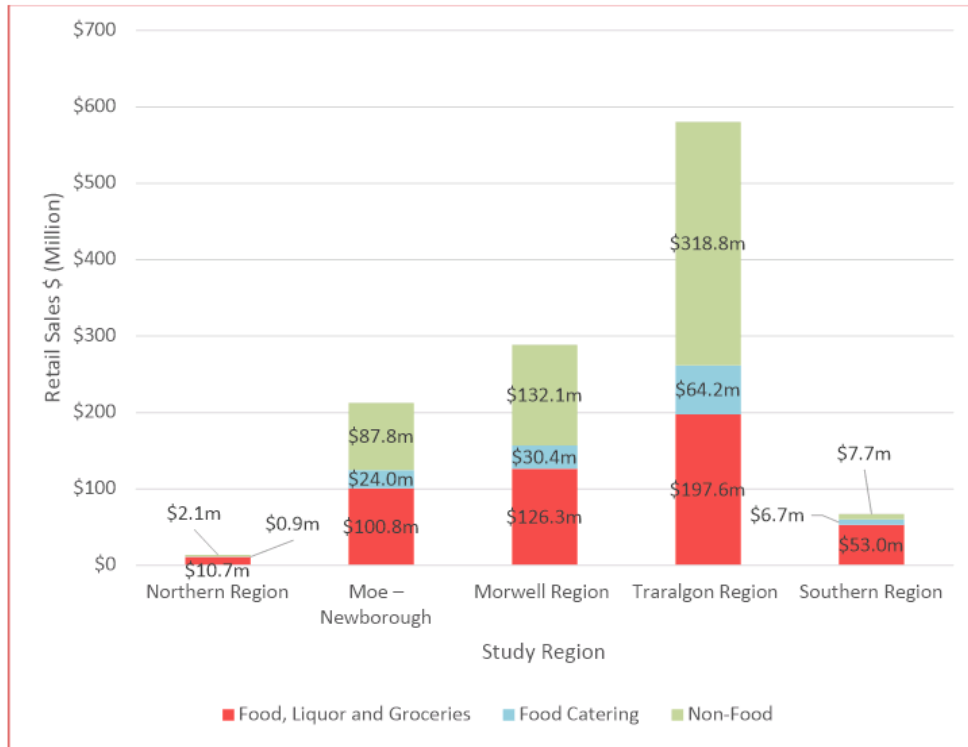
Figure 2.3: Shopfront Floorspace (m²) by Study Region – Latrobe City



Source: Essential Economics

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Figure 2.4: Retail Sales by Study Region – Latrobe City



Source: Essential Economics

Figure 2.5: Retail Development Potential (2018-2033) – Latrobe City



Source: Essential Economics

3 KEY CONSIDERATIONS FOR THE RETAIL STRATEGY

The research and analysis presented in the **Latrobe Retail Strategy – Background Report** highlights some important considerations that form the basis for the preparation of this Strategy and Implementation Plan. These considerations are outlined below (more detailed discussion and analysis is provided in the Background Report).

3.1 Build on Existing Planning Policy

The Planning Policy Framework and Local Planning Policy Framework presented in the Latrobe Planning Scheme provide a robust strategic basis which the Latrobe Retail Strategy can build upon (refer Chapter 3 in **Background Report**).

In particular, *Clause 21.07 (Economic Development)* in the Local Planning Policy Framework (LPPF) outlines the key issues, objectives and strategies for activity centre planning in the municipality. In broad terms, *Clause 21.07-2 (Activity Centres)* states that Council supports the existing main town, neighbourhood and small-town centres, and that “*no new centres should be supported unless demand can be demonstrated*”, as well as substantiating that existing centres should not be detrimentally affected. *Clause 21.07* also states that centres should continue to perform complementary roles.

Other State and local clauses, plans and policies of particular relevance to future retailing in Latrobe City include *Clause 11.01-1R (Settlement – Gippsland)*, *Clause 17.02-1R (Commercial Centres – Gippsland)* and *Clause 17.02-1S (Out-of-centre development)* from the Planning Policy Framework (PPF); *Clause 21.02 (Housing and Settlement)*; the *Traralgon-Morwell Growth Framework Plan* (refer Clause 21.02); *Live Work Latrobe* (2018); *Traralgon Activity Centre Plan* (2017); *Traralgon Growth Areas Review* (2013, TGAR); *Latrobe City Council Economic Development Strategy* (2016-2020); and numerous structure plans, masterplans and development plans for individual centres. It is noted that Morwell CBD is the only sub-regional centre that does not have a current activity centre plan.

3.2 Support the Existing Retail Hierarchy

Latrobe City contains an established hierarchy of retail centres, a legacy of historic urban development and significant investments in the retail and commercial sectors and urban infrastructure.

A focus of this **Retail Strategy & Implementation Plan** is to ensure that each centre has an identified role and function that contributes to the commercial viability of individual centres, local service provision and a complementary retail offering at the regional level. Latrobe City's retail hierarchy is defined in Chapter 5.

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3.3 Implications of Traralgon-centric Investment

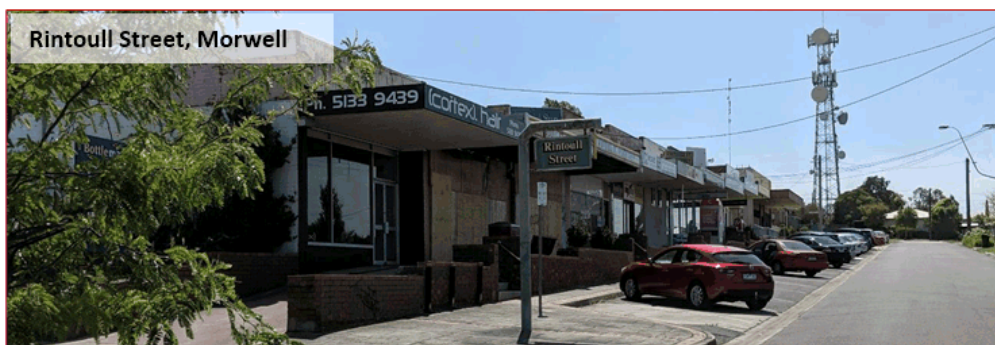
Traralgon has been the historic focal point for population growth and private sector investment in Latrobe City. Forecasts indicate that Traralgon will continue to be the major focus for population growth.

Accordingly, this forecast growth will support retail development opportunities and improved performance of retailers in Traralgon. The comparatively lower population growth forecast for Moe and Morwell is likely to limit the prospects for significant investment in the retail sectors of these towns compared to Traralgon. Accordingly, support should continue to be provided to existing retail centres in Moe, Morwell and other settlements in the municipality which are important regarding their retail service provision and civic function for residents.

3.4 Under-performing Centres

Moe CBD, Morwell CBD and Mid Valley are currently all experiencing high retail vacancy rates. Reasons for the underperformance of these centres include lack of population and spending growth, lack of private sector investment, poor urban environment and public realm, and growth of Traralgon as the major retail centre in the region. Avenues to improve the viability and activity levels within these under-performing centres need to be considered, and include:

- Options to improve urban environments and the public realm.
- Consideration of the optimal land use type in poor-performing precincts. This may involve updating activity centre plans (or preparing an activity centre plan for Morwell) which in turn, will inform any possible changes to land use zones or schedules.
- Consideration of how to connect and integrate poor-performing precincts with better-performing precincts.
- Continued support for higher-density residential uses in close proximity to centres.
- Options to increase office employment in appropriate locations (eg Gov Hub project in Morwell CBD).
- Support the development of niche retail which complements the wider retail offer.
- Support innovative methods of re-use of vacant floorspace that may assist in improving activity levels.



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3.5 Future Retail Development Opportunities

Demand for approximately +42,000m² of additional retail floorspace is forecast over the period 2018-2033. This floorspace growth is anticipated to present the following retail opportunities over the next 15 years:

- Support for approximately 9,200m² of approved retail floorspace, including the Traralgon North neighbourhood centre and a small Foodworks supermarket in Moe.
- Potential to re-occupy up to approximately 10,000m² of vacant floorspace in Moe CBD, Morwell CBD and Mid Valley Shopping Centre. For this to occur, the overall operating environment for Moe and Morwell will need to improve in order to attract new retailers and other businesses.
- Potential for the development of vacant Commercial 2 Zoned land in Traralgon and Morwell for dedicated bulky goods retail precincts.
- Incremental growth in food catering is expected to occur as activity centres continue to evolve into more important social and meeting places, providing a wider range of uses than traditional retailing.

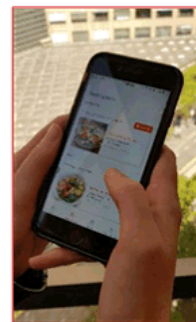
The approved Traralgon North Neighbourhood Centre and the proposed small Foodworks in Moe are anticipated to account for the majority of future demand for FLG floorspace, effectively limiting the scope for new Local or Neighbourhood Centres to be developed in the 15-year horizon (noting that these centres should continue to form part of long-term strategic plans).

*The analysis of retail development opportunities described above and in the **Background Report** is intended to be indicative only. The retail sector is ever-changing, with new retail formats being developed that respond to constantly changing consumer trends. Changes to the structure of retailing and the introduction of new market entrants will continue to influence the analysis of retail development opportunities.*

3.6 Changing Market Conditions and New Entrants

Retail is a dynamic industry which is constantly responding to changing consumer demand and market trends. Current trends influencing the retail sector include demographic changes such as an aging population, smaller household units, historically high levels of household debt, and an increasingly diverse ethnic base; the emergence of online shopping and digital platforms; and increased competitive pressures from new retail formats and market entrants.

Continuous change and innovation in the retail sector is an ongoing challenge for land use and planning policies, and in particular retail and activity centre strategies. For example, the recent arrival of international brands (especially in fashion) and rapid growth in online shopping has contributed to increased pressure on department stores and discount department stores, resulting in some brands closing or down-sizing stores. The recent collapse of menswear chain Roger David is noted in this context. The introduction of ALDI, however, to the Australian market has



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contributed to a more competitive supermarket sector, providing downward pressure on prices and contributing to a greater range in consumer choice. All are changes which have implications for how retail activity is accommodated in regions such as the Latrobe Valley.

A more recent example is the German supermarket chain Kaufland, which is a new market entrant in Victoria (and Australia). The population in Latrobe City is sufficient to likely attract the interest of Kaufland. The Kaufland model requires significantly larger sites (of around 2ha) than conventional supermarkets and this may, in some instances, limit Kaufland's ability to locate in established activity centres.

The introduction of new retailers to a local market can provide significant benefits to the region, including new investment, expanded employment opportunities, increased consumer choice, downward pressure on prices, and potential to add further anchor stores to centres, thereby improving the overall level of activity. These benefits need to be considered alongside the potentially undesired outcomes associated with 'out-of-centre' development and the implications such development may have for centres in the retail hierarchy.

Accordingly, an appropriate level of policy flexibility is required when considering the potential for new retail formats or market entrants to Latrobe City. Flexibility in retail policy needs to consider, among other matters, the net community benefit and the implications of new development on the centres hierarchy.

3.7 Support for Local Centres

Local centres are important in providing local residents with a high level of access to day-to-day convenience retail goods and services. Local access to retail facilities promotes walkable neighbourhoods and better health outcomes. These centres are particularly vulnerable to competitive pressures from higher-order centres and changing consumer preferences, and can suffer from high vacancies and dereliction.

High vacancy rates in Local Centres can be attributed to a range of factors, for example, increased trading pressures from other retail formats; changing consumer preferences; lack of investment in the amenity of the centres; poor tenancy mix; a lack of experienced business operators; and limited population growth or even population decline in the immediate surrounding catchment. Several local centres in Latrobe City are observed to have a high level of vacancy, for example Bruton Street and Rintoull Street in Morwell, and Boolarra Avenue and Old Sale Road in Moe-Newborough. Other Local Centres in Latrobe City are observed to be trading well, with Bridle Road in Morwell being one example. Council's Live Work Latrobe – Housing Strategy (2017) seeks to deliver higher densities proximate to Local Activity Centres which will contribute positively to their viability.

In broad terms, local centres in Traralgon are observed to trade at higher levels and have less vacancy issues than local centres in Moe-Newborough or Morwell. This can be primarily attributed to Traralgon's larger and expanding population and higher level of average per capita retail expenditure. While Municipal planning should explore ways to continually improve the performance of local centres the policy 'levers' available to Councils are often limited. Possible ways in which Council can assist Local Centres remain commercially viable include improving streetscapes, ensuring accessible parking for customers, being flexible

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regarding policies such as limitations on street-based dining, and being proactive in attracting businesses to the municipality.



3.8 Support for Small Town Centres

Small towns centres serve a retail convenience role for local residents and are also important regarding their business, civic and recreation aspects. The community function of centres in small towns is also important, providing places for people to meet and socialise. This situation is particularly pertinent for rural communities where some residents can be physically isolated, and therefore socially isolated, for reasons that range from distance from main towns, to limited availability of public transport.

Often the level of local resident spending is insufficient to support the retail accommodated in small town centres, with retailers remaining viable by drawing a level of retail sales from tourists and other visitors. This is true to a varying extent for most small towns in Latrobe City.

Council should consider ways to continually improve the performance of centres in small towns, particularly those centres subject to low levels of visitation by locals, tourists and others. Spending from visitors is often critical to supporting retail uses in small towns, particularly instances when a small town's population provides insufficient spending to support basic retail services. Accordingly, the promotion of small town tourism is an increasing focus of regional Council's throughout Australia.

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3.9 Importance of Retail in Latrobe City's Economy

Retail trade is the second largest sector in Latrobe City's economy and comprises 3,540 jobs or 11.6% of total employment, as highlighted in the ABS 2016 Census. From 2011 to 2016, the retail sector added approximately +240 jobs. Latrobe City's retail sector is important in the context of the municipality's ongoing economic transition from a high dependence in the mining and energy generation sectors to a more diverse economic base with a greater emphasis on business and consumer services, including retail.

A successful retail sector is also critical to the viability and vitality of activity centres. As the dominant land use in most activity centres, retailing attracts significant patronage to a centre which supports many other commercial, community, civic and entertainment uses. Retailing also performs the important function of distributing goods and services to the local and wider community. A well-planned retail centre hierarchy provides these goods and services in a convenient which is convenient for consumers and supports commercial viability.

The retail sector also plays an important role by providing entry-level jobs opportunities for persons with limited qualifications. A retail job is often the first workplace experience for many young people, typically on a casual basis while still attending secondary school. Retail also provides employment opportunities for mature age persons with limited qualifications.

Given the importance of the retail sector to local employment opportunities, potential exists for the retailing as an industry to have a greater emphasis in Council's Economic Development Strategy.

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4 RETAIL STRATEGY VISION

A Vision Statement has been prepared in order to guide the ongoing development of Latrobe City's retail centres. The Vision Statement provides a basis for the identification of Latrobe City's future retail hierarchy in Chapter 5, the *Objectives* in Chapter 6, and the *Action & Implementation Plan* in Chapter 7.

The Vision for retail centres in Latrobe City is as follows.

Latrobe City's vibrant retail centres provide access to retail services for residents and visitors, contribute to the municipality's diversified employment and economic base, and are places where community members meet and interact. Collectively, the role and function of individual retail centres is complementary in nature, supporting the viability of individual centres in view of Latrobe City's unique settlement structure and function as a regional 'networked city'.

Local and Neighbourhood Centres foster liveability through their accessibility and convenience, while higher-order centres provide an expanded range of products, services, brands and experiences expected in a Regional City. Rural town centres, both small and large, facilitate local access to convenience retail, are also places of interest for visitors, and support community solidarity.

Retailers and centres are at the forefront of new trends and respond to the ever-changing nature of retailing, including changes in consumer preferences and new market entrants.



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5 LATROBE CITY RETAIL CENTRE HEIRARCHY

Retail centres are shopping strips or nodes where people traditionally undertake 'bricks and mortar' shopping activities. Retail centres in Latrobe City are the specific focus of this Retail Strategy.

Retail centres support a diverse mix of facilities and services beyond retailing, including office, showroom, entertainment, recreational, health, cultural and civic uses – all of which are important from an economic development and community perspective.

As focal points for the community, it is important that retail centres operate in an effective manner. This means ensuring an appropriate level of retail and other services are available in convenient locations, with opportunities for centres to further develop their roles and functions where appropriate.

Retail centres form part of a 'hierarchy' of centres, with different centre categories within the hierarchy performing different roles and functions. For instance:

- Larger centres perform higher-order functions in the delivery of regional and sub-regional services
- Smaller centres perform functions that are typically focused at the neighbourhood or local level.

Collectively, retail centres form a hierarchy of centres that provide residents and visitors with convenient access to essential facilities and services.

The identification of a retail hierarchy in land use planning and development policy is a means of:

- Providing high-level guidance in terms of the location, scale and nature of investment and land uses intended for retail centres.
- Ensuring policy reflects the very different but complementary role and function of various centres within the hierarchy.
- Providing a network of retail centres which meet the various needs of the community at the locations where these needs can, and should, be met.
- Directing the planning and provision of transport infrastructure and other aspects of urban development influenced by retail centres.

In identifying Latrobe City's future retail centre hierarchy, consideration is given to:

- State and Local Policy Frameworks which provide a robust strategic basis for the identification of a retail hierarchy and development of up-to-date policy regarding the roles and functions of retail centres.

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- The unique settlement pattern of the Latrobe Valley, whereby the four major towns of Traralgon, Morwell, Moe-Newborough and Churchill function as a collective 'networked city' by virtue of their proximity and inter-connectedness.
- Each centre's size in terms of retail floorspace, the presence (or otherwise) of major retail tenants such as supermarkets and discount department stores, and overall mix of tenants.
- Each centre's role in providing community, recreational and civic services, the presence of major office or government tenants, and the centre's tourism role are also taken into consideration.

Of importance to the Latrobe City's Retail Hierarchy, is the overarching policy aspiration that Latrobe City's major towns of Traralgon, Morwell, Moe-Newborough and Churchill to function as a single 'networked city' – a description which speaks to the Latrobe Valley's unique settlement structure of four major towns situated in relative proximity. Accordingly, in identifying Latrobe City's Retail Hierarchy, a key consideration is the nature in which the major towns (aforementioned) provide complementary services that contribute to a higher order retail offer at the regional level which supports access to retail services and commercial viability.

The Latrobe City Retail Hierarchy is described in Table 5.1 and Figure 5.1, and comprises:

- Existing centres: centres currently operating.
- Approved centres: future centres for which development schemes have been approved.
- Planned centres: future retail centres in which land has been rezoned to facilitate development, but no development permits/applications have been approved.
- Potential centres: centres identified in strategic planning documentation which are yet to be subject to detailed planning or demand assessments.

The Latrobe City Retail Hierarchy includes the following categories as outlined on the next page.



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Regional Retail Centre

- The major retail centre serving Latrobe City and beyond, providing a wide range of retail and non-retail uses. Traralgon CBD is Latrobe City's regional retail centre.

Sub-regional Retail Centre

- Serves a broad region, although not as large as the regional centre, and provides a range of convenience and comparison-shopping facilities. Sub-regional centres can also provide a range of non-retail uses. Moe CBD, Morwell CBD and Mid Valley Shopping Centre are the three sub-regional retail centres in Latrobe City

Large Town Centre

- Large Town Centres provide a comprehensive range of day-to-day and weekly convenience retailing, including supermarkets. A range of non-food retailing and services is also provided, the extent of which depends on the size of the catchment served by the centre. Large Town Centres serve the immediate township and surrounding rural areas and small towns. Churchill is currently Latrobe City's only Large Town Centre.

Neighbourhood Centre

- Provides access to day-to-day and weekly convenience shopping facilities for the surrounding community. Neighbourhood centres can vary in size and typically include at least one supermarket. Neighbourhood centres are also referred to as Neighbourhood Activity Centres.

Small Town Centres

- Provides limited convenience retailing to the surrounding township and rural areas. These centres are important focal points for the community and, where appropriate, may include tourism-related retailing.

Local Town Centres

- Typically containing up to 10 shopfronts which provide convenience retailing facilities and services. Local centres are also referred to as Local Activity Centres.

Homemaker Precincts

- Provide a range of large-format retail and restricted retail premises that would otherwise be difficult to accommodate in traditional retail centres.

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Table 5.1: Latrobe City Retail Centre Hierarchy

Centre	Retail Role	Retail Floorspace /Major Tenants	Complementary Role
Regional Retail Centre			
Traralgon CBD	Pre-eminent retail centre serving Latrobe City and beyond with the full-range of retailing.	Retail floorspace 2018: 62,470m ² Stockland Traralgon (Kmart, Coles), Woolworths, Target Country, Dan Murphy's, Chemist Warehouse.	Traralgon CBD also provides a wide range of entertainment, dining, commercial, community and recreational facilities and service. The Traralgon CBD is the main commercial office precinct in Latrobe City.
Sub-Regional Retail Centre			
Moe CBD	Full-range of convenience retailing serving the surrounding region and workers. Centre includes multiple supermarkets, café/restaurants /takeaway food and limited range of non-food retailers.	Retail floorspace 2018: 34,930m ² Kmart, Woolworths, Coles, ALDI, Dimmeys, Harvey Norman	Moe CBD also provides a range of civic, community and entertainment facilities and services (e.g. library, hotels, RSL, employment services, etc); and a commercial office sector focusing on business and personal services (e.g. Banks, accountants, real estate, insurance, etc).
Morwell CBD	Full-range of convenience retailing serving the surrounding region and workers. Centre includes multiple supermarkets, café/restaurants/ takeaway food and limited range of non-food retailers.	Retail floorspace 2018: 31,280m ² Coles, ALDI, Cheap as Chips, NQR and Harvey Norman	Morwell CBD also performs an important government sector role, including Latrobe City Council offices and other local and state government agencies. A limited range of entertainment, community and commercial offices are also provided.
Mid Valley Shopping Centre	Range of convenience and comparison shopping serving a sub-regional catchment, including multiple supermarkets, discount department store and a range of non-food speciality retailing.	Retail floorspace 2018: 24,520m ² Big W, Woolworths	Mid Valley also serves a key entertainment role with the presence of a Village cinema complex.

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Centre	Retail Role	Retail Floorspace /Major Tenants	Complementary Role
Large Town Centre			
Churchill	Range of convenience retail anchored by two supermarkets serving the township and the surrounding rural catchment.	Churchill Retail floorspace 2018: 7,860m ² (Woolworths, IGA, Richies Supa IGA, Richies Mitre Ten)	Large town centres also provide a range of commercial, civic (e.g. libraries and community centres), health and other uses serving the township and a wider rural catchment. Churchill is unique in that it also accommodates Federation University.
Neighbourhood Centre			
Newborough (Monash Road) Traralgon North (approved) Traralgon East (potential) South East Traralgon (potential) Traralgon West (potential)	Neighbourhood centres provide a limited range of convenience retailing, typically anchored by a supermarket. Retail floorspace ranges from approximately 2,500m ² to 10,000m ² .	Newborough Retail floorspace 2018: 2,750m ² Traralgon North (approved): 4,700m ²	Limited role in providing local community, civic and health services to the surrounding communities.
Small Town Centre			
Glengarry; Yallourn North; Boolarra; Yinnar; Tyers; Traralgon South; Toongabbie	Small town centres provide convenience retailing to the immediate surrounding catchment and visitors. Centres vary in size depending on the size of the catchment they serve.	Glengarry 850m ² ; Yallourn North 750m ² ; Boolarra 300m ² ; Yinnar 620m ² ; Tyers 560m ² ; Traralgon South 150m ² ; Toongabbie 120m ²	In addition to convenience retail, town centres also provide a limited range of commercial, community (e.g. community hall/centre), and personal services (e.g. post office).

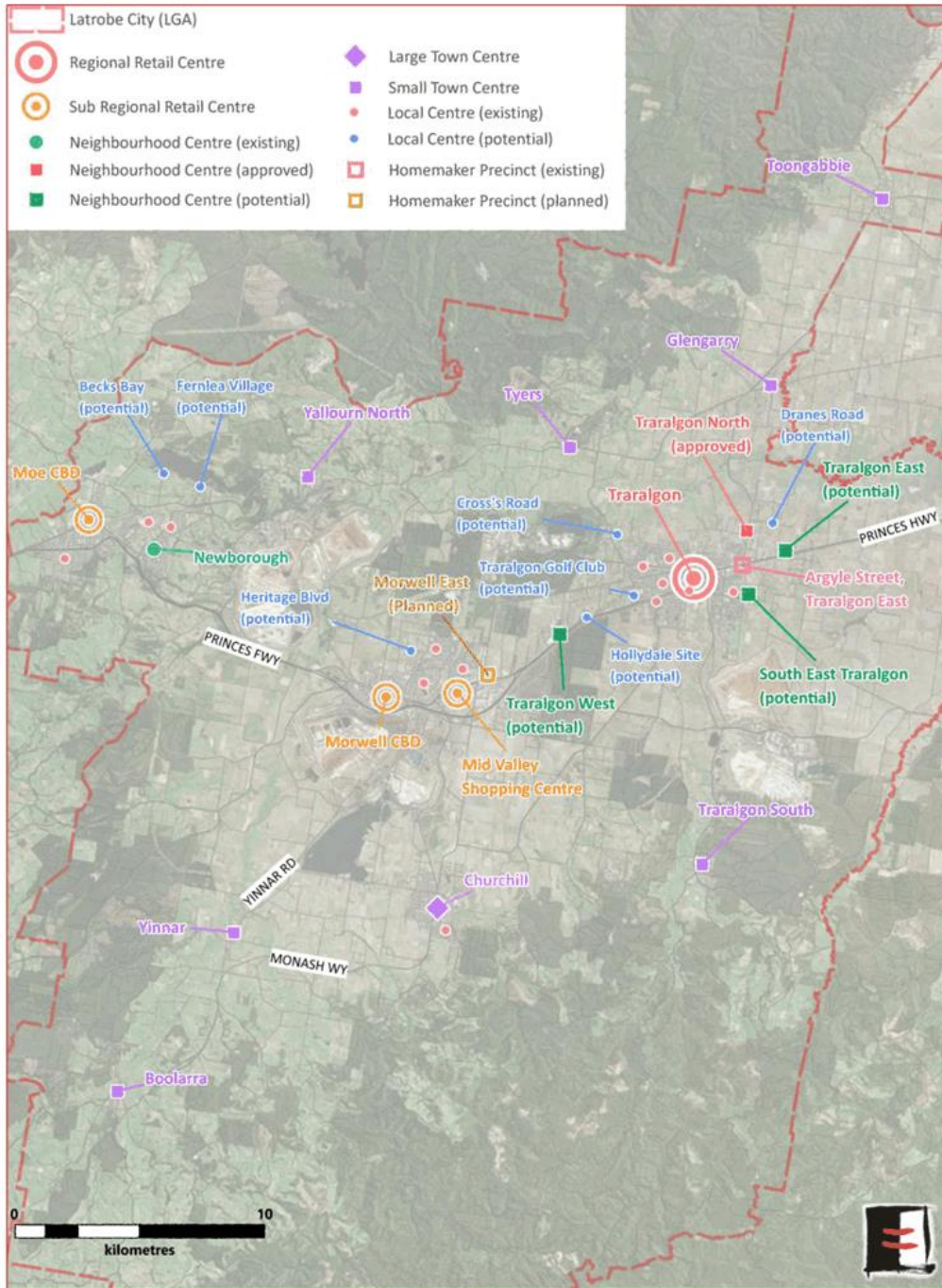
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Centre	Retail Role	Retail Floorspace /Major Tenants	Complementary Role
Local Centre			
<p>Traralgon: Queens Parade, Hyland Street, Hazelwood Road, Henry Street, Grey Street, Pax Hill, Dranes Road (potential), Cross's Road (potential), Traralgon Golf Club (potential), Hollydale Site (potential);</p> <p>Morwell: Bridle Road, Rintoull Street, Bruton Street, Heritage Boulevard (potential);</p> <p>Moe/Newborough: Boolarra Avenue, Old Sale Road, Elizabeth Street, Lake Narracan – Becks Bay (potential), Lake Narracan – Fernlea Village (potential);</p> <p>Churchill: Churinga Drive.</p>	Local centres provide limited convenience retailing, including general store, takeaway food/café, and personal services. Retail floorspace is typically less than 1,500m ² .	<p>Queens Parade 550m²; Hyland Street 680m²; Hazelwood Road 280m²; Henry Street 500m²; Pax Hill 300m²;</p> <p>Bridle Road 760m²; Rintoull Street 400m²; Bruton Street 440m²;</p> <p>Boolarra Avenue 830m²; Old Sale Road 170m²; Elizabeth Street 740m²;</p> <p>Churinga Drive 180m²</p>	Local centres may co-locate to provide community and/or education facilities, and may provide limited commercial services.
Homemaker Precinct			
Argyle Street, Traralgon Morwell East (planned)	Provide a range of large format non-food retailers that would otherwise not be suited to an in-centre location.	Argyle Street, Traralgon (43,440m ²) (The Good Guys, Harvey Norman, Bunnings); Morwell East	May co-locate with trade suppliers, restricted retail, car yards and light industrial uses.

Source: Essential Economics

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Figure 5.1: Latrobe City Retail Hierarchy



Essential Economics with Map Info, Streetpro and BingMaps

Note: Further work will be required to determine the exact location of 'potential' centres.

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6 OBJECTIVES

The Vision for retail centres in Latrobe City is supported by a set of six Objectives. These Objectives form the basis for more detailed actions and implementations set out in Chapter 7.

- Objective 1: Support the viability of Latrobe City's Retail Centre Hierarchy.
- Objective 2: Support the trading performance and viability of Latrobe City's higher-order retail centres.
- Objective 3: Ensure convenient and accessible retail services through viable neighbourhood centres, small town centres and local centres.
- Objective 4: Reduce retail vacancy rates and improve trading performance of under-performing centres.
- Objective 5: Ensure retail centres in Latrobe City are well-designed places where people enjoy shopping, doing business and participating in community activities.
- Objective 6: Support a dynamic retail sector that is responsive to changing consumer preferences and market trends.



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7 ACTION AND IMPLEMENTATION PLAN

This Chapter identifies a set of Actions to achieve the Objectives outlined in Section 6. A supporting rationale is provided for each Objective, together with detailed actions, timeframes and responsibilities.

The following conventions have been adopted in identifying the suggested timing for commencing implementation:

- Short-term: Within 0 to 3 years
- Medium-term: From 3 years to 5 years
- Longer-term: Beyond 5 years
- Ongoing: An existing action that continues into the future.

7.1 Objective 1: Support the viability of Latrobe City's Retail Centre Hierarchy

Supporting the viability of the retail hierarchy will contribute to Latrobe City residents and visitors having access to a range of retail services, experiences and business opportunities, contributing to the municipality's attractiveness as a place to live, work and visit. Future development or redevelopment of existing centres should have regard for the role each centre performs in the hierarchy.

Formal adoption of the identified retail hierarchy in the Latrobe Planning Scheme will reinforce the importance and influence of the retail hierarchy. The Latrobe City Retail Strategy will guide future planning and development of the municipality's retail centres. It is recommended that the Retail Assessment Criteria (refer Chapter 9) is implemented as Local Planning Policy to provide the strategic rationale that informs Council's decision-making.



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Objective 1: To support the viability of Latrobe City's Retail Hierarchy

No.	Action Description
1.1	<p>Endorse the Latrobe City Retail Strategy and progress to a Planning Scheme Amendment to ensure it is adequately reflected in the updated Local Planning Policy Framework of the Latrobe Planning Scheme. Refer Chapter 8 for guidance.</p> <p><i>Timeframe: Short-term</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: not applicable</i></p>
1.2	<p>Utilise the Retail Hierarchy (refer Chapter 5) and Retail Planning Assessment Criteria (refer Chapter 9) as decision-making tools when assessing future retail proposals.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: not applicable</i></p>
1.3	<p>Support redevelopment and expansion of existing centres provided they meet the objectives identified in the Latrobe City Retail Strategy, contribute to a net community benefit, and do not adversely affect the operation of the Retail Hierarchy.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Property owners, developers, retailers</i></p>
1.4	<p>Avoid out-of-centre retail development unless the proposal can demonstrate a net community benefit without undermining the identified Retail Hierarchy. Each proposal should have regard for the decision-making framework as outlined in the Retail Strategy.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Land owners, developers, retailers</i></p>
1.5	<p>Support the Better Approvals Project which aims to streamline permit application processes for business operators and provide networking opportunities.</p> <p><i>Timeframe: Ongoing (or until project ceases)</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Property owners, developers, centre managers, trader's associations, individual businesses</i></p>
1.6	<p>Monitor the progress of the Latrobe City Retail Strategy, the retail sector in general, and the health of activity centres. Refer Chapter 10.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Property owners, developers, centre managers, trader's associations, individual businesses</i></p>

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7.2 Objective 2: Support the Trading Performance and Viability of Latrobe City's Higher-Order Centres

Recognise and support the important roles performed by Latrobe City's higher-order centres, namely Traralgon CBD, Morwell CBD, Moe CBD, Churchill and Mid Valley Shopping Centre. These centres provide retail services at the regional or sub-regional level and are key focal points for investment, employment and the community.

Ensuring that these higher-order centres remain viable and are recognised as places of significant activity will be important in providing a high level of accessibility to a range of retail facilities and services and supporting economic development in the municipality and wider region.



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Objective 2: To support the viability of Latrobe City's larger retail centres

No.	Action Description
<u>General Actions</u>	
2.1	<p>Support development that provides for a unique yet complementary retail offering within each of the larger retail centres.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Traders associations, centre managers, developers, land owners</i></p>
2.2	<p>Support higher-density residential development in and around activity centres as outlined in the <i>Live Work Latrobe-Housing Strategy (2017)</i>.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Developers</i></p>
2.3	<p>Direct major retailers (excluding homemaker retail) to the larger retail centres where they contribute to increasing the profile and overall levels of activity within the centre.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Developers, retailers</i></p>
<u>Centre Specific Actions</u>	
<u>Traralgon CBD (Regional Retail Centre)</u>	
2.4	<p>Support the development and redevelopment of key sites as outlined in the <i>Traralgon Activity Centre Plan (2018)</i>.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Land owners, developers, retailers</i></p>
2.5	<p>Support the preparation and implementation of a Public Realm Masterplan for the Traralgon CBD as identified in the <i>Traralgon Activity Centre Plan (2018)</i>.</p> <p><i>Timeframe: Short to medium-term</i> <i>Responsibility: Council</i> <i>Partnerships: Land owners</i></p>
2.6	<p>Support increase residential density in and surrounding the Traralgon CBD as outlined in the <i>Traralgon Activity Centre Plan (2018)</i>.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Developers, land owners</i></p>
2.7	<p>Support the implementation of the <i>Traralgon Station Precinct Masterplan (2011)</i>.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development, infrastructure, V/Line and VicTrack)</i> <i>Partnerships: Developers, land owners</i></p>

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No.	Action Description
Morwell CBD (Sub Regional Retail Centre)	
2.8	<p>Prepare and implement the <i>Morwell CBD Activity Centre Plan</i> which focuses on the revitalisation of the centre (including areas to the north of the railway line), and which consolidates recent urban design and other strategic work to provide a comprehensive up-to-date land use and development vision.</p> <p><i>Timeframe: Short-medium-term</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Traders associations, land owners, developers, local businesses</i></p>
2.9	<p>Support the implementation of the recommendations from <i>Future Morwell/Future Latrobe Valley</i> (2017).</p> <p><i>Timeframe: Short to medium-term</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Traders associations, land owners, developers</i></p>
2.10	<p>Develop and implement an action plan for the Morwell CBD's night-time economy in order to support on-street activity at night and to provide after-hours opportunities for retailers and other service providers. This may involve events, street-fairs, pop-up bars, and other hospitality and entertainment features.</p> <p><i>Timeframe: Short-term</i> <i>Responsibility: Council (economic development, arts and events department)</i> <i>Partnerships: Traders associations, land owners, developers, local businesses</i></p>
2.11	<p>Support mixed-use and office development to broaden the appeal of the centre and attract a higher level of spending available to retailers.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Developers, landowners</i></p>
Mid Valley Shopping Centre (Sub-Regional Retail Centre)	
2.12	<p>Support development applications that provide a wider mix of land-uses in the centre (entertainment, community, medical etc) where such uses contribute to the centre's viability.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Centre management</i></p>
2.13	<p>Support development applications that improve the attractiveness of the centre's outdoor environs and legibility of the centre.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Centre management</i></p>
2.14	<p>Liaise with centre management to understand the future plans and opportunities for Mid Valley.</p> <p><i>Timeframe: Short-term</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Centre management</i></p>

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No.	Action Description
2.15	<p>Support land owners to maximise the opportunities associated with the future use of undeveloped or vacant land in the centre, ensuring that any future development of the land contributes to the ongoing viability of the centre.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Land owner/centre management</i></p>
<u>Moe CBD (Sub-Regional Retail Centre)</u>	
2.16	<p>Prepare a revised <i>Moe Activity Centre Plan</i> that considers revitalisation of the centre, improved integration of land uses, quality of the public realm as a catalyst for generating on-street activity and private sector investment, and the most appropriate land use zone for land to the south of the railway line.</p> <p><i>Timeframe: Medium-term</i> <i>Responsibility: Council (planning, capital works)</i> <i>Partnerships: Businesses, land owners, developers, traders' associations, community groups</i></p>
2.17	<p>Support new investment and the redevelopment of derelict buildings and sites to improve public realm, perception of the centre, attract new investment and support the viability of the centre.</p> <p><i>Timeframe: Medium-term</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Businesses, traders' associations</i></p>
2.18	<p>Support the future development of residential land in Moe and Newborough as a means of stimulating population growth and retail spending in the catchment.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Land owners, developers</i></p>
2.19	<p>Continue to support and implement the <i>Moe Rail Precinct Revitalisation Project (2012)</i></p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, capital works)</i> <i>Partnerships: Businesses, land owners, developers, traders' associations, community groups</i></p>
<u>Churchill (Large Town Centre)</u>	
2.20	<p>Prepare and implement a revised Town Centre Plan in order to provide an updated vision for the town centre and which assesses the future requirements for commercial land (refer Action 2.21), taking into consideration recent development trends.</p> <p><i>Timeframe: Medium-term</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Land owners, developers, traders' associations</i></p>
2.21	<p>Undertake an assessment of the Commercial 1 Zone land supply in the centre which considers development for non-retail uses (e.g. residential).</p> <p><i>Timeframe: Medium to long-term</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Land owners, developers</i></p>
<u>Homemaker Precincts (Argyle Street, Traralgon and Morwell East)</u>	
2.22	<p>Direct large-format bulky goods and homemaker retailing to Argyle Street Traralgon and to the Morwell East Homemaker Precinct.</p> <p><i>Timeframe: On-going</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Land owners, developers</i></p>

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7.3 Objective 3: Ensure Convenient and Accessible Retail Services through Viable Neighbourhood Centres, Small Town Centres and Local Centres

Access to local convenience retail to meet day-to-day household needs is provided by a viable network of neighbourhood centres, small town centres and local centres. When well-planned, these centres serve local catchments, encourage walkability, and are important places for the community to meet and socialise.

The viability of smaller convenience centres has been adversely impacted by increased competition from higher-order, large-format retail and by changing consumer tastes and preferences. Many small town centres increasingly rely on spending attributable to tourists and other visitors to remain viable. Small town centres are also important in providing retail services to their rural catchments.



Objective 3: To provide convenient and accessible retail services through viable neighbourhood centres, small town centres and local centres

No.	Action Description
	<u>General Actions</u>
3.1	Support the network of existing and planned neighbourhood centres, small town centres and local centres as identified in the Latrobe Retail Hierarchy. <i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Developers, land owners, traders' associations</i>
3.2	Support retail uses that attract visitor spending and support the integration of destinational retail uses (e.g. cafes, restaurants, gift shops). <i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Businesses, community groups</i>

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No.	Action Description
	<u>Centre Specific Actions</u>
	<u>Newborough (Neighbourhood Centre)</u>
3.3	Support moderate housing growth areas outlined in the <i>Live Work Latrobe-Housing Strategy (2017)</i> . <i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Developers</i>
3.4	Support businesses to develop centre branding to reflect unique attributes. <i>Timeframe: Medium-term</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Businesses, community groups</i>
3.5	Review the appropriateness of the Mixed Use Zone applied throughout the entire centre in facilitating desired land use outcomes and its identified neighbourhood centre role in the Latrobe City Retail Hierarchy. <i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: not applicable</i>
	<u>Small Town Centres</u>
3.6	Support the implementation of the <i>Glengarry Community Plan (2018)</i> . <i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Businesses, community groups</i>
3.7	Support small towns in the preparation and implementation of Community Plans to capture the voice and vision of the community and to document a list of local priority projects that the community would like to work towards achieving. <i>Timeframe: Medium to Long-term</i> <i>Responsibility: Council (planning, economic development, community strengthening)</i> <i>Partnerships: Businesses, community groups</i>
3.8	Explore opportunities to attract increased visitation to each small town centre, acknowledging each town's unique features and attractions. This may involve creating a small town trail, promoting local food, produce, arts and holding festivals and events. <i>Timeframe: Medium to Long-term</i> <i>Responsibility: Council (planning, economic development, arts and events)</i> <i>Partnerships: Businesses, community groups</i>

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No.	Action Description
	<u>Existing Local Centres (Numerous)</u>
3.9	<p>Support the continued viability of Local Centres in view of the increased competitive pressures these centres face. Encourage individual businesses and landowners to:</p> <ul style="list-style-type: none"> • Establish a unique convenience retail offer • Invest in derelict buildings and vacant sites to avoid the centres becoming run-down and derelict. • Explore innovative ways to activate vacant shopfronts where possible (e.g. community noticeboards, arts displays etc) <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Businesses, land owners, community groups</i></p>
3.10	<p>Consider ways in which Council can support the viability of Local Centres, including:</p> <ul style="list-style-type: none"> • improving streetscapes • Ensuring accessible parking for customers • Retaining flexibility regarding policies such as street-based dining • Being proactive in attracting businesses to Latrobe City. <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Businesses, land owners, community groups</i></p>
	<u>Potential Neighbourhood & Local Centres (Numerous)</u>
3.11	<p>Plan for neighbourhood and local centres when undertaking detailed land use planning for relevant areas such as a Structure Plan or Local Area Plan, including identification of the preferred location, size and role of a centre to serve future residents.</p> <p><i>Timeframe: Long-term</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: Developers, land owners</i></p>

7.4 Objective 4: Reduce Retail Vacancy Rates and Improve Trading Performance of Under-Performing Centres

Selected centres and specific areas within centres are underperforming, and this is reflected in a high level of retail shopfront vacancy. These centres include:

- Morwell CBD (north of the Railway Line), with 30% of shopfronts vacant
- Moe CBD (south of the Railway Line), with 16% of shopfronts vacant
- Mid Valley Shopping Centre, with 22% of shopfronts vacant.
- Bruton Street and Rintoull Street in Morwell, with shopfront vacancy rates of 24% and 31% respectively
- Boolarra Avenue and Old Sale Road in Moe-Newborough, with respective vacancy rates of 28% and 51%.

Vacant tenancies reflect poorly on the surrounding area and have negative impacts on the level of amenity and sense of place in centres. The need exists, therefore, to reinvigorate centres as places where people want to spend time, undertake their shopping, and socialise

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with friends. Numerous examples exist where the revitalisation of centres has occurred, with innovative methods to occupy vacant tenancies.

Objective 4: To reduce retail vacancy rates and improve trading performance of underperforming centres

No.	Action Description
4.1	<p>Support proposals and development applications that diversify the retail and non-retail offering in under-performing centres.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning).</i> <i>Partnerships: Retailers, traders' associations</i></p>
4.2	<p>Support land owners and encourage investment in derelict buildings and vacant sites.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Land owners, developers, centre managers</i></p>
4.3	<p>Facilitate initiatives that activate long-term vacant tenancies in under-performing centres by connecting landlords with start-up businesses and entrepreneurs. Potential first steps include investigating a potential model that is appropriate for Latrobe City, establishing a register of long-term vacancies, and undertaking an Expression of Interest for potential tenancies and land owners.</p> <p><i>Timeframe: Short-term</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Land owners, centre managers, local businesses</i></p>
4.4	<p>Facilitate innovative consultation with businesses, land owners and traders' association representatives to identify opportunities for centres, with appropriate actions and roles identified.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Land owners, local businesses, centre managers</i></p>

7.5 Objective 5: Ensure Retail Centres in Latrobe City are Well-designed Places where People Enjoy Shopping, Doing Business and Participating in Community Activities

Successful retail centres are most often easily accessible, characterised by a walkable and attractive public realm, with investment by individual property owners. Quality design emphasising high levels of amenity and personal service is increasingly important for retail centre viability in view of the emerging share of retail sales captured by the online sector and digital service platforms.

Increasingly, the success of future retail centres will be attributed to the 'sense of place' that attaches to these centres and the high level of amenity enjoyed by shoppers and other visitors. Importantly, retail centres should be places where the broad spectrum of community members actively enjoy spending time and socialising with friends and family.

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Objective 5: Ensure retail centres in Latrobe City are well designed places where people enjoy shopping, doing business and participating in community activities

No.	Action Description
5.1	<p>Prepare and implement Town Centre Plans and Urban Design Guidelines to ensure new development contributes positively to the public realm and character of centres.</p> <p><i>Timeframe: Medium-term</i></p> <p><i>Responsibility: Council (planning, urban design)</i></p> <p><i>Partnerships: Land owners, developers, businesses</i></p>
5.2	<p>Provide a high-quality public realm through appropriate investment in street furniture, signage, plantings and other physical works and initiatives that add to the appeal of centres.</p> <p><i>Timeframe: Ongoing</i></p> <p><i>Responsibility: Council</i></p> <p><i>Partnerships: Traders associations, local community, businesses</i></p>
Source:	Essential Economics

7.6 Objective 6: Support a Retail Sector that is Responsive to Changing Consumer Preferences and Market Trends

The retail environment is constantly changing due to a range of factors including the introduction of new brands, products, formats and platforms; trends in store design and layout; and changing consumer preferences. Change in Australia's retail sector is also currently being driven by the emergence of online retailers and digital services platforms such as Uber Eats, Deliveroo, Menulog, etc, as well as the introduction of new market entrants such as large format retailers Decathlon (sporting goods) and Kaufland (supermarket).

New operators, brands and formats typically benefit consumers through increased competition resulting in lower prices and greater choice. Importantly, planning at the municipal level should support the dynamic nature of the retail sector. A sensible starting point is to ensure Council officers are aware of latest trends impacting the retail sector and for this knowledge to be reflected in planning and development decisions.

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Objective 6: Support a dynamic and responsive retail sector

No.	Action Description
6.1	<p>Consider proposals to rezone land for retail development on a case-by-case basis. This will ensure that each proposal is strategically justified, will not undermine the Latrobe City Retail Hierarchy, contributes to a net community benefit and the considers the latest trends in retail and activity centre development are considered.</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning)</i> <i>Partnerships: not applicable</i></p>
6.2	<p>Facilitate regular information sessions and seminars for businesses on the latest trends in retailing (e.g. technological change, trends in digital marketing, business practices, consumer and competitive trends etc).</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (economic development)</i> <i>Partnerships: Traders' association, businesses, centre managers, training providers, industry experts</i></p>
6.3	<p>Improve Council officers' awareness of relevant trends in the retail sector by attending retail industry events and seminars, internal briefings, other forms of information-sharing, and subscribing to retail industry publications (e.g. Inside Retailing, Shopping Centre News)</p> <p><i>Timeframe: Ongoing</i> <i>Responsibility: Council (planning, economic development)</i> <i>Partnerships: Main Streets Australia, Property Council, Regional Development Victoria</i></p>
6.4	<p>Consider providing a greater emphasis on the retail sector in future revisions of Council's Economic Development Strategy.</p> <p><i>Timeframe: Medium-term</i> <i>Responsibility: Council (economic development)</i> <i>Partnerships: NA</i></p>
Source:	Essential Economics

8 PLANNING CONSIDERATIONS

The Latrobe Planning Scheme is the most appropriate mechanism to implement the Latrobe Retail Strategy (2019). Implementation would be in the form of an amendment to the Local Planning Policy Framework (LPPF), predominantly in the Municipal Strategic Statement (MSS) at Clause 21.07 – Economic Development, as well as potential changes to zone and overlay controls.

DELWP's Smart Planning program is currently implementing reforms to all Victorian Planning Schemes. This includes reforms to the Victoria Planning Provisions (VPP); and restructuring the State Planning Policy Framework and aligning local policies.

As such the translation of local planning policies into the integrated Planning Policy Framework is yet to be completed. The translation will most likely affect the Clause numbering in all Planning Schemes.

This section of the Latrobe City Retail Strategy and Implementation Plan references the current Clause numbers in the Latrobe Planning Scheme. Modifications will most likely be required prior to progressing to a Planning Scheme Amendment to the Latrobe Planning Scheme.

Relevant clauses of the Latrobe Planning Scheme where recommended amendments are required to implement the Latrobe Retail Strategy are identified in this Chapter. Draft planning controls or specific text changes to existing policy in the Latrobe Planning Scheme as not provided.

8.1 Municipal Strategic Statement

The MSS provides the opportunity to outline the municipal profile, vision and objectives at a municipal-wide level. In theory, the MSS should provide high-level and strategic guidance for any issues that arise within the municipality.

Latrobe City's MSS identifies economic development as a key theme and influence for the municipality. The Retail Strategy (2019) should be referenced under this theme and the implementation of the Strategy would primarily be achieved through an amendment to the relevant Clause 21.07 Economic Development. The inclusion of any new objective in the MSS should also be supported by relevant strategies or actions to achieve those objectives.

Clause 21.07 Economic Development

Clause 21.07-2 relates to the key issue of activity centres in Latrobe City. The planning strategies relevant to retail centres and other related aspects identified in this document can be implemented as revised objectives and strategies through this Clause.

The Objectives relevant for inclusion in a revised Clause 21.07-2 include:

- Objective 1 – Support the viability of Latrobe City's Retail Hierarchy.

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- Objective 2 – Support the trading performance and viability of Latrobe City’s higher-order centres.
- Objective 3 – Ensure convenient and accessible retail services through viable neighbourhood centres, small town centres and neighbourhood centres.
- Objective 4 – Reduce retail vacancy rates and improve trading performance of under-performing centres.
- Objective 5 - Ensure retail centres in Latrobe City are well-designed places where people enjoy shopping, doing business and participating in community activities.
- Objective 6 – Support a dynamic retail sector that is responsive to changing consumer preferences and market trends.

Strategies in the existing Clause 21.07-2 overlap with actions identified as part of this Retail Strategy. These strategies would be shifted to the appropriate Objective outlined above to provide consistency and clarity between Objectives.

Action 1 of this Retail Strategy regarding endorsement of the identified Retail Hierarchy is importance in terms of the Strategy’s inclusion in the LPPF. The Retail Hierarchy establishes specific roles and functions for retail centres in order to contribute to the development of a retail offer at the municipal level that fosters convenient access to a range of retail services and commercial viability.

A key role of the identified Retail Hierarchy is the promotion of a local retail network in which individual centres complement one another with respect to their retail offer, rather than directly compete for trade. This outcome would reinforce the Latrobe City’s function as a ‘network city’ and contribute to the improved viability of centres. The Retail Hierarchy should be included as part of Clause 21.07-2 at the proposed Objective 1, to encourage specific land use strategies in identified retail centres. A revised retail hierarchy map could also be included as a figure within the Clause.

The Latrobe Retail Strategy, 2019 should be listed as a reference document in the MSS.

8.2 Zones

Rezoning considerations are provided as part of the Latrobe Retail Strategy. Specifically, Moe CBD south, Morwell CBD north, Churchill and Newborough will require further investigation to determine whether the current land zoning is appropriate or if an alternative zone would more adequately facilitate their proposed role as identified in the Retail Hierarchy. Potential rezoning of these retail centres, or specific parcels of land in the centres, will need to undergo a separate investigation and this may include an Activity Centre Planning or Structure Planning process, informed by the Retail Strategy. While these areas have been identified as part of this strategy, other rezoning needs may be discovered through the undertaking of further strategic work.

The Retail Strategy does not recommend any land zoning changes at this stage.

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8.3 Retail Centre Design

Actions outlined in the Retail Strategy relate to the urban design of retail centres and their surrounding environments, especially in relation to Objective 5 - *ensure retail centres in Latrobe City are well designed places where people enjoy shopping, doing business and participating in community activities.*

Urban design guidelines implemented through a Design and Development Overlay would be the most appropriate tool to achieve the outcomes of this Objective. A further work action in the MSS at Clause 21.07-2 could be included to undertake an Urban Design Framework or similar for each centre, as appropriate.

8.4 Application Requirements

The 'Retail Planning Assessment Criteria' should be referenced as an application requirement for any proposals that include the provision of retail floorspace, either as part of the MSS at Clause 21.07 or as a new particular provision for retail development. The 'Retail Planning Assessment Criteria' are outlined in Chapter 9 of this Strategy.

9 RETAIL PLANNING ASSESSMENT CRITERIA

Retail Planning Assessment Criteria have been prepared as a reference point for Latrobe City officers when assessing development proposals for new or expanded provision of retail floorspace. The Criteria should also be used by developers for guidance regarding information required by Council to facilitate the planning approvals.

The Criteria consist of three components:

- The main considerations when assessing retail development proposals;
- Information which an Applicant should provide to Council in order to facilitate the planning approvals process; and
- A checklist of issues to be addressed when assessing major retail development proposals.

In assessing a retail development proposal, reference should be made to the application of various other aspects of this Strategy.

9.1 Considerations for Retail Development Proposals

In assessing retail development proposals, Council will have regard for how the proposal addresses the *Vision, Objectives* and *Actions* described in the Latrobe Retail Strategy. In addition, a proponent would be required to show how the proposal addresses the following key considerations:

- 1 Is there demand for additional retail facilities, and how does the proposal meet this demand?
- 2 How will the proposed development impact on the role of the centre, and on the viability of other activity centres in the hierarchy?
- 3 Will the proposal contribute to employment in both construction and retail operation?
- 4 Will the proposal provide an overall contribution to net community benefit?
- 5 Does the proposal adhere to local and State policies for planning and urban design?

9.2 Information Applicants must provide when Seeking Planning Approval for a Retail Proposal

- 1 Address of the subject site and Title particulars.
- 2 Details of the proposed retail component:
 - Amount of retail and non-retail floorspace (in square metres)
 - Number of retail and non-retail tenancies and sizes

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- Type of retail floorspace (e.g., supermarket, discount department store, specialty stores, etc)
 - Car parking (if applicable).
- 3 Details of any other (non-retail) component where applicable, including office floorspace, entertainment uses, residential component, etc.
- 4 An economic impact report (or retail economic assessment) is required for major new retail developments (at the discretion of Council), but generally comprising those proposals involving the development of a new centre, or the provision of a key major tenant such as supermarket, etc. The report should provide the following information:
- Supporting evidence of retail demand
 - Assessment of any potential impact on existing or planned (i.e. approved) retail facilities
 - Impact the proposed development would likely have on the role of the centre and the wider activity centre hierarchy
 - Description of anticipated benefits to the community (measurable and non-measurable)
 - Estimated contribution to employment (in both construction and retail operation), and noting the indirect flows (although these generally accrue to a wide area, including the State and national economies)
 - Overall contribution to net community benefit.

Section 9.3 elaborates further on the above.

- 5 Council will decide on the extent of the supporting economic impact information required from the applicant on the basis of the size of the retail floorspace component for which approval is being sought. A brief statement may be sufficient for a small retail development (at the discretion of Council, say, up to 4,000 m², and depending on the place in the hierarchy of centres). Council would require a more detailed economic assessment if proposals involve the development of a major shopping facility. Prospective developers should discuss their proposals with Council officers prior to formal submission of a Planning Permit Application or rezoning request so that the extent of supporting information required by Council can be ascertained. Council reserves the right to request additional information on economic impact from the applicant, if required.
- 6 The proposal should be accompanied by an analysis of the development in the context of relevant planning policies, including State and Local Planning Policies.

9.3 Considerations to be Addressed for Major Retail Development Applications

The following considerations are provided as guidance in assessing applications for major retail developments in Latrobe City. These considerations are provided also as guidance to

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proponents in terms of the level of information required to support development applications. The level of information required to support an application will be at the discretion of Council.

Retail Economic Assessment

The application/proposal must show a need or demand for new or expanded retail floorspace provision to serve the catchment. This may involve:

- Identification of a trade area or catchment served by the proposal, including current and forecast population and retail spending growth.
- Analysis of the extent to which the proposal would be expected to draw trade from beyond the catchment, or from passing trade.
- Indication of the existing supply of retail floorspace serving the catchment, including existing and proposed competing centres.
- Overview of any other proposals for new or expanded retail development in the catchment or beyond, which could have an effect on the viability of what is presently proposed.
- Indicate the main features of the existing hierarchy of centres which serve the catchment and show where the proposed new or expanded retail provision would fit within this hierarchy.
- Provide evidence as to whether the existing supply of retail floorspace is or is not adequate to meet existing and foreseeable demand levels (say, over the next five to ten years).
- Indicate whether any retail gaps exist in merchandise/services which the proposal will fill.
- Provide details as to the existing level of vacant retail premises in the catchment and in any other affected centres, and assess whether these premises are suitable to accommodate modern retail needs.
- Indicate the level of sales at the proposed development and the extent to which sales would be captured from within the catchment and beyond.
- Prepare an analysis of the effect on total retail sales levels (expressed in dollars and as a percentage of total sales) at existing retail facilities if the proposal for new retail floorspace is approved.
- Show how the trading performance of existing facilities would be affected by the introduction of additional retail floorspace.
- Show the extent to which the proposal is expected to lead to an overall improved provision of retail facilities to the catchment, and especially with consideration given to any adverse trading impacts on existing centres.
- Prepare an analysis of the employment impact of the proposed new or expanded retail facilities, including the potential loss in employment at centres negatively impacted by the proposal.

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The retail economic assessment (or economic impact assessment) should outline all assumptions used in the analysis. The report should be able to be read and understood by non-economists.

Urban Design Issues

- The application must meet planning, design and other requirements specified in the planning scheme or in other approved planning policy documents.
- The planning application must include – where requested by Council – an assessment of the proposed development in the context of relevant urban design policies.

Net Community Benefit

The planning application must provide an indication of the development proposal's contribution to Net Community Benefit (NCB) in terms of:

- Employment generation (or loss) during construction and operation.
- Impact on retail choice and availability of goods and services.
- Impact on overall levels of vibrancy and sustainability.
- Contribution to levels of public transport use.
- Contribution to liveability, social interaction and other community-related goals.

The application must specify how the proposed development contributes to NCB, including consideration of the following factors:

- Potential positive factors, including increased choice in retail goods and services available to the community, increased retail competition, retention of a share of escape spending, increased employment and multiplier effects, etc; and
- Potential negative factors, including loss of sales at existing shops/centres, loss of employment, possible business closures, possible vacant shops, possible multiplier effects associated with these potential negative outcomes, etc.

For larger projects, as determined by Council, the proposal must also consider non-retail impacts such as traffic circulation and parking demand, environmental effects on adjoining activities, local character and amenity impacts.

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10 MONITORING AND REVIEW

An important part of the implementation process for Latrobe Retail Strategy is to ensure that it remains relevant as circumstances change and as new opportunities arise.

Monitoring will assess how the Strategy is performing and whether or not changes are warranted as a result of new and emerging trends.

Monitoring also enables Council and the community to judge how well and efficiently the Strategy is being implemented. It is important, however, that speed of implementation should not be the sole criterion for success. Most communities seek good quality outcomes and, with a little patience, will be pleased to see on-the-ground results which ensure viable activities and attractive, competitive retail centres.

Council must ensure, therefore, that the Strategy is monitored and reviewed on a regular basis. Some indicators of progress can be readily assessed on an annual basis, while other indicators can be assessed over a longer period, or sooner if important changes are identified in the marketplace.

Indicators for monitoring and review purposes are listed in Table 10.1. These indicators are based on readily available and relatively inexpensive data, including official data sources, Council planning approvals and commencements data, land use and floorspace surveys, and reference to consultant reports.

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Table 10.1: Indicators for the Monitoring and Review Process

Indicator (indicative timing)	Source	Comment
1. Activity Centre Floorspace (3-7 years, dependant on the extent of development and change)	Land use and floorspace surveys	Implement retail/commercial floorspace survey in order to allow an up-to-date estimate of total floorspace and the mix of retail/office activities. The floorspace survey presented in the Retail Strategy will serve as the base-year survey. Alternatively, Council planning and approvals data could be added to the floorspace data presented in this Strategy.
2. In-centre surveys (1-2 years)	In-centre surveys	Undertake a series of short in-centre surveys in the Latrobe City's higher-order centres of businesses and customers on a regular basis (e.g. every one or two years). The survey could cover issues such as the local community's views on the centre, changes in people's perception of the centre as a place to visit, views on competing centres, issues they identify and actions that need doing, trends in employment levels, etc. The surveys would be a helpful reference point in assessing potential impacts of the initiatives contained in the Strategy.
3. Property development proposals and projects (ongoing)	Council records	Track development applications, proposals, and completions through Council data.
4. Retail trading performance (ongoing)	Consultant reports; Property Council; industry liaison	Especially track official sources of data. Note numbers of new or expanded businesses and estimate of new jobs on an annual basis.
5. Increased floorspace and value of buildings and works (ongoing)	Council and ABS data for planning and building approvals, and building completions	This measure uses regular and up-to-date data, and is therefore very useful.
6. Vacancy rates for retail and commercial floorspace and/or tenancies (2-3 years)	Land use and floorspace surveys	Can be undertaken at any time. As a guideline, the acceptable retail floorspace vacancy rates average around 5-7% of total retail floorspace for street-based centres. Vacancy rates provide a useful measure of the general health of a centre.
7. Changes in property values and rates (annually)	Council rate records; property industry	Useful indicator, especially as a relative indicator (e.g. different rate valuations for different centres).
8. Viewpoints on health of centres as expressed by those in property, real estate, retailing, and in other relevant industry sectors (ongoing)	Regular contact with real estate agents, property owners, developers, retail industry, other businesses, business associations, and the wider community.	Possible annual forum organised by Council at a venue for information exchange between property and retail industry, local traders, other businesses and stakeholders, Council and other community representatives.

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9. Business confidence surveys (annually)	Survey completed by businesses	Conduct business confidence surveys for businesses in centres. The survey can track level of sales levels (higher or lower than 12 months ago), future sales expectations (in 12 months), employment levels, identification of issues/threats, etc.
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Source: Essential Economics Pty Ltd

Latrobe Planning Scheme Amendment C119 (Latrobe City Retail Strategy)**Post Exhibition Changes Table**

16 March 2020

ITEM	WHAT IS THE CHANGE?	WHAT IS THE REASON FOR THE CHANGE?	POST EXHIBITION CHANGE	RELATED SUBMISSION
Clause 21.02-5 Activity Centres				
1	Amend paragraph 3 from 'can be' to 'could be' <i>accommodated almost entirely within existing commercially zoned areas.</i>	Improved clarity in interpretation of existing commercially zoned areas potentially being able to accommodate future retail demand needs.	<input checked="" type="checkbox"/>	N/A
Clause 21.09 Local Areas				
2	Update Clause 21.09-1 to reference Town Centres as Primary Activity Centres, Neighbourhood Activity Centres or Local Activity Centres.	To provide consistent terminology.	<input checked="" type="checkbox"/>	Submission 1
Latrobe City Retail Strategy – Background Report 2019				
3	Amend Table 7.1 to reference two major supermarkets in Churchill and correctly reference Richie's Supa IGA and Ritchie's Mitre Ten as anchor tenants.	To provide correct data.	<input checked="" type="checkbox"/>	Submission 1
Latrobe City Retail Strategy – Strategy and Implementation Plan 2019				
4	Amend Table 5.1 to reference two major supermarkets in Churchill and correctly reference Richie's Supa IGA and Ritchie's Mitre Ten as anchor tenants.	To provide correct data.	<input checked="" type="checkbox"/>	Submission 1

Agenda Item: 14.2

**Agenda Item: Wind Energy Facilities and Infrastructure Policy 2011
& Gaming Planning Control Policy 2011**

Sponsor: Manager, Regional City Planning

Council Plan Objective: Ensure Council operates openly, transparently and responsibly.

Status: For Decision

MOTION

Moved: Cr Middlemiss

Seconded: Cr White

That Council resolves to revoke the *Wind Energy Facilities and Infrastructure Policy (2011)*.

CARRIED UNANIMOUSLY

Cr Darrell White left the meeting, the time being 06:16PM.

Cr Darrell White returned to the meeting, the time being 06:18PM.

MOTION

Moved: Cr McFarlane

Seconded: Cr O'Callaghan

That Council resolves to revoke the *Gaming Planning Control Policy (2011)*.

CARRIED UNANIMOUSLY

Executive Summary:

At the Ordinary Council Meeting on 7 February 2011, Council revoked all policies current at that time, and adopted the *2009-2012 Policy Manual*. The Manual is a long standing document which sets out the policies which Council has adopted.

Policies are reviewed as required to ensure that they reflect the direction of Council and that they accord with any legislative requirements. Included within the Manual are two Policies which require a review (attachment 1 and attachment 3); the *Wind Energy Facilities and Infrastructure Policy (2011)* and the *Gaming Planning Control Policy (2011)*. Due to the outdated nature of the two policies including current legislative and State Government guidance, it is not considered the policies provide

value added benefit in the assessment of the merits of planning projects.

Any changes to the policies require a resolution of Council.

Background:

Policy 1: *Wind Energy Facilities and Infrastructure Policy (2011)*.

The *Wind Energy Facilities and Infrastructure Policy (2011)* sought to ensure that such developments were located in a manner that considers and protects the diverse characteristics and values of the City, whilst meeting the need to facilitate the expansion of renewable energy options in the State. See Attachment 1 for a copy of the *Wind Energy Facilities and Infrastructure Policy (2011)*.

Outdated Policy

The *Wind Energy Facilities and Infrastructure Policy (2011)* has become outdated since it was first created, due to changing government policies on renewable energy.

Reflective of this changing space, the Minister for Planning has been active in updating planning policy, through 10 state wide Planning Scheme Amendments. These were issued within the last 5 years and made changes to the Planning Scheme and how Wind Energy Facilities are assessed.

Due to numerous changes in planning policy since the creation of the policy nine years ago, the policy is now out of date. A summary of state wide Planning Scheme Amendments (VC Amendments) made over the last 5 years is available within Attachment 2.

Within Latrobe, there is currently pre planning discussions and consultation regarding a Wind Energy Facility which has been titled the Delburn Wind Farm which proposes 33 wind turbines. The majority of the proposed turbines are to be located within the Latrobe City municipal boundary.

Given the outdated Policy, government focus on renewables, and proposed Delburn Wind Farm, there is opportunity to review the adopted Council Policy on Wind Energy Facilities, and ensure consistency with current government policy.

A summary of outdated sections of the Policy include:

- 'Decision Guidelines' present an incorrect list of what are current decision guidelines within the Latrobe Planning Scheme.
- The Policy is inconsistent with restrictions in the Latrobe Planning Scheme at Clause 52.32, which prohibits "*All land within five kilometres of a residential zone, an industrial zone, a business zone or a special purpose zone in the urban areas of Moe, Morwell and Traralgon.*"
- The '*Development of Wind Energy Facilities in Victoria*' (State Government, March 2019) policy guidelines inform planning decisions and covers similar themes surrounding environmental concerns that Latrobe's 2011 Policy does.

- The Policy refers to the previous 2007-2011 Council Plan objectives and strategies.

Current Planning Scheme Regulations

The Planning Scheme defines a wind energy facility as:

Land used to generate electricity by wind force. It includes land used for:

- a) Any turbine, building or other structure or thing used in or in connection with the generation of electricity by wind force.*
- b) An anemometer.*

The Planning Scheme provides guidance on Wind Energy Facilities through local policy at Clause 19.01-2s (Renewable energy) and Clause 52.32 (Wind Energy Facility) which specifies that a planning permit is required for the use and development.

The Department of Environment, Land, Water and Planning (DELWP) provide Policy and Planning guidelines on the development of Wind Energy Facilities in Victoria. These guidelines provide advice to inform planning decisions about a Wind Energy Facility proposal. The guidelines also provide advice about locations in the State that are not appropriate for Wind Energy Facilities. They provide a framework to ensure proposals for Wind Energy Facilities are thoroughly assessed, including other considerations and approvals required in the process.

If Council was to strategically plan for sites that should be prohibited from Wind Energy Facilities, outside of those specified in the Schedule to Clause 52.23, this would need to be undertaken through an Amendment to the Latrobe Planning Scheme. This would require strategic justification (further work) which is currently not budgeted or planning for within Strategic Planning's budget. A Planning Scheme Amendment would take at least 12-18 months after the further work has been prepared.

It is noted that Council could also consider forming a Council position in relation to Wind Energy Facilities.

Policy 2: Gaming Planning Control Policy (2011).

The *Gaming Planning Control Policy (2011)* provides guidance to Council and delegated officers in considering applications to install gaming machines in appropriate venues. The primary goal is to prevent adverse effects on adjoining or nearby properties, particularly residential properties and ensure that the proposed premises will have adequate facilities.

See Attachment 3 for a copy of the *Gaming Planning Control Policy (2011)*.

The Latrobe Planning Scheme provides adequate guidance on Gaming within Clause 52.28. It specifies that a planning permit is required to use or install a gaming machine, unless the gaming machine is in an approved venue under the *Gambling*

Regulations Act 2003, and the maximum number of gaming machines for the approved venue is not exceeded.

The Schedule to Clause 52.28 lists shopping complexes where gaming machines are prohibited in Latrobe, which includes:

- Mid Valley Shopping Centre, Morwell
- Stockland Shopping Centre, Traralgon
- Hazelwood Village Shopping Centre, Churchill
- Churchill Shopping Centre, Churchill
- Purvis Plaza, Moe
- George Street Plaza, Morwell

Currently the Schedule does not specify any shopping strips where gaming machines are prohibited in Latrobe. If Council was to strategically plan for shopping strips that should be prohibited from containing gaming machines, this work could be undertaken through an Amendment to the Latrobe Planning Scheme. This would require strategic justification (further work) which is currently not budgeted or planning for within Strategic Planning's budget. A Planning Scheme Amendment would take at least 12-18 months after the further work has been prepared.

Outdated Policy

The *Gaming Planning Control Policy (2011)* has become outdated since it was first created, due to gradual changes to Planning Scheme regulations.

A summary of outdated components of the Policy include:

- The Policy advises that a planning permit is not required for a gaming machine which exceeds 25% of the floor area of the premises where liquor may be consumed. This is outdated and does not match Clause 52.28, and the *Gambling Regulations Act 2003* overrides this requirement.
- The Policy states that Council will not oppose a gaming machine if it is ancillary to the primary use of the premises. This is a blanket statement that is not likely to reflect the appropriateness of each proposal.
- The Victorian Commission for Gambling and Liquor Regulations specifies caps on the number of gaming machine entitlements within a Local Government area. These changes came into effect 3 November 2017, and Latrobe is within a 'capped region' meaning no further gaming machine entitlements (522 gaming machine entitlements within Latrobe City) can be created unless one was to become vacant.
- The Policy specifies that all permits for gaming machines will have all existing planning permits and operations checked by the Development Approvals Unit and forwarded to Council for consideration. This team has since been renamed,

and a check of existing permits and referral to Council for decision may not always be necessary.

Options to progress the policies

It is proposed that Council proceed with option 1.

	Option	Consideration
1	Revocation of the <i>Wind Energy Facilities and Infrastructure Policy (2011)</i> and <i>Gaming Planning Control Policy (2011)</i> .	<ul style="list-style-type: none"> • There are existing state government guidelines or regulations that provide appropriate guidance or legislative requirements that have to be considered in any planning assessment of such projects. • This would remove the risk of having out of date policies as an official council position. • Current planning policy and government policy provide up to date guidance on Wind and Energy Facilities and Gaming proposals.
2	<ul style="list-style-type: none"> • Review Council Policies, and • Present updated Policies at Council for consideration, and • Adoption of new Policies, and • Revocation of existing Policies. 	<ul style="list-style-type: none"> • This would remove the risk of having out of date policies as an official council position. • This option would allow Council to consider and prepare a new policy to assist with the assessment on Wind Energy Facilities and Gaming Machines within Latrobe City. • Within the Latrobe Planning Scheme, the Policies are only a consideration under Clause 65.01 (Approval of an application or plan). The Policies sit within '<i>the matters set out in section 60 of the Act</i>'. • Within Section 60(g) of the Act, Council Policies sit within '<i>any other strategic plan, policy statement, code or guideline which has been adopted by a Minister, government department, public authority or municipal council.</i>' • The does not have as much

		<p>consideration on decision making and VCAT appeals, as Planning Policy or other Government legislation.</p> <ul style="list-style-type: none"> There is risk that the Policies could become outdated if further changes are made by the Victorian Government. This could mean that the Policies would need to be updated again to ensure consistency with Government policy.
3	Undertake no further action.	<ul style="list-style-type: none"> The Policies would remain Council's current position on Wind Energy Facilities and Gaming machines.

Issues:

Strategy Implications

The consideration and review of the Wind Energy Facilities Policy and Gaming Policy aligns with the following Objectives and Strategies of the *Council Plan 2017-2021*:

- Ensure Council operates openly, transparently and responsibly.*

Strategies:

- Develop projects that will enable the joining up of Latrobe City and reaffirm our position as a regional city.*
- Implement a town planning regime which facilitates appropriate urban growth, industry diversification, liveability and connectivity of Latrobe City.*

Communication

None required.

Financial Implications

There are no financial implications.

Risk Analysis

Identified risk	Risk likelihood*	Controls to manage risk
<p>Reputational Risk</p> <p>Media and Developers of Wind Energy Facilities or Gaming Machines may</p>	3	Removal of the policies as an 'adopted policy' of Council will resolve this risk.

<p>utilise the policies as the official view of Latrobe City Council.</p>		
<p>Reputational Risk</p> <p>The creation of a formal position of Council on Gaming and Wind Energy Facilities may not be fully consistent with State government policy.</p>	<p>3</p>	<p>Removal of the policies as an 'adopted policy' of Council, and replacement with a formal Council position would provide an opportunity to reflect any concerns of the community, beyond planning considerations alone. Whilst this may or may not be fully consistent with State government policy, Council, or their delegates must have regard to any Council position in its considerations of any relevant planning permit matter.</p>
<p>Legal/Regulatory Risk</p> <p>The <i>Wind Energy Facilities and Infrastructure Policy</i> and <i>Gaming Policy</i> hold little weight in planning decision making and appeals. Therefore, it is not reliable as a tool in decision making. In addition, they are inconsistent with the Latrobe Planning Scheme.</p>	<p>3</p>	<p>Removal of the policies as an 'adopted policy' of Council will resolve this risk.</p>

* Inherent likelihood ratings: 1 (Rare); 2 (Unlikely); 3 (Possible); 4 (Likely); 5 (Almost Certain)

Legal and Compliance

Nil.

Community Implications

The policies would be confusing to the public as they are not consistent with current Planning Scheme and State Government Guidelines.

Environmental Implications

Until a preferred option going forward is identified, it is considered that there are no significant environmental implications.

Consultation

1. No engagement;

Declaration of Interests:

The General Manager Regional City Growth & Investment declared an indirect conflict of interest under section 78 of the Local Government Act 1989. In order to ensure unbiased advice to Council, the General Manager Regional City Growth & Investment was not involved in the preparation of this report.

Attachments

- 1 [↓](#). Wind Energy Facilities Policy
- 2 [↓](#). VC Planning Scheme Amendments
- 3 [↓](#). Gaming Planning Control Policy

14.2

Wind Energy Facilities and Infrastructure Policy 2011 & Gaming Planning Control Policy 2011

1	Wind Energy Facilities Policy	303
2	VC Planning Scheme Amendments	308
3	Gaming Planning Control Policy	309

Document Name: **Wind Energy Facilities and Infrastructure Policy** **11 POL-3**

Adopted by Council: **7 February 2011**

Policy Goals

Latrobe City has been identified as containing areas potentially suitable for the limited development of Wind Energy Facilities and Infrastructure. This policy seeks to ensure that such development is located in a manner that considers and protects the diverse characteristics and values of the City, whilst meeting the need to facilitate the expansion of renewable energy options in the State.

This policy:

- Builds on State Planning Policy Framework Clause 15.14, which relates to the promotion of renewable energy, with consideration of appropriate siting and design principles.
- Advances Clause 52.32 of the Victorian Planning Provisions and the wind energy decision guidelines by providing policy in a local context.
- Incorporates Latrobe City's key corporate planning tools, especially the Latrobe 2026 themes of sustainability and liveability as they impact on land use planning decisions for wind energy facilities.

Relationship to Latrobe 2026 & Council Plan

This policy relates to the following Strategic Objectives contained within Latrobe 2026: The Community Vision for Latrobe Valley and the Council Plan:-

Natural Environment

Latrobe 2026:

In 2026, Latrobe Valley enjoys a beautiful natural environment that is managed and protected with respect, to ensure a lasting legacy for future generations.

Council Plan:

- Collaborate with stakeholders to progress environmental sustainability initiatives aimed at reducing environmental impacts.
- Ensure environmental sustainability principles are integrated with the Local Planning Policy Framework.
- Encourage industry sustainability through practices that maintain natural environmental assets across the municipality.
- Enhance biodiversity conservation through the protection and management of remnant native vegetation and revegetation.
- Encourage the reduction of greenhouse gas emissions generated in Latrobe City, by supporting energy saving initiatives and energy efficient developments in the community.
- Promote greater awareness of climate change to support the adaptability of the community to the impacts arising from climate change.

Built Environment

Latrobe 2026:

In 2026, Latrobe Valley benefits from a well planned built environment that is complimentary to its surroundings, and which provides for a connected and inclusive community.

Council Plan:

- Ensure proposed developments enhance the liveability of Latrobe City, and provide for a more sustainable community.
- Ensure proposed developments and open space areas are complementary to their surrounds.
- Encourage environmentally sustainable design principles, including water sensitive urban design in proposed public and private developments.
- Protect public and private infrastructure against disaster, deterioration and pests through the application of appropriate building and planning controls.
- Ensure the Local Planning Policy Framework is reviewed in accordance with legislative requirements, and updated regularly to reflect community aspirations and growth.

Economy

Latrobe 2026:

In 2026, Latrobe Valley has a strong and diverse economy built on innovative and sustainable enterprise. The vibrant business centre of Gippsland contributes to the regional and broader economies, whilst providing opportunities and prosperity for our local community.

Council Plan:

- Promote and support the development of existing and new infrastructure to enhance the social and economic well-being of the municipality.
- Ensure well planned infrastructure that enhances the marketability of the municipality to industries, residents and investors.
- Conduct focussed feasibility studies to determine potential major public infrastructure with significant economic benefits.
- Strengthen the economic sustainability of the region by actively encouraging partnerships with other local governments, industry and with community agencies.

Policy Objectives

Sustainability

- To ensure consistency with Latrobe 2026 and it's strategic objective of promoting responsible and sustainable care for the natural and built environment.
- To ensure that the effect that proposed wind energy facilities and infrastructure may have on biodiversity values of Latrobe City are fully assessed and taken into consideration in the decision making process.
- To take responsibility for the City's external environmental impacts, particularly its contribution to global environmental issues and recognise that the City's suitability for wind generation provides a state and national resource.
- To ensure that development of wind energy facilities and infrastructure provide appropriate buffering from incompatible uses, including residential dwellings and sensitive uses.

Liveability

- To locate wind energy facilities and infrastructure in areas with low density settlement patterns and in areas already dominated by existing fossil fuel infrastructure and ensure appropriate buffering between the facility and productive agricultural land, identified brown coal reserves or residential dwellings.
- To ensure that the unique physical and built landscape characteristics of the City are preserved and any assessment of wind energy facilities and infrastructure recognises the cultural attachment to the landscape values held by the community, both within the City and within the State. The importance of landscape is defined in a range of documents including the Municipal Strategic Statement, Latrobe 2026 and Latrobe Council Plan 2007 – 2011.
- To ensure that the associated infrastructure, particularly the connection from the site to the state electricity grid does not result in detrimental visual amenity or landscape impacts.
- To ensure that the community and community facilities are not adversely affected by the establishment and operation of wind energy facilities and infrastructure.

Economic

- To ensure that the development of wind energy facilities and infrastructure supports the ongoing use of rural land for rural purposes.
- To ensure that the output of productive agricultural land is not compromised by wind energy facilities and infrastructure.
- To ensure that development of wind energy facilities does not compromise the existing location of known brown coal reserves and fossil fuel energy producing infrastructure.
- To ensure that the location and establishment of wind energy facilities and infrastructure does not result in a negative commercial impact to the local economy.

Policy Strategies*Sustainability*

It is policy to:

- Maintain the beauty, tranquillity and biodiversity of the natural environment.
- Support sustainable energy generation in locations with minimal negative impact on the physical environment.
- Encourage the co-location of wind energy facilities and infrastructure.
- Assess the removal of native vegetation associated with proposed wind energy infrastructure and facilities against Victoria's Native Vegetation Framework.

It is policy that proposals are assessed against the following criteria:

- All wind turbines are appropriately located away from existing residential dwellings on properties not included in the development site.
- Mechanisms that will facilitate a positive environmental return to the City's residents in the form of environmental rehabilitation to provide a local benefit as well as a global benefit.

-
- Support the location of proposed wind energy facilities and infrastructure to be co-located with existing energy generating facilities and infrastructure, as a means of reducing visual impact.
 - Consider the appropriateness of the removal of significant native vegetation against the need to facilitate wind energy facilities and infrastructure.

Liveability

It is policy to:

- Discourage wind energy facilities and infrastructure that intrude on the visual amenity of the major landforms of the City when viewed from Road Zones.
- Discourage wind energy facilities and infrastructure where the development compromises known heritage places.
- Discourage wind energy facilities and infrastructure to be located at gateways to the City.
- Assess any new application for a wind energy facility and infrastructure in concert with any existing or approved development for the same use and the cumulative impact of all known proposals.
- Assess the noise impact during construction and operation of wind energy facilities and infrastructure and proposed protocols for any noise complaints.

It is policy that proposals are assessed against the following criteria:

- Location of transmission infrastructure underground from the site to the electricity grid does not intrude on areas of significant vegetation and is located in existing corridors where possible.
- Internal access roads be surfaced to suppress dust and minimise visual impact.
- The location against existing residences and sensitive uses.

Economic

It is policy to:

- Encourage development of wind energy facilities and infrastructure in rural areas where this development is demonstrated to support the long term viability of rural production or on land that already houses fossil fuel infrastructure.
- Discourage development of wind energy facilities and infrastructure in areas of existing tourism activity unless such development is complementary to the existing tourism operations.

It is policy that proposals are assessed against the following criteria:

- Co-location of wind energy facilities and infrastructure in areas already occupied by fossil fuel energy infrastructure.
- Ease of access to the state electrical grid network.
- Impact of wind energy facilities and infrastructure on existing tourism and other areas of economic significance to the local economy.

Application Requirements

The application requirements contained in Clause 52.32 Wind Energy Facilities apply to this policy.

Decision Guidelines

It is policy that the responsible authority considers where relevant:

- State Planning Policy and applicable planning guidelines and provisions including -
 - Policy and planning guidelines for development of wind energy facilities in Victoria, Sustainable Energy Authority Victoria, May 2003.
 - Model permit conditions for wind energy facilities, DPCD February 2009.
- The quality of the receiving environment and presence of locally significant flora and fauna.
- The findings, recommendations and actions of Latrobe Shire Landscape Master Plan May 1997.
- The findings of any EES and panel report on either the proposed development or other wind energy facility developments.
- The settlement pattern, impact on existing dwellings and buffer distances between turbines and dwellings.
- View lines to significant landscape features within the City.
- Infrastructure required to connect the development to the state electricity grid and facilitate the maintenance of the site.
- The economic impacts of the development, both directly and indirectly and including the impact on tourism in the locality.

This policy has been reviewed after giving proper consideration to all the rights contained within the *Charter of Human Rights and Responsibilities Act 2006*; and any reasonable limitation to human rights can be demonstrably justified.

Signed : _____
Chief Executive Officer

Date : 08/02/2011.

Victorian Wide Planning Scheme Amendments relating to wind energy facilities

	Amendment	Gazettal	Changes
1	VC124	2 April 2015	<ul style="list-style-type: none"> • Minister for Planning becomes responsible authority for all new wind farm planning permit applications. • Reduces distance between a turbine and dwelling from 2km to 1km with landowners consent.
2	VC125	11 June 2015	<ul style="list-style-type: none"> • Wind energy facility definition changed in Planning Scheme.
3	VC107	26 November 2015	<ul style="list-style-type: none"> • Wind energy facility definition changed in Planning Scheme.
4	VC126	28 January 2016	<ul style="list-style-type: none"> • Reduces the time required to decide an application to make changes to approved wind energy facilities. • Updates guidelines and deletes reference to the outdated Renewable Energy Action Plan 2006.
5	VC130	4 July 2016	<ul style="list-style-type: none"> • Removed the exemption from Clause 52.32-8 and restored the panel hearing process where submissions are received regarding relevant permit amendment applications.
6	VC149	4 October 2018	<ul style="list-style-type: none"> • Strengthens the planning provisions for noise assessments of wind energy facilities; <ul style="list-style-type: none"> ○ Insert mandatory requirements into Clause 52.32 (Wind energy facility) for the provision of noise assessments demonstrating compliance with the New Zealand Standard NZS6808:2010, Acoustics – Wind Farm Noise, along with statutory environmental audits of these assessments undertaken by an Environment Protection Authority (EPA) appointed environmental auditor.
7	VC148	31 July 2018	<ul style="list-style-type: none"> • Formatting changes as per Smart Planning Program.
8	VC157	15 March 2019	<ul style="list-style-type: none"> • Requirement for planning approval for power lines to connect new large-scale electricity generation facilities to the electricity network.
9	VC159	8 August 2019	<ul style="list-style-type: none"> • Amending the definition of 'utility installation' to include transmit, distribute or store power, including battery storage.
10	VC161	17 September 2019	<ul style="list-style-type: none"> • Specified the Minister for Planning as the responsible authority for renewable energy facilities and associated utility infrastructure to reduce burden on councils and provide for consistent decision-making.

Document Name: **Gaming Planning Control Policy**

11 POL-4

Adopted by Council: **7 February 2011**

Policy Goals

The purpose of this Gaming Planning Control Policy is to provide guidance for Council and delegated officers in considering applications to install gaming machines in appropriate venues. The prime issue is to prevent adverse effects on adjoining or nearby properties, particularly residential properties and ensure that the proposed premises have adequate facilities.

The Council considers gaming to be an important social issue in the Latrobe Valley, which needs to be understood and overseen by Council.

Relationship to Latrobe 2026 & Council Plan

This policy relates to the following Strategic Objectives contained within Latrobe 2026: The Community Vision for Latrobe Valley and the Council Plan:-

Built Environment

Latrobe 2026:

In 2026, Latrobe Valley benefits from a well planned built environment that is complementary to its surroundings and which provides for a connected and inclusive community.

Council Plan:

- Ensure proposed developments enhance the liveability of Latrobe City, and provide for a more sustainable community.
- Ensure proposed developments and open space areas are complimentary to their surrounds.
- Ensure the Local Planning Policy Framework is reviewed in accordance with legislative requirements, and updated regularly to reflect community aspirations and growth.

Policy Implementation

1. Special Considerations

- 1.1 A planning permit is not required for gaming machines provided that the use complies with the Planning Scheme and is ancillary to another use of the land. As a general principal Council will make a submission to the Office of Gaming on any proposal to increase the number of gaming machines in any venue.

-
- 1.2 A planning permit is only required where the restricted area for gaming machines exceeds 25% of the floor area of the premises where liquor may be consumed.
 - 1.3 Whilst Council will not seek to unreasonably refuse any application for an increase in gaming machines which complies with the relevant planning scheme and legislative requirements it will evaluate each application on its merits having regard to issues such as:
 - proximity to residential areas
 - management and security arrangements for the minimisation of nuisance of patrons arriving and leaving the premises
 - adequacy of car parking provision
 - principals of the Latrobe City Gaming Charter

2. General Considerations

- 2.1 Gaming machines will not be opposed if they are ancillary to the primary use of the premises and in accordance with the provisions of the planning scheme.
- 2.2 All planning permit applications to install gaming machines referred to Council must have the premises existing planning permits and operations checked by the Development Approvals Unit and forward to Council for consideration. The Council will not delegate decisions on gaming machines applications to any officer.
- 2.3 Where the proposed application does not meet planning criteria or may cause detriment to the area, the Office of Gaming will be notified that Council wishes to make a submission.
- 2.4 Any objection lodged with the Casino and Gaming Authority must be reported to the next meeting of Council for further consideration.

This policy has been reviewed after giving proper consideration to all the rights contained within the *Charter of Human Rights and Responsibilities Act 2006*; and any reasonable limitation to human rights can be demonstrably justified.

Signed : _____
Chief Executive Officer

Date : 08/02/2011.

ASSETS AND PRESENTATION

15. ASSETS AND PRESENTATION

Agenda Item: 15.1

Agenda Item: Australian Government's Drought Program application

Sponsor: General Manager, Assets and Presentation

Council Plan Objective: Improve the amenity and accessibility of Council services.

Status: For Decision

MOTION

Moved: Cr O'Callaghan

Seconded: Cr Harriman

That Council endorses the following projects to be submitted for funding to the Australian Government's Drought Communities Program:

- **Flynn Hall – Hall project Stage 2 and other infrastructure improvements**
- **Glengarry Township - Mechanics Institute Hall, Rail Trail, and Fred King Oval Infrastructure Improvements**
- **Toongabbie Mechanics Institute Hall and Pedestrian and Drainage Improvements**

CARRIED UNANIMOUSLY

Executive Summary:

The Australian Government's Drought Communities Program was announced on 19 August 2018 to support communities impacted by drought by providing an immediate economic stimulus. Six projects endorsed by Council for the first round of funding were approved by the funding assessment agency in January 2020. Council officers are now working to deliver these.

A further funding round (Round 2) was announced in November 2019 with the projects to be completed 1 December 2020. Council has again been invited to apply for the grant of up to \$1 million.

Subject to endorsement by Council, the application for funding will be finalised following more detailed investigation of the projects' viability and where possible, engagement and refinement with community involved.

The following table has the list of projects identified by

Proposed Drought Communities Program Projects	
1	<p>Flynn Hall and Reserve - Stage 2 projects</p> <ul style="list-style-type: none"> • Ancillary works to augment the new hall constructed as part of the first round of Drought relief funding • To upgrade the tennis courts and refurbish or replace the public toilets within the Flynn Reserve
2	<p>Glengarry Township Improvements and Mechanics Institute Upgrade</p> <ul style="list-style-type: none"> • Construct and seal the existing carpark within the DELWP managed land, and to develop the area south for overflow parking • Strengthen and seal the track on the east side of the Fred King Oval • Undertake condition related refurbishments to the hall generally (e.g. kitchen and siding), and to install sound attenuating materials and an audio system to the main hall • General refurbishment to the Rail Trail Station and surrounding infrastructure as remaining funding allows
3	<p>Toongabbie Township – Hall and connectivity improvements</p> <ul style="list-style-type: none"> • Various improvements to the Mechanics Institute Hall, and as funding allows, to also improve paths generally in the area and revitalise the wetlands and other drainage in the township.

Background:

The Australian Government’s Drought Communities Program was announced on 19 August 2018. The purpose of the program is to support communities impacted by drought by providing an immediate economic stimulus. Each eligible Council can receive funding for projects up to a total of \$1 million.

Direct relief to farming families affected by the drought is a state responsibility and funded through different avenues.

The original program announced in 2018, was extended in March 2019 and included Latrobe City Council. In response to this first round of funding for which Latrobe City Council was eligible, Council officers engaged with the Victoria Farmers Federation to identify potential projects. This was shortlisted to 6 projects that were endorsed by Council at the 2 December 2019 Ordinary Council meeting. The subsequent application was approved by the funding assessment agency in January 2020, and Council Officers are now working to deliver the following projects.

- Flynn Community Hall - Replacement
- Tyers - Clubrooms Roof Replacement

- Toongabbie - Township Centre Improvements
- Yinnar & District Historical Society and Museum - storage facility
- Glengarry Hall - Renovations

A further round was announced November 2019 and Council has been again invited to apply for funding, with the projects to be completed 1 December 2020. There is again, \$1 million available in funding to stimulate the local economy particularly where affected by drought.

Due to the tight timeline between the November 2019 announcement and the delivery of the projects by 1 December 2020, Council officers have revisited the original list of projects, reengaged with the Victoria Farmers Federation, and added new projects that were identified through resident and community group interactions that met the funding criteria.

The project list has been focused on supporting the smaller townships in the farmland area, being Glengarry, Toongabbie, and Flynn townships, with community related infrastructure that would have a lasting benefit to the wellbeing of the community and to the economy.

Table 1 – Proposed Drought Relief November 2019 program projects

	Project Name/Location	Estimated cost
1	<p>Flynn Hall - Stage 2 projects</p> <ul style="list-style-type: none"> • Works to support the new hall and to improve the infrastructure and function of the reserve, such as: <ul style="list-style-type: none"> ○ Renewing the septic system – \$50,000 ○ Demolishing the existing hall – \$40,000 ○ Refurbishing the carpark and minor landscaping – \$50,000 ○ Refurbish or demolish and include the public toilets into the Stage 1 hall – \$30,000 ○ Upgrade the exiting tennis courts as funding allows – \$280,000 	\$ 450,000

	Project Name/Location	Estimated cost
2	Glengarry Township Improvements <ul style="list-style-type: none"> ● Strengthening and sealing of the carpark off Main Street in the Rail Trail crown land reserve - \$40,000 ● Construction of a gravel carpark south of the existing carpark off Main Street in the Rail Trail crown land reserve and minor infrastructure improvements to the station area - \$35,000 ● Further upgrades to the Glengarry Mechanics Institute building – potentially kitchen renovations and external siding refurbishment - \$100,000 ● Purchase and installation of Acoustic Panels and an Audio System for the Glengarry Mechanics Institute - \$90,000 ● Seal the east side of the Glengarry Fred King Oval surround track used daily by parents dropping and picking up children from the adjacent school \$35,000 	\$ 300,000
3	Toongabbie – Township Hall and Connectivity improvements <ul style="list-style-type: none"> ● Undertake heritage building preservation activities to the external area of the Toongabbie Mechanics Institute - \$50,000 ● Install heating to the main hall of the Toongabbie Mechanics Institute - \$70,000 ● Renew and upgrade the entrance to the Toongabbie Stadium - \$50,000 ● Improve the pedestrian paths in the township in the vicinity of the petrol station to the Mechanics Institute, and Victoria Street (potentially to the school) - \$80,000 	\$ 250,000
	Total	\$1,000,000

The budget estimates within Table 1 are of necessity, concept only. Discussion and analysis of the proposals will continue with the project delivery team. The application for the projects endorsed by Council will include more precise estimates and detail.

The budget allocations may change within Table 1 depending on the results of the further consultation and refinement and feedback from the Federal funding authority.

Issues:

Strategy Implications

The matters presented in this report are aligned with Objective 3 of the Council Plan 2017-2021 *Improve the liveability and connectedness of Latrobe City.*

Communication

Meetings have been held with local representatives of the Victorian Farmers Federation. The president of the Toongabbie Hall was contacted to identify potential projects but no contact with the hall committee itself was undertaken.

Additional communication was undertaken with several committees of the townships to identify potential projects between 17 February 2020 and 18 March 2020.

A communications strategy will be developed to be implemented upon advice being received from the Department of Infrastructure, Regional Development and Cities as to the outcome of the funding application.

Financial Implications

The total amount of funding available through this round of the Drought Communities Funding Program is \$1,000,000.

No Council contribution is required other than to organise and project manage the works.

Risk Analysis

Identified risk	Risk likelihood*	Controls to manage risk
Service Delivery Risk Projects are not implemented within the required timeframe.	Likely	Because it is highly unlikely that the funding will be withdrawn the Consequence is Minor and thus the Risk is Medium. There is no way to remove the risk and so all efforts will be made to commit the work as soon as practical.
Financial Risk Funding application is not supported.	Rare	As this is wholly grant funded and the projects are almost wholly on non-Council assets, the Consequence is Minor and thus the Risk is Low. Regardless of the low risk however, Officers will ensure that the submission is credible.
Reputational Risk Negative reaction to funding not going directly to farmers	Unlikely	Because of the grant guidelines limiting the application Council the Consequence would be Minor and thus the Risk is Low

Legal and Compliance

All projects will be compliant with relevant planning and building regulations and legislation.

Community Implications

In general the communities that will be subject to the infrastructure improvements will gain a benefit.

A perception may arise that the funding should be spent to assist drought affected farmers directly however, it needs to be communicated that the funding guidelines do not support this approach other than in specific cases.

Environmental Implications

The projects will result in significant improvements to the built environment, with negligible impact of the natural environment.

Consultation

The projects recommended for inclusion in Council's application to the Drought Communities Funding Program have been considered and endorsed by local representatives of the Victorian Farmers Federation.

Further engagement with relevant community based committees of management will be required prior to the implementation of the projects to ensure that they are designed as fit for purpose.

Declaration of Interests:

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Supporting Documents:

Nil

Attachments

1 [↓](#). List of projects considered

15.1

Australian Government's Drought Program application

1	List of projects considered	319
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Attachment 2 - Full list of shortlisted projects

Project Name/Location	Concept cost	Description
Music and Choir festival	\$\$\$\$	A proposal to undertake small choir events at several townships with local and regional choirs, supported by national level talent. The national level talent would then have a central concert at Traralgon
Flynn Hall - Stage 2	\$\$\$	Ancillary works around the new Flynn Hall building as necessary and as funding allows. Projects associated with the new hall include: paths, paving, refurbishing the carpark, demolishing the old hall and remediating the site as a carpark, install water tanks and refurbish the septic field. Improvements to the reserve including reconstructing at least 2 of the 4 courts, refurbishing the public toilet with new doors, new cisterns and pans, rendering the walls and potentially building a small storage area for the reserve/tennis courts.
Glengarry Rail Trail - Bridge deck surface upgrades	\$\$	The Rail Trail between Traralgon and Glengarry has 3 bridge decks (235m, 70m, and 70m) apparently are of plywood or particle board on the old sleepers. Proposal is to remove the decking and replace with a more suitable deck.
Glengarry Rail Trail - Seal north of Traralgon Maffra Rd	\$\$	The Rail Trail between Traralgon and Glengarry is stabilised gravel. The proposal is to rework the material and top up as necessary then to seal with spray seal, the section north of Traralgon Maffra Road to the winery driveway.
Glengarry Township - New carpark in DELWP reserve	\$	Construct new carpark south of the existing carpark in the DELWP reserve. Gravel only, with Bollards to define the area. Some shaping of surface but no drainage works
Glengarry Township - Seal Existing DELWP carpark	\$	Strengthen and seal the existing carpark in the DELWP reserve off Main Street
Glengarry Mechanics Institute Hall - Audio and Sound Attenuation	\$\$	To undertake some further renovations at the hall to improve the functionality, and to purchase and install audio equipment and acoustic panelling to
Glengarry - Golf course building improvements	\$	Renovate the golf club building
Extend Glengarry Rail Trail through Traralgon East	\$\$\$\$\$	The Rail Trail ends at Traralgon Maffra Road at Marshalls Road. The project is to either improve the existing bike path through the suburbs or perhaps build a new path along Traralgon Maffra Road to Princes Highway.

Glengarry Seal track around Glengarry Oval	\$\$\$	To strengthen and seal a 4m to 5m strip around the oval.
Glengarry Township - Close track in DELWP reserve	\$	The track at the rear of the kindy etc. within the DELWP reserve attracts rat running. Proposal is to build a small turnaround and to block the thoroughfare with bollards.
Signs: Jumbuck Rd J'lang; Yinnar/ Boolarra at Strzelecki Hwy	\$	No definition provided
Waterhole Creek Morwell rehabilitation	\$\$\$	Recent studies of the waterway shows that the vegetation has been very severely impacted by Council's tenant's stock. The project would re-establish the riparian zone with plants and erect a better fence to keep stock out.
Newborough Hall DDA compliance upgrade	\$\$	This project would construct a path to the main entrance and widen the other side entrance to improve access to the building by people with disabilities. Further works within the building would be undertaken to improve DDA compliance.
Toongabbie Mechanics Institute Heating and upgrade	\$\$	Footpath removal and siding replacement. Heating to main hall
	\$	
Renew and upgrade entrance to Toongabbie Stadium	\$	No definition provided
Toongabbie Pedestrian improvements	\$\$\$	Toongabbie does not have well developed pedestrian network and all of the paths are in gravel. This project would build concrete paths radiating out from the intersection of Cowan and Victoria (where the only commercial business is).
Seal oval surround track at Toongabbie Oval	\$\$\$\$	Construct and seal a roadway around the oval east of Toongabbie. Assumed 5m wide with either hotmix or spray seal
Toongabbie - seal shoulders on RRV road	\$\$\$	Tyers township is bisected by Main Street - an RRV road. The shoulders are gravel and do not support bicycling or offer a safe option (where there is no path). This project is to seal the shoulders in the area of the township to support this activity
Toongabbie - Entrance warning sign at CFA	\$\$	This project would install a variable message board style permanent sign near the CFA building to advise motorists heading east of Toongabbie of emergency service messages
Traralgon South - Stairs on Steep section of shared	\$\$	The shared path north of Traralgon South goes through a creek valley and in part is quite steep. This project would

path		install steps on approximately 65m of the path with a handrail and a cycle strip.
Traralgon South - Seal 400m Shared Path	\$\$	The shared path within the township is of a stabilised gravel and the residents have requested it be upgraded. This project would rework the existing path and seal the most heavily used portion of the path near the township.
Tyers township - Streetscape and footpath upgrade	\$\$\$	This project would install kerb and gutter along a section of Main Street, and additional footpath to improve the appearance and pedestrian connectivity.
Tyers town entrance statement	\$\$	The signage and minor landscaping would create a better sense of place to the township and remind motorists entering that they are not on a highway but travelling through a township.
Yallourn North - carpark improvements	\$\$	The main hall in Yallourn North is served by a gravel carpark, with parkers driving onto adjacent grass plus it is muddy and messy. This project would seal and define with bollards the carpark adjacent the hall and to the entrance at a minimum
Proposed RV stop at Yinnar (ARC)	\$\$	To construct for RV drivers, facilities for short term stays and potentially overnight stays.
Yinnar Sculpture exhibition support	\$	Exact support not specified
Yinnar Main Street - Streetscaping (Bulges with trees)	\$\$\$\$	The wide main Street in Yinnar encourages higher motorist speeds. This project would change the traffic environment by building kerb protrusions with street trees.
Yinnar – Historic Society and Museum site improvements	\$	Ancillary works to the storage shed funded in stage 2, improvements to the retaining wall surrounding the museum building gravel path to improve safety and accessibility, and subject to funding available, sealing of the bus stop area including a bicycle rack
Yinnar Main Street - Streetscaping (Ped Xings N & S)	\$\$\$	The main street in Yinnar encourages higher speeds and lack of awareness of entering a township. This project would reconstruct the ped crossings (and maybe add one) to be raised and more prominent.
Flashing 40 km/h lights at Yinnar Primary Crossing	\$	Install flashing lights with a 40km.h zone. Warrant may not be met.

Agenda Item: 15.2

**Agenda Item: Recreation Liaison and Sporting Reserves
Maintenance - Community Committees Update**

Sponsor: General Manager, Assets and Presentation

Council Plan Objective: Improve the liveability and connectedness of Latrobe City.

Status: For Decision

MOTION

Moved: Cr White

Seconded: Cr Law

That Council:

- 1. Accepts the resignation of Darrell Curnick of the Traralgon Racing Pigeon Club, as the club member on the Traralgon Recreation Reserve and Showgrounds Advisory Committee; and**
- 2. Accepts the resignation of Karen Pettifer of the Traralgon South Netball Club, as the club member on the Callignee and Traralgon South Sporting Facilities Special Committee; and**
- 3. Accepts the resignation of Ross Maxwell of the Traralgon South Tennis Club, as the club member on the Callignee and Traralgon South Sporting Facilities Special Committee; and**
- 4. Accepts the resignation of Emily Van DerPluym as the Moe P.L.A.C.E. representative member on the Moe Southside Community Precinct Advisory Committee; and**
- 5. Appoints Andrew Webb, Faye Foley, Christopher Foley and Ruth Place as Community Representatives on the Mathison Park Special Committee.**

CARRIED UNANIMOUSLY

Executive Summary:

- Recreation Liaison and Sporting Reserves Maintenance has six Council adopted Special Committees and three Advisory Committees. The Special Committees manage and maintain Council owned and managed land through their adopted Instrument of Delegation operating documents and an Annual Maintenance Grant Program allocation. The Advisory Committees provide

advice to officers on the maintenance, development and use of Council recreation and open space facilities through their adopted Terms of Reference operating documents.

- Council officers have received four resignations from representatives of three of the teams Special Committees and Advisory Committees. Four nominations for Community Representative positions on the Mathison Park Special Committee have been received. The proposed nominations would allow the committee to operate according to their Instrument of Delegation.
- According to the Instrument of Delegation operating documents vacancies on Special Committees are to be presented to Council for consideration following an Expression of Interest process.
- The Terms of Reference operating document for Advisory Committees allows for member vacancies to be filled with the approval of the General Manager Assets and Presentation and the endorsement of Council. It is proposed to fill the vacancies created on the Traralgon Recreation Reserve and Showgrounds Advisory Committee and the Moe Southside Community Precinct Advisory Committee and appropriate advice provided to Councillors with respect to this action. Where a vacancy is filled in this way, the appointment is restricted to the remainder of the period of the original three year committee appointment period.
- Council will be presented the proposed resolutions to accept the four committee resignations and the four nominations to occupy the Community Representative positions on the Mathison Park Special Committee.

Background:

Council formulated the following Special Committees and their Instrument of Delegation operating documents along with the following Advisory Committees and their Terms of Reference operating documents:

- Traralgon Recreation Reserve and Showgrounds Advisory Committee – Adopted on 5 March 2018
- Callignee and Traralgon South Sporting Facilities Special Committee – Adopted on 5 March 2018
- Mathison Park Special Committee - Adopted on 3 September 2018
- Moe Southside Community Precinct Advisory Committee – Adopted on 2 July 2018

Council officers have received four resignations (Table 1 – Representative Resignations) from representatives of three of its Special Committees and Advisory Committees along with four nominations for Community Representative positions on the Mathison Park Special Committee (Table 2 – Representative Nominations). The proposed nominations would allow the committee to operate according to their Instrument of Delegation.

Vacancies on Special Committees are presented to Council for consideration following an Expression of Interest process. Advisory Committees are permitted to fill member vacancies within the period of appointment subject to the approval of the General Manager Assets and Presentation and endorsement of Council. Where a vacancy is filled in this way, the appointment is restricted to the remainder of the period of the original three year committee appointment.

Table 1, Representative Resignations and Table 2, Representative Nominations provide the proposed changes for each committee requested to be considered by Council.

Table 1 - Representative Resignations

Committee	Position Status
Traralgon Recreation Reserve and Showgrounds Advisory Committee	Darrell Curnick Traralgon Racing Pigeon Club Representative
Callignee and Traralgon South Sporting Facilities Special Committee	Karen Pettifer Traralgon South Netball Club Representative
Callignee and Traralgon South Sporting Facilities Special Committee	Ross Maxwell Traralgon South Tennis Club Representative
Moe Southside Community Precinct Advisory Committee	Emily Van DerPluym Moe P.L.A.C.E. Representative

Table 2 - Representative Nominations

Committee	Position Status
Mathison Park Special Committee	Andrew Webb Faye Foley Christopher Foley Ruth Place Community Representatives

Issues:

There are no issues contained within this report.

Strategy Implications

Provide community infrastructure that supports recreation and connectedness including sporting facilities, pathways and community gardens.

Communication

The committees and nominated representatives will be formally informed of Council's decision.

Financial Implications

There are no financial implications in this report.

Risk Analysis

Identified risk	Risk likelihood*	Controls to manage risk
Committees will not have the required representatives to undertake business according to their operating documents.	3	Officers to monitor Council's Special and Advisory Committees and ensure that adequate representation on the committees is achieved.
Committees dissolve due to a lack of representative parties and guidance with management of reserves.	2	Officers to monitor Council's Special and Advisory Committees and ensure that adequate representation on the committees is achieved.

Likelihood ratings: 1 (Rare); 2 (Unlikely); 3 (Possible); 4 (Likely); 5 (Almost Certain)

Legal and Compliance

Special Committees and Advisory Committees are required to maintain adequate representative membership so to comply with their Council approved operating documents.

Community Implications

The proposed Community Representative nominations would provide the Mathison Park Special Committee with additional resources to present an accessible and functional public open space to its local community.

Environmental Implications

There are no environmental implication matters in this report.

Consultation

Discussions have been conducted with the individual committees regarding the resignations and nominations.

Other

Nil

Declaration of Interests:

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Supporting Documents:

Nil

Attachments
Nil

Agenda Item: 15.3

**Agenda Item: Regional Car Park Fund - Endorsement of Candidate
Carpark Locations**

Sponsor: General Manager, Assets and Presentation

**Council Plan Objective: Improve the liveability and connectedness of Latrobe
City.**

Status: For Decision

MOTION

Moved: Cr Middlemiss

Seconded: Cr McFarlane

That Council:

- 1. Endorses in principle managing and operating an at-grade carpark at:
 - a. Queens Parade, Traralgon – VicTrack Lot 18;**
 - b. Commercial Road, Morwell west of Jane Street Overpass –
Regional Roads Victoria road reserve;**
 - c. Princes Drive, Morwell, opposite Collins Street – VicTrack Lot 96;**
 - d. Princes Drive, Morwell, opposite Hopetoun Avenue – Regional
Roads Victoria road reserve;**
 - e. George Street, Moe west of Moe Service Centre – VicTrack Lot 93;****
- 2. Endorses in principle the proposed construction of a single storey
carpark above the current at-grade carpark west of the Latrobe City
Council headquarters at 141 Commercial Road, Morwell;**
- 3. Endorses in principle the proposed construction of a multi-storey
carpark on its property between Kay Street and Grey Street east of
Church Street, Traralgon; and**
- 4. Endorses Council Officers to seek funding from Regional Development
Victoria to undertake the assessment of these potential carpark
locations and provides a report to guide decisions prior to
commencement of any construction.**

CARRIED UNANIMOUSLY

Executive Summary:

The Regional Car Parks Fund (RCPF) is a Victorian government election

commitment to provide \$30 million to construct car parking spaces in Ballarat (1,000) and Gippsland (800). Following the original commitment this was identified as 500 spaces in Traralgon, 300 spaces in Morwell, and then up to 200 spaces elsewhere in Latrobe City.

Regional Development Victoria (RDV) have worked closely with Council Officers to identify candidate sites, have consulted with the community on the proposed sites, and has presented the results to Council.

Through this collaborative process, an additional site in Moe has been recommended, increasing the total additional RCPF spaces up to 900. The Minister for Regional Development has been briefed on this change.

Throughout the process to date, Council officers have continually reiterated that all proposed carparks are to be delivered with the allocated state government funding and Latrobe City is not contributing in a financial capacity to their construction.

A Project Control Group has been formed including Council Officers to guide the project further and it is now proposed for Council to obtain access to \$1 million of the RCPF funding to undertake a preliminary assessment to confirm:

- Access to lands;
- Undertake detailed scoping;
- Develop functional designs; and
- To negotiate with adjacent property owners on a potential partnership arrangement for a multi-storey site in Traralgon.

In order to gain access to the funding, Council's in principle endorsement is sought to construct carparks at the following sites.

Traralgon
Construct a new multi-level carpark on the existing at-grade carpark between Kay Street, Grey Street and east of Church Street
Add an additional level to Council's existing multi-deck carpark between Seymour Street and Hotham Street
Construct an at-grade carpark on the VicTrack owned land east of the Victoria Railway Institute building off Queens Parade
Morwell
Construct a single deck of car parking over the existing at-grade carpark west of the Council Headquarters building
Construct an at-grade carpark on Commercial Road immediately west of the Jane Street overpass on the site of the existing gravel carpark
Construct a new at-grade carpark on Princes Drive opposite Hopetoun Avenue (east of the existing VicTrack carpark)
Construct a new at-grade carpark at the former petrol station on Princes Drive opposite Collins Street

Moe
Construct a new at-grade carpark west of the existing sealed off street carpark at the Moe Service Centre on the site of the existing gravel carpark

Following these early works, Council would receive a further report outlining the functional designs, projected operating costs, and the proposed public private partnership to construct and operate the multi-storey carpark in Traralgon.

A decision would then be sort from Regional Development Victoria and Latrobe City Council to determine the management of the construction of each of the projects prior to any further works are undertaken.

Background:

The Regional Car Parks Fund (RCPF) is a \$30 million Victorian government election commitment to provide 1000 car parking spaces in Ballarat, and 800 car parking spaces in Gippsland. In Gippsland this was initially identified as 500 spaces in Traralgon, 300 spaces in Morwell, and following the original commitment, up to 200 spaces elsewhere.

Regional Development Victoria (RDV) are responsible to deliver the RCPF outcomes and have worked closely with various state government agencies and Council Officers to identify candidate sites.

RDV undertook public consultation on 8 sites within Traralgon, Morwell and Moe. There was general acceptance for the identified sites and strong support for the proposed site between Kay Street and Grey Street, Traralgon, and for a new deck for car parking over the existing Morwell headquarters western carpark. The results of the consultation have been presented to Council.

A Project Control Group (PCG) consisting of the General Manager Assets and Presentation, the Manager City Assets, RDV officers, and Department of Transport officers, and Rail Agencies officers, has been formed to provide direction on the delivery of the project.

The 8 sites that were identified for further development are listed in Table 1 and shown spatially in Attachment 1.

Table 1 - Carpark Location and Potential Yield

Site	RDV predicted yield and Land Owner
Traralgon	
<i>Kay Grey:</i> Construct a new multi-level carpark on the existing at-grade carpark between Kay Street, Grey Street and east of Church Street	300+ Council and Private

Site	RDV predicted yield and Land Owner
<i>Seymour Hotham deck:</i> An additional level to Council's existing multi-deck carpark between Seymour Street and Hotham Street	100-110 Council
<i>Queens Parade:</i> An at-grade carpark on the VicTrack owned land west of the Victoria Railway Institute building off Queens Parade. The site is currently a playground.	60-80 VicTrack
Morwell	
<i>Morwell HQ deck:</i> Construct a new single deck of car parking over the existing at-grade carpark west of the Council Headquarters building	100-120 Council
<i>Jane St Overpass:</i> Expanding and formalising the existing at-grade carpark on Commercial Road immediately west of the Jane Street overpass	60 - 80 Regional Roads Victoria
<i>Princes Hopetoun:</i> A new at-grade carpark on Princes Drive opposite Hopetoun Avenue (east of the existing VicTrack carpark)	80 - 100 Regional Roads Victoria
<i>Princes Collins:</i> At-grade carpark at the former petrol station opposite Collins Street.	25 - 30 VicTrack
Moe	
<i>George Street west:</i> At-grade carpark west of the existing sealed off street carpark at the Moe Service Centre.	90-100 VicTrack

These locations' predicted yield and practicality to develop was based on aerial photographs, site visits, and a desktop analysis only.

An accurate assessment of the construction and operating costs, the actual yield, and the practicality of constructing at these locations cannot be made without better information.

It is therefore proposed that a Project Manager be engaged using RCPF funds to coordinate these early works to investigate the viability, practicality, and cost of developing and operating the sites.

Council's endorsement in principle is sought to the sites and taking over the operation of carparks at the proposed locations. It will also support Council receiving funding for the early works to confirm the practicality and viability etc. of the proposed construction. An implementation plan would be developed to provide the best value outcome for the community.

Following the early works on the identified sites, a report will be presented to Council presenting the results and if appropriate, seeking a resolution to allow construction

on its land and formally commit to operation of carparks at the sites once constructed.

Issues:

Strategy Implications

This briefing report is consistent with Council Plan Strategic Objective 1: *Support job creation and industry diversification to enable economic growth in Latrobe City*

Communication

Communication has been with Regional Development Victoria and VicTrack officers in relation to the leasing of their properties. Some discussion has been had with the representative of a property adjacent the Kay Grey development site.

Financial Implications

At this time there are no financial implications as no proposals have been developed and the Regional Parking Fund is proposed to fund the early works plan.

Risk Analysis

As this is a progress report and seeking endorsement only in principle, there are no risk implications other as noted below.

Identified risk	Risk likelihood*	Controls to manage risk
<p>Reputational Risk Due to the length of time that this project has taken to date, there is a risk of negative public perception over the delay</p>	Unlikely	<p>Council Officers have ensured that the responsibility for delivering the carparks is with RDV. If Council Officers do engage an officer to develop the early works package care will be taken to ensure prompt action. The Consequence is Minor and thus the Risk is Low.</p>
<p>There may be a perception within the community that Council has committed to provide these carparks and if they are not delivered fully, this would attract .</p>	Likely	<p>Although Likelihood is Likely, the Consequence is Minor and thus the Risk is Medium. Council Officers have ensured that messaging around the RCPF is that it is a state government initiative and delivered by them.</p>

* Inherent likelihood ratings: 1 (Rare); 2 (Unlikely); 3 (Possible); 4 (Likely); 5 (Almost Certain)

Before committing to take over the responsibility for the proposed Regional Car Parks Fund carparks a report will be provided where a more complete risk analysis will be prepared. The risks of taking over responsibility for the proposed carparks

cannot accurately be assessed at this time due to the lack of information on the operating costs in particular.

However, it is clear that the biggest future risk is Financial, being the operating costs. Providing car parking is not free, and on top of the maintenance, electricity for lighting and renewal costs that would be applicable to any site, where the site is on VicTrack land Council may be obliged to pay a lease fee.

Council currently pays approximately \$12 per space per year to use VicTrack land for the carpark in Morwell off Commercial Road near Chapel Street. The projected or negotiated lease costs will be a key aspect of a future report. Other risks include either VicTrack or Regional Roads Victoria (RRV) cancelling the lease or other arrangement to use their land. As Council is not funding the construction of the carparks there would be little impact other than the loss of the car parking to the community.

Legal and Compliance

There are no legal or compliance implications associated with this Briefing report.

Community Implications

There are no community implications associated with this Briefing other than the future positive implications of the provision of more car parking.

Environmental Implications

There are no environmental implications associated with this Briefing report.

Consultation

No consultation has been undertaken in preparation of the review or this Briefing report. The Regional Development Victoria representatives undertook consultation in developing the refined list of potential carpark locations.

Declaration of Interests:

Officers preparing this Briefing report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Supporting Documents:

Briefing 18 March 2019 – Car Parking – Potential Partnership and the Regional Parking Fund

Briefing Presentation by Regional Development Victoria on the Regional Car Parks Fund

Attachments

1 [↓](#). Spatial location of proposed car parking

15.3

Regional Car Park Fund - Endorsement of Candidate Carpark Locations

- 1 Spatial location of proposed car parking334**

Attachment 1 – Location of proposed carpark construction

Figure 1 - Traralgon Locations
(potential private partnership locations shown in black)

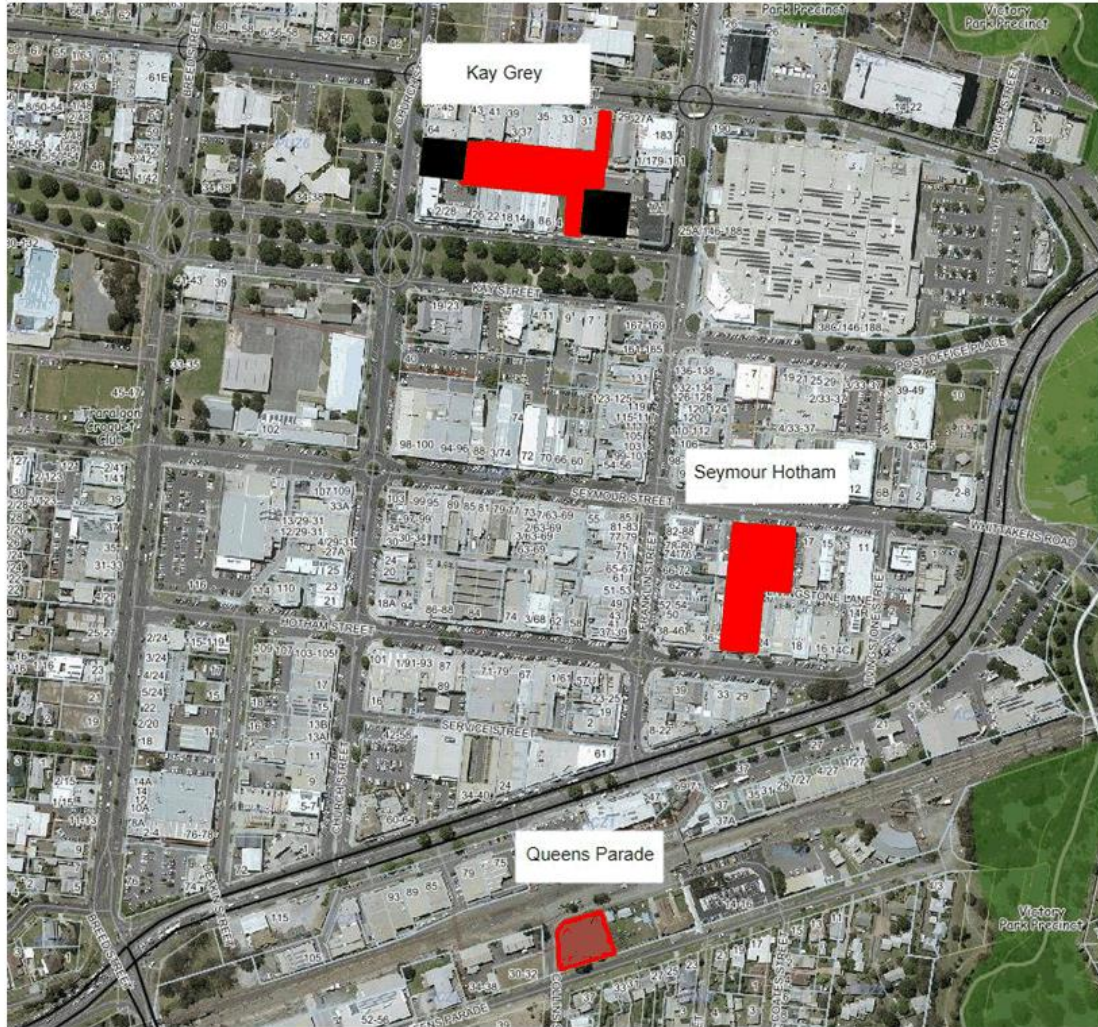


Figure 2 – Morwell Locations



Figure 3 – Moe Location



Agenda Item: 15.4

Agenda Item: Flynn Hall Project Reference Group - Terms of Reference

Sponsor: General Manager, Assets and Presentation

Council Plan Objective: Provide a connected, engaged and safe community environment, which is improving the well-being of all Latrobe City citizens.

Status: For Decision

MOTION

Moved: Cr White

Seconded: Cr Middlemiss

That Council:

- 1. Adopts the Flynn Hall Project Reference Group Terms of Reference as detailed in Attachment 1;**
- 2. Appoints Cr O'Callaghan and Cr Howe to the Flynn Hall Project Reference Group.**

CARRIED UNANIMOUSLY

Executive Summary:

The Flynn Hall Project Reference Group (PRG) Terms of Reference has been developed to assist with the redevelopment of the Flynn Hall.

- The Flynn Recreation Reserve is crown land and managed by a Crown Land Committee of Management. Management and maintenance of the existing hall and tennis courts is the responsibility of the Committee of Management. Latrobe City Council provides an annual maintenance grant to the Flynn Tennis Club to assist them with the maintenance of their courts.
- The construction of the new hall will not alter this arrangement. Latrobe City Council will not be assuming responsibility for the maintenance or renewal of the new Flynn Hall.
- Latrobe City Council has received \$804,000 in funding for the redevelopment of the Flynn Hall from the first round of Federal Government Drought Funding.
- The PRG is comprised of two (2) Councillors, one member of the Flynn Hall

Committee of Management and one (1) representative from each of the reserve users groups, including the Flynn Tennis Club, Flynn Badminton Club, Flynn Country Women's Association and Flynn CFA.

- The PRG will be supported by the Project Owner (General Manager Assets & Presentation), Manager Major City Assets, Project Manager (Major Projects) and administration provided by the Major Projects team.
- It is proposed that the length of term for the membership of this PRG is to be in line with the overall timeline for the delivery of the proposed development.
- The PRG will have a maximum total of ten members, which includes administrative support. The PRG will meet monthly to progress the design and development of the Flynn Hall.

Background:

The Flynn Hall is situated at the Flynn Recreation Reserve in Widdis Way Flynn. Latrobe City Council has recently secured funding of \$804,000 for the redevelopment of the hall from the first round of Federal Government Drought Relief funding.

An additional request for a further \$200,000 is being considered from the second round of Federal Government Drought Funding (\$1,000,000). A further report detailing projects suitable for submission to the second round of Federal Government Drought funding will be presented to Council for endorsement following some community engagement activities to finalise the projects.

In 2009, the Southern Towns Outdoor Recreation Plan was endorsed by Council. A master plan was developed for each of the small townships in the southern section of Latrobe City, including Flynn. The master plan for the Flynn Recreation Reserve identified a recommendation for the hall:

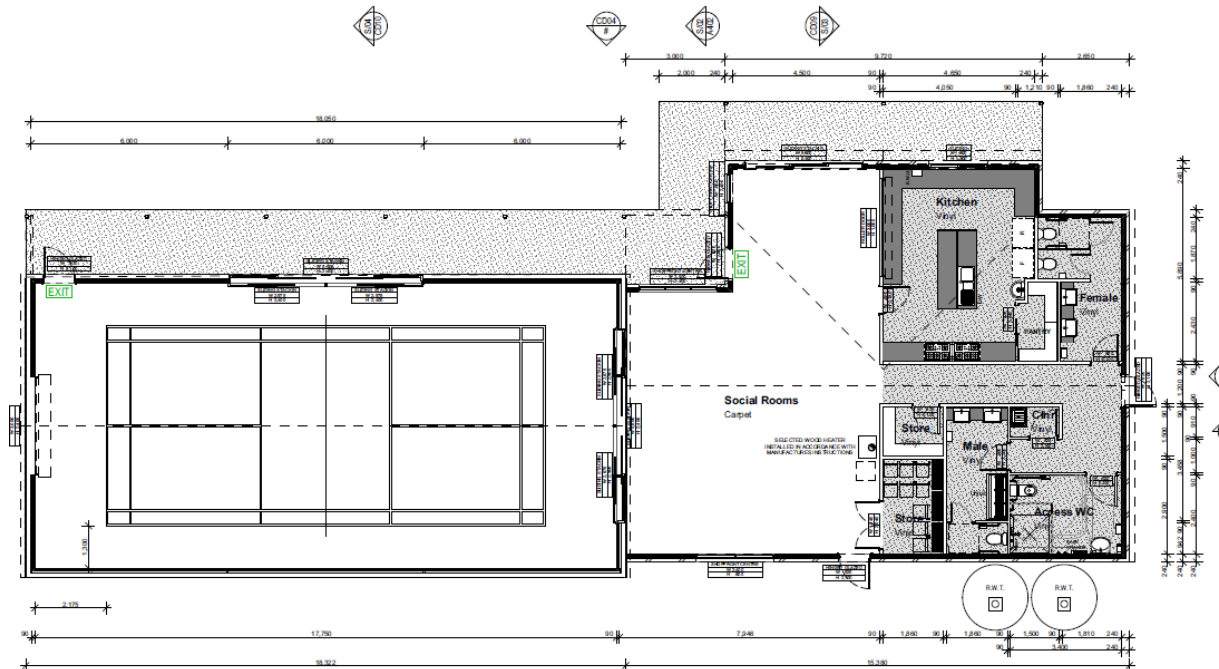
- *Consider upgrade to hall and public toilets to improve disability access for reserve users.*

The Flynn Hall Committee and other reserve user groups advocated strongly to Latrobe City Council in the intervening years, and in late 2015, funding was provided by Council to complete a concept design and cost plan for a redevelopment of the hall.

In 2016, Council in conjunction with the Flynn Recreation Reserve and Flynn Hall Committee developed a concept design for the redevelopment of the existing hall.

The concept design (Attachment 1) presented below reflects the community's aspirations to relocate the building (see Image 2) and includes a social space, sports hall for badminton, kitchen and amenities.

Image 1.



The cost estimate in 2016 (Attachment 2) for this concept design was approximately \$1 million. Taking into account for CPI increases and 2020 building costs, the cost for this concept design would now be closer to \$1.5 million.

The total budget from the Federal government Drought funding to undertake a detailed design and building construction is a maximum of \$1 million, with \$800,000 already secured.

The cost estimates for the 2016 concept design did not factor in the potential removal of native vegetation at the site due to the proposed relocation of the hall. If native trees can be removed, and this is questionable, given the current Native Vegetation Framework, it will trigger a planning permit and further costs for native vegetation off-sets.

Image 2.



① SITE AERIAL
1:500

It is important that the 2016 concept design is revisited, including its proposed location given the limited funding available, the estimated costs and native vegetation requirements.

The Flynn Recreation Reserve is a crown land recreation reserve, and managed by a crown land Committee of Management. There are multiple user groups using the Flynn Recreation Reserve, including:

- Flynn Hall Committee
- Flynn Tennis Club
- Flynn Badminton Club
- Flynn Country Fire Authority
- Flynn Country Women's Association (CWA)

It is important that all key stakeholders/user groups are involved in the development of the project, including the design phase for the hall.

A Project Reference Group is designed to provide the opportunity for nominated representatives to be informed of the progress of the project, but also to provide them with an opportunity to give and receive feedback on the positioning and design aspects of the hall.

Terms of Reference

The draft Flynn Hall Project Reference Group Terms of Reference (Attachment 2) defines both the roles and objectives of the Project Reference Group.

The PRG is a community consultative group only and has no delegated decision making authority.

The PRG is established to:

- Provide an interface between Council, the Project Assurance Group (PAG) and the wider community.
- Provide specific feedback to the Project Assurance Group about elements of the project where members of the Flynn Hall PRG have specialist expertise.
- Provide advice to Council on issues relating to the development of Flynn Hall redevelopment.
- Provide feedback and support for community engagement strategies with the wider community and stakeholders.
- Act as advocates for the project with the wider community.

It is proposed that the Flynn Hall PRG is comprised of two (2) Councillors, and one representative from each of the user groups, including one representative each from the Flynn Hall Committee, Flynn Badminton Club, Flynn Tennis Club, Flynn CWA and Flynn CFA.

Latrobe City Council will be represented with the Project Owner (General Manager Assets & Presentation), Manager City Assets, Project Manager (Major Projects) and administration support provided by the Major Projects team.

It is proposed that the length of term for the membership of this PRG is to be in line with the overall timeline for the delivery of the proposed development.

The PRG will have a total of ten members. The PRG will meet monthly to progress the design and development of the multi-use court and pavilion projects.

Issues:

Strategy Implications

The Flynn Hall redevelopment relates directly to key strategy number 12 of 'Provide community infrastructure that supports recreation and connectedness including

sporting facilities, pathways and community gardens' and the Objective of 'Provide a connected, engaged and safe community environment, which is improving the wellbeing of all Latrobe City citizens'.

Communication

Significant community engagement and consultation has occurred with the Flynn Hall Committee in relation to the redevelopment of the Flynn Hall. A concept plan and cost estimate was completed in 2016, which will require review as part of the redevelopment.

The PRG Terms of Reference will provide a consultation platform to ensure that the community and key stakeholders from Flynn are involved in the final design of their hall.

Financial Implications

Funding for the Flynn Hall (Stage 1) has been secured through the Federal governments first round Drought funding. Council endorsed an application for \$804,000 funding. I

It is proposed that as part of the second round Drought Funding application, Council will be asked to endorse an application for a further \$200,000 from the \$1 million available for local projects.

Risk Analysis

Risk has been considered in the preparation of this report.

Identified risk	Risk likelihood*	Controls to manage risk
<p>Service Delivery Risk</p> <p>Council unable to deliver the original concept plan scope developed in conjunction with the community of Flynn in 2016 as the cost estimates are considerably more to deliver than the funds provided through the Drought Funding.</p>	Likely	<ul style="list-style-type: none"> • Re-engage with the community of Flynn • Establish a Project Reference Group • Provide clear and accurate information about the expected cost of the project and the inclusions and exclusions
<p>Financial Risk</p> <p>As stated above, the cost to construct the previously endorsed</p>	Possible	<ul style="list-style-type: none"> • Establish a Project Reference Group • Manage the scope and inclusions

Identified risk	Risk likelihood*	Controls to manage risk
concept plan is in excess of the current funding.		
<p>Reputational Risk</p> <p>There is an expectation by the Flynn Hall committee that the concept plan developed in 2016 will be constructed.</p>	Possible	<ul style="list-style-type: none"> • Establish a Project Reference Group • Clear understanding about the project and the funding limitations

* Inherent likelihood ratings: 1 (Rare); 2 (Unlikely); 3 (Possible); 4 (Likely); 5 (Almost Certain)

Legal and Compliance

There are no legal or compliance matters as a result of this report.

Community Implications

This project will have a positive impact on Flynn community's liveability and amenity. A PRG ensures that the community of Flynn are involved in the development of the detailed design and involved in the elements considered important as part of the construction of the hall.

Environmental Implications

The Flynn Recreation Reserve is a rural recreation reserve, surrounded by remnant native vegetation, largely large eucalypts.

The original concept design proposed to reconstruct the proposed hall to the southern boundary of the reserve. This location would result in the removal of native vegetation.

The 2016 concept design predates the 2017 Victorian Native Vegetation Framework. This framework requires proponents, such as Council to clearly avoid, minimise and offset native vegetation. Council will be required to evidence that it has tried to avoid the removal of native vegetation. This may prove problematic, given that there are other site options at the Flynn Recreation Reserve which could be considered without the necessity of removing native vegetation.

If native vegetation is to be removed, this will trigger the need for a planning permit and a comprehensive report will need to be prepared providing justification for the proposed removal and details on the necessary native vegetation offsets required. As part of the assessment process for any planning permit, a referral will need to be sent to DEWLP.

Consultation

Significant consultation activities have already occurred with the development of the 2016 concept plan. The PRG will ensure that the community of Flynn are involved with the development of a detail design and development of the hall as it is being constructed.

Declaration of Interests:

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Supporting Documents:

Southern Towns Outdoor Recreation Plan (2009)

Attachments

- 1 [↓](#). Flynn Hall Project Reference Group Terms of Reference
- 2 [↓](#). Flynn Hall Concept Plan
- 3 [↓](#). Flynn Hall Cost Plan

15.4

Flynn Hall Project Reference Group - Terms of Reference

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2. **Objectives**
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 - Length of appointment
 - Selection of members and filling of vacancies
 - Co-option of members
 - Attendance at meetings
 - Resignations
4. **Proceedings**
 - Chair
 - Meeting Schedule
 - Meeting procedures
 - Quorum
 - Voting
 - Minutes
 - Reports to Council
5. **Review of PRG and Duration of the PRG**
6. **Authority and Compliance Requirements**



1. Establishment of the Project Reference Group

- 1.1. The Flynn Hall Project Reference Group (hereinafter referred to as “the PRG”), is a formally appointed Community PRG of Latrobe City Council.
- 1.2. The membership of this PRG and these Terms of Reference will be adopted by resolution of Latrobe City Council at an Ordinary Council Meeting.

2. Objectives

- 2.1. The PRG’s role is to facilitate communication between Council, the Project Assurance Group (PAG) and the wider community on matters relevant to this Terms of Reference in order to assist decision making by the Council in relation to the discharge of its responsibilities.
- 2.2. The PRG is to facilitate communication only and has no delegated decision making authority.
- 2.3. The PRG is established to:
 - 2.3.1. Provide an interface between Council, the Project Assurance Group (PAG) and the wide community.
 - 2.3.2. Provide specific feedback to the Project Assurance Group about elements of the project where members of the Flynn Hall PRG have specialist expertise.
 - 2.3.3. Provide assistance to Council on issues relating to the development of the Flynn Hall.
 - 2.3.4. Provide feedback and support for community engagement strategies with the wider community and stakeholders.
 - 2.3.5. Act as advocates for the project with the wider community.
- 2.4. The PRG will carry out the following in order to achieve the objectives set:
 - 2.4.1. Review progress of the Monash Reserve projects relating to the development of multi-use courts and a multi-use pavilion.
 - 2.4.1.1. Schedule meetings as required to receive updates on the development of Flynn Hall.
 - 2.4.1.2. Contribute to the development of media and communication strategies.



2.4.1.3. Assist with the appointment of co-opted members, as deemed appropriate by the PRG, to contribute at particular stages of the project.

2.4.2. Policy and Strategy Development

2.4.2.1. Obtain and provide community feedback as part of a policy, strategy (or other relevant document) review or development processes as required from time to time.

2.4.3. Perform other activities related to this Terms of Reference as requested by the Council.

3. Membership

Composition of the PRG

3.1. The PRG shall comprise of 9 members, being:

3.1.1. Up to two Councillors , onw whom shall be nominated as Chair

3.1.2. One Moe & District Netball Association representative

3.1.3. One Newborough Tennis Club representative

3.1.4. One Adrenalin Paintball Club representative

3.1.5. One Netball Victoria representative

3.1.6. One Tennis Victoria representative

3.1.7. One Country Women's Association representative

3.1.8. One Sport & Recreation Victoria nominated representative

3.1.9. LCC Officers

3.1.9.1.1. One LCC Project Owner

3.1.9.1.2. One LCC Recreation Manager

3.1.9.1.3. One LCC Project Manager

3.1.9.1.4. One LCC Recreation Planning Officer

Length of appointment

3.2. Whilst a PRG shall be in place for as long as Latrobe City Council sees fit, the appointment of members shall be for a term as deemed appropriate by Council.

3.3. Prior to the expiration of each term, there will be a call for nominations for the next term. Current PRG members are able to re-nominate.



Selection of members and filling of vacancies

- 3.4. Latrobe City Council shall determine the original membership of a PRG based on expressions of interest received from members of the community and nominations received from organisations.
- 3.5. The PRG may fill any vacancies that occur within the determined year period of appointment, subject to the approval of the General Manager of the relevant division and endorsement of Council. Where a vacancy is filled in this way, the appointment shall be limited to the remainder of the period of the original appointment.

Co-option of members

- 3.6. With the approval of the Chair, the PRG may invite other individuals to participate in the proceedings of the PRG on a regular or an occasional basis and including in the proceedings of any sub-PRGs formed.

Attendance at meetings

- 3.7. All PRG members are expected to attend each meeting.
- 3.8. A member who misses two consecutive meetings without a formal apology may at the discretion of Latrobe City Council have their term of office revoked.
- 3.9. A member who is unable to attend the majority of meetings during the year may at the discretion of Latrobe City Council have their term of office revoked.

Resignations

- 3.10. All resignations from members of the PRG are to be submitted in writing to the General Manager of the relevant division, Latrobe City Council, PO Box 264, Morwell VIC 3840.

4. Proceedings

Chair

- 4.1. The nominated Councillor shall Chair the meetings.
- 4.2. If the Councillor delegate is unavailable he/she shall delegate to the other nominated Councillor to chair the meeting.
- 4.3. If neither Councillor is available, the meeting shall be postponed.

Meeting schedule

- 4.4. The PRG will determine its meeting schedule and times for each of the meetings. The duration of each PRG meeting should generally not exceed two hours.



- 4.5. Meetings of the PRG will be held monthly initially or as may be deemed necessary by Latrobe City Council or the PRG to fulfil the objectives of the PRG. Special meetings may be held on an as-needs basis.

Meeting procedures

- 4.6. Meetings will follow standard meeting procedures as established in any guidance material and outlined in these terms of reference for Advisory PRGs provided (see appendix one for the agenda template).
- 4.7. All PRG meetings and records are considered confidential and may be designated as confidential in accordance with Section 77 of the Act.
- 4.8. All recommendations, proposals and advice must be directed through the Chair.

Quorum

- 4.9. A majority of the members, including at least one Councillor constitutes a quorum.
- 4.10. If at any PRG meeting a quorum is not present within 30 minutes after the time appointed for the meeting, the meeting shall be deemed adjourned.

Voting

- 4.11. There will be no official voting process, although all members shall have equal voting rights. Majority and minority opinions will be reflected in PRG minutes.

Minutes of the Meeting

- 4.12. A Latrobe City Officer or authorised agent shall take the minutes of each PRG meeting.
- 4.13. The minutes shall be in a standard format including a record of those present, apologies for absence, adoption of previous minutes and a list of adopted actions and resolutions of the PRG (see appendix two for the minutes template).
- 4.14. Where this meeting is also considered an Assembly of Councillors under the *Local Government Act 1989*, an Assembly of Councillors record must also be submitted in accordance with those requirements.
- 4.15. The minutes shall be stored in the Latrobe City Council corporate filing system (currently CI electronic document and records management system).
- 4.16. The agenda shall be distributed at least 48 hours in advance of the meeting to all PRG members, including alternative representatives.



- 4.17. A copy of the minutes shall be distributed to all PRG members (including alternative representatives) within 10 working days of the meeting.

Reports to Council

- 4.18. With the approval of the Chair, a report to Council may be tabled on the PRG's progress towards the objectives included in this Terms of Reference.
- 4.19. Reports to Council should reflect a consensus of view. Where consensus cannot be reached, the report should clearly outline any differing points of view.
- 4.20. Reports to Council will be co-ordinated through the General Manager of the relevant division that the PRG falls under.

5. Review of PRG and Duration of the PRG

- 5.1. The PRG will cease to exist by resolution of the Council, or once the objectives at item 2.3 have been demonstrated that they have been met, whichever occurs first.
- 5.2. A review of the PRG will take place at least once every three years at which time the Terms of Reference will also be reviewed.
- 5.3. A review will be conducted on a self-assessment basis (unless otherwise determined by Council) with appropriate input sought from the Council, the CEO, all PRG members, management and any other stakeholders, as determined by Council.
- 5.4. The review must consider:
- 5.4.1. The PRG's achievements
 - 5.4.2. Whether there is a demonstrated need for the PRG to continue, and
 - 5.4.3. Any other relevant matter.

6. Authority and Compliance Requirements

- 6.1. The PRG is a community PRG only and has no executive powers nor does it have any delegated decision making or financial authority.
- 6.2. Failure to comply with the provisions outlined in this Terms of Reference may result in termination of the Member's appointment.





Appendix 1: Agenda Template



[Name] Advisory Committee			
Meeting Day, XX Month Year Time Commencing: 00:00am/pm Expected Finish Time: 00:00am/pm Location: (include specific meeting room and address)			
<i>NOTE: In accordance with Section 80 of the Local Government Act 1989 for each meeting that a Councillor is in attendance an Assembly of Councillors record must be completed and tabled at the next practicable Council Meeting.</i>			
AGENDA ITEMS			
No.	Item	Responsible Officer	Attachment
1.	Welcome & introduction	Chair	N/a
2.	Apologies	All	
3.	Declarations of Interest	All	
	<i>Members of the Committee are to declare any Conflicts of interest or any interests in matters listed on the agenda</i>		
4.	Confirmation of Minutes		
	<i>Confirmation of the previous minutes of the meeting.</i>		
5.	Matters arising from previous meeting	All	
	<i>Review of action progress from previous meetings</i>		
6.	Items for Consideration		
	<i>Matters being presented for discussion in accordance with the terms of reference</i>		
	•		
	•		
	•		
	•		
7.	General Business		
	•	All	
	•		
	•		



Appendix 2: Minutes Template



[Name] Advisory Committee Minutes

Meeting Day, XX Month Year
 Time Commenced: 00:00am/pm Finish Time: 00:00am/pm
 Location: (include specific meeting room and address)

Meeting Chair: < Name >

NOTE: In accordance with Section 80 of the Local Government Act 1989 for each meeting that a Councillor is in attendance an Assembly of Councillors record must be completed and tabled at the next practicable Council Meeting.

No.	Item	Responsible Person	Timeframe
1.	Present		
2.	Apologies		
3.	Interest Disclosures <i>Members of the Committee declare any Conflicts of interest or Interests in matters discussed at the meeting.</i> The following members of the Committee declared a Conflict of Interest at the meeting and left the meeting whilst the matter was being discussed: <Name> ,Time left 00:00am/pm, Time returned 00:00am/pm <Name> ,Time left 00:00am/pm, Time returned 00:00am/pm <Name> ,Time left 00:00am/pm, Time returned 00:00am/pm		





[Name] Advisory Committee Minutes

Meeting Day, XX Month Year
 Time Commenced: 00:00am/pm Finish Time: 00:00am/pm
 Location: (include specific meeting room and address)

Meeting Chair: < Name >

NOTE: In accordance with Section 80 of the Local Government Act 1989 for each meeting that a Councillor is in attendance an Assembly of Councillors record must be completed and tabled at the next practicable Council Meeting.

No.	Item	Responsible Person	Timeframe
4.	Confirmation of Minutes		
	<i>That the minutes of the meeting held on [Date] of the [Name] Advisory Committee be confirmed.</i>		
5.	Matters arising from previous meeting		
	<i>List the item and action agreed and assign any follow up actions and expected timeframes</i> 1. Item Heading Action(s): • • 2. Item Heading Action(s): • •		
6.	Items for Consideration		
	<i>List the item and action agreed as per agenda and assign any follow up actions and expected timeframes</i> 1. Item Heading Action(s): • • 2. Item Heading Action(s): •		





[Name] Advisory Committee Minutes

Meeting Day, XX Month Year
 Time Commenced: 00:00am/pm Finish Time: 00:00am/pm
 Location: (include specific meeting room and address)

Meeting Chair: < Name >

NOTE: In accordance with Section 80 of the Local Government Act 1989 for each meeting that a Councillor is in attendance an Assembly of Councillors record must be completed and tabled at the next practicable Council Meeting.

No.	Item	Responsible Person	Timeframe
	3. Item Heading Action(s): •		
7.	General Business		
	<i>List the item and action agreed and assign any follow up actions and expected timeframes</i> 1. Item Heading Action(s): • 2. Item Heading Action(s): •		

Next Meeting: <Provide details of the next meeting date, time and location>.

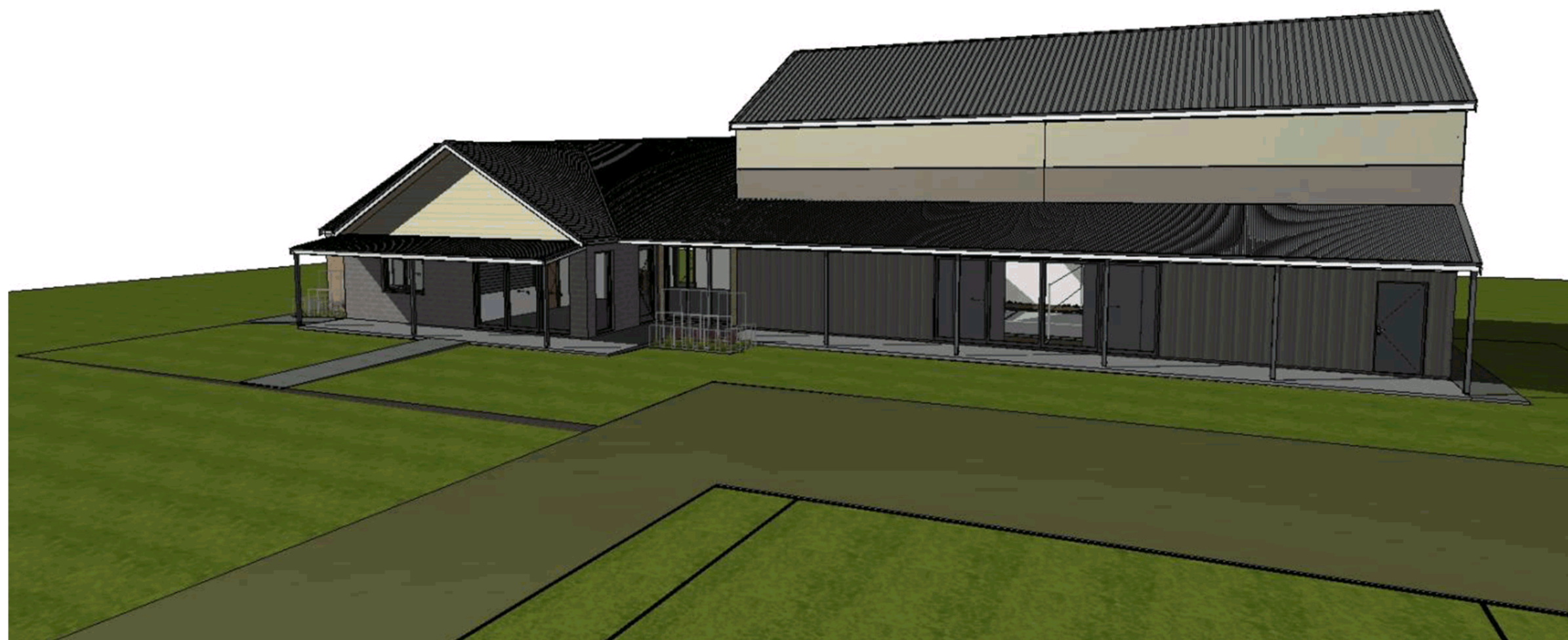


PROPOSED MULTI PURPOSE HALL

FLYNN

LATROBE CITY COUNCIL

7 WIDDIS WAY
 FLYNN VIC 3844



Designed By



Building Design Consultants

Unit 3, 6-16 Rocla Road
 PO Box 9390
 Traralgon Vic 3844
 Phone: (03) 5176 1117
 Fax: (03) 5176 1107
 Level 2, 534 Church Street
 Richmond Vic 3121
 Phone: (03) 9429 2329
 Email: info@jjcdesign.com.au

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 Project No. 2706



1 SITE AERIAL
1:500



CONCEPT DESIGN
CD01 - CONCEPT
2706
27/09/2016

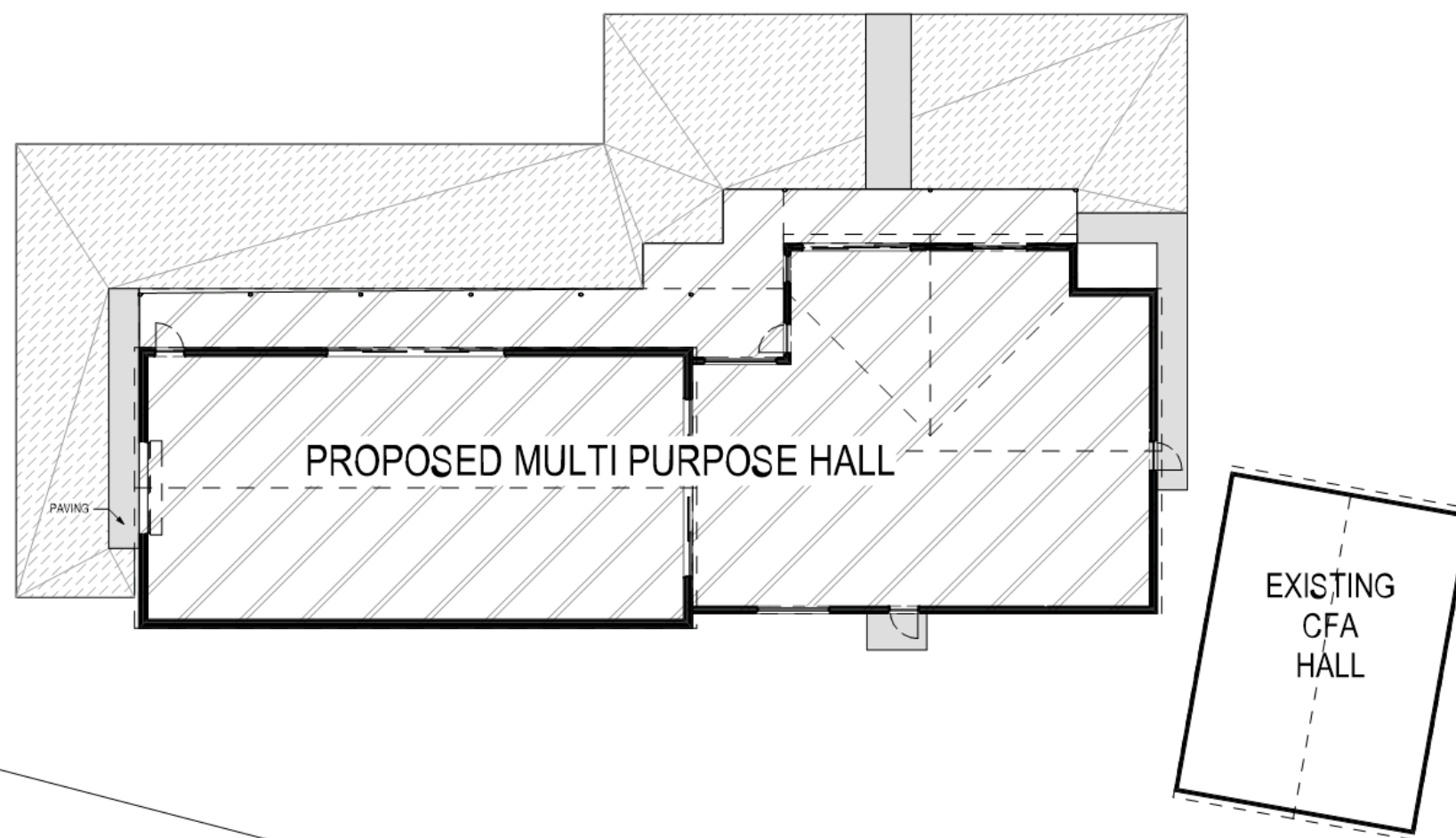
PROPOSED MULTI PURPOSE HALL FLYNN
LATROBE CITY COUNCIL
7 WIDDIS WAY FLYNN VIC 3844



CLIENT APPROVAL: REVISE AS PER MARK-UPS - CONCEPT DESIGN - TOWN PLANNING - WORKING DRAWINGS (Please circle works required)
CLIENT NAME: DATE:
CLIENT SIGNATURE:

Unit 3, 6-16 Rocla Road
PO Box 9390
Traralgon Vic 3844
Phone: (03) 5176 1117
Fax: (03) 5176 1107
Level 2, 534 Church Street
Richmond Vic 3121
Phone: (03) 9429 2329
Email: info@jjcdesign.com.au
J. Couper
Building Practitioner
REG No. DP-AD2228

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○ SITE
1:200



CONCEPT DESIGN
CD02 - CONCEPT
2706
 27/09/2016

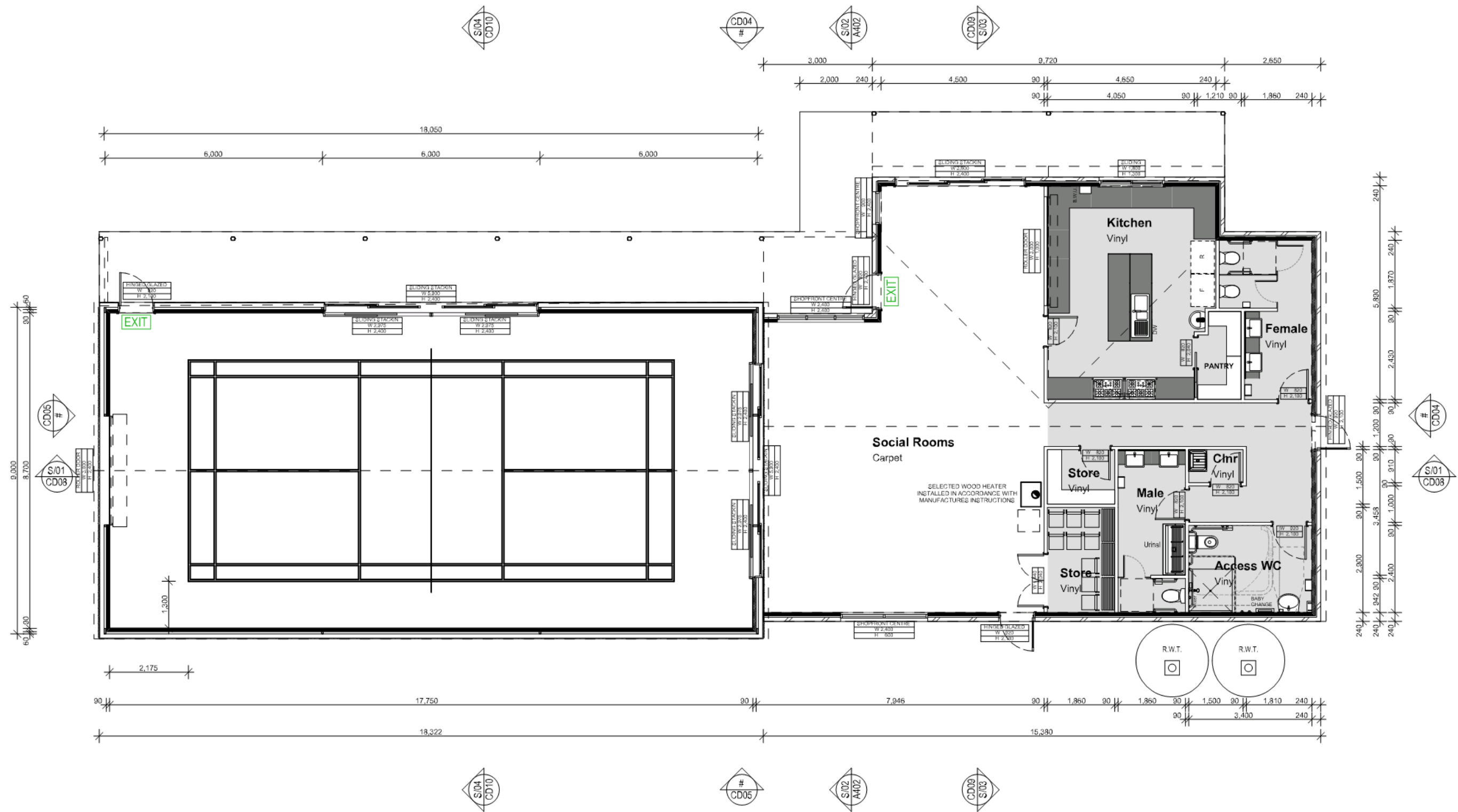
PROPOSED MULTI PURPOSE HALL FLYNN
 LATROBE CITY COUNCIL
 7 WIDDIS WAY FLYNN VIC 3844



CLIENT APPROVAL: REVISE AS PER MARK-UPS - CONCEPT DESIGN - TOWN PLANNING - WORKING DRAWINGS (Please circle works required)
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 CLIENT SIGNATURE:

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 Traralgon Vic 3844
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 J. Couper
 Building Practitioner
 REG No. DP-AD2228

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AREA SCHEDULE	
Room Type	Area
BADMINTON COURT	169.00
MULTI-PURPOSE HALL	172.87
PORCH	66.62
TOTAL	408.49 m²

GROUND FLOOR PLAN
1:100



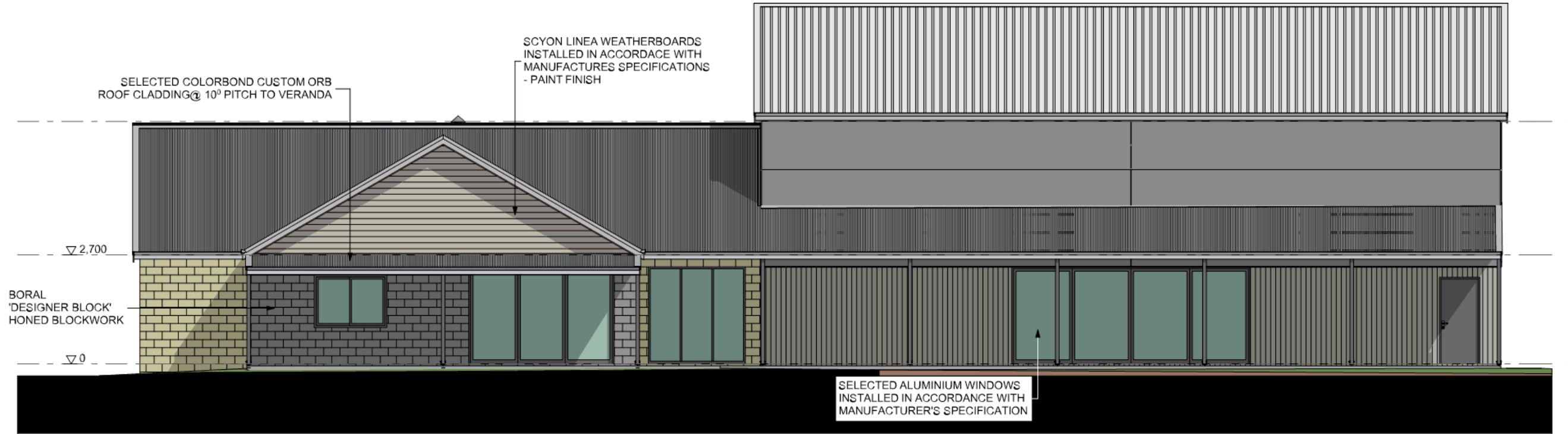
CONCEPT DESIGN
CD03 - CONCEPT
2706
27/09/2016

PROPOSED MULTI PURPOSE HALL FLYNN
LATROBE CITY COUNCIL
7 WIDDIS WAY FLYNN VIC 3844



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CLIENT SIGNATURE:

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Richmond Vic 3121
Phone: (03) 9429 2329
Email: info@jjcdesign.com.au
J Couper
Building Practitioner
REG No. DP-AD2228



NORTH ELEVATION
1:100



EAST ELEVATION
1:100



CONCEPT DESIGN
CD04 - CONCEPT
2706
27/09/2016

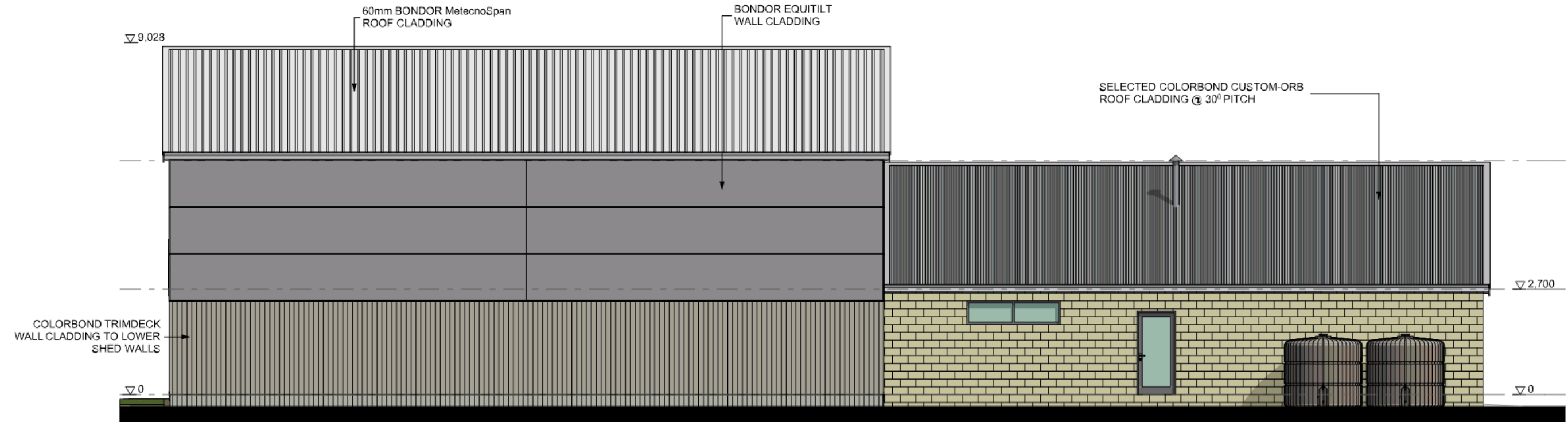
PROPOSED MULTI PURPOSE HALL FLYNN
LATROBE CITY COUNCIL
7 WIDDIS WAY FLYNN VIC 3844



CLIENT APPROVAL: REVISE AS PER MARK-UPS - CONCEPT DESIGN - TOWN PLANNING - WORKING DRAWINGS (Please circle works required)
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CLIENT SIGNATURE: _____

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J Couper
Building Practitioner
REG No. DP-AD2228

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SOUTH ELEVATION
1:100



WEST ELEVATION
1:100



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CD05 - CONCEPT
2706
27/09/2016

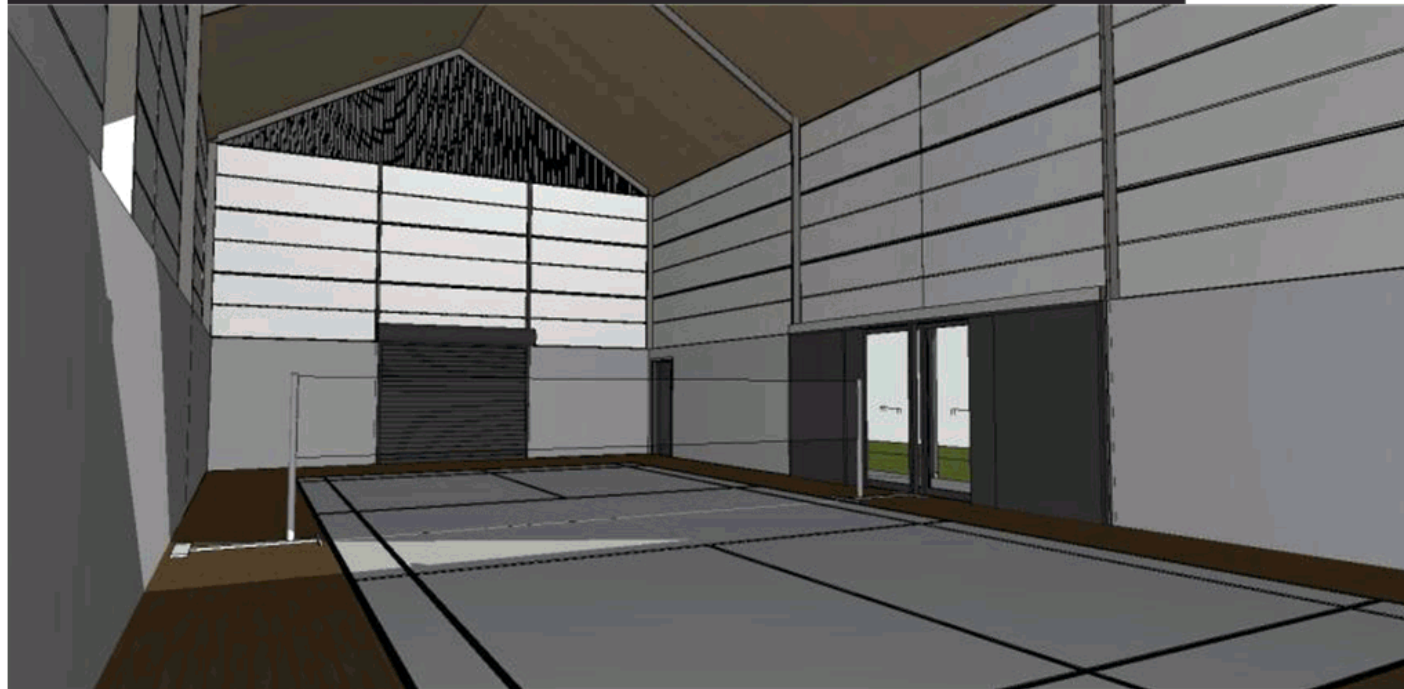
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LATROBE CITY COUNCIL
7 WIDDIS WAY FLYNN VIC 3844



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CLIENT SIGNATURE:

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Building Practitioner
REG No. DP-AD2228

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PROPOSED MULTI PURPOSE HALL FLYNN
LATROBE CITY COUNCIL
 7 WIDDIS WAY FLYNN VIC 3844

JJC DESIGN & ASSOCIATES PTY LTD

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 CLIENT NAME: _____ DATE: _____
 CLIENT SIGNATURE: _____

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 Traralgon Vic 3844
 Phone: (03) 5176 1117
 Fax: (03) 5176 1107
 Level 2, 534 Church Street
 Richmond Vic 3121
 Phone: (03) 9429 2329
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 J Couper
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 REG No. DP-AD2228

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 27/09/2016

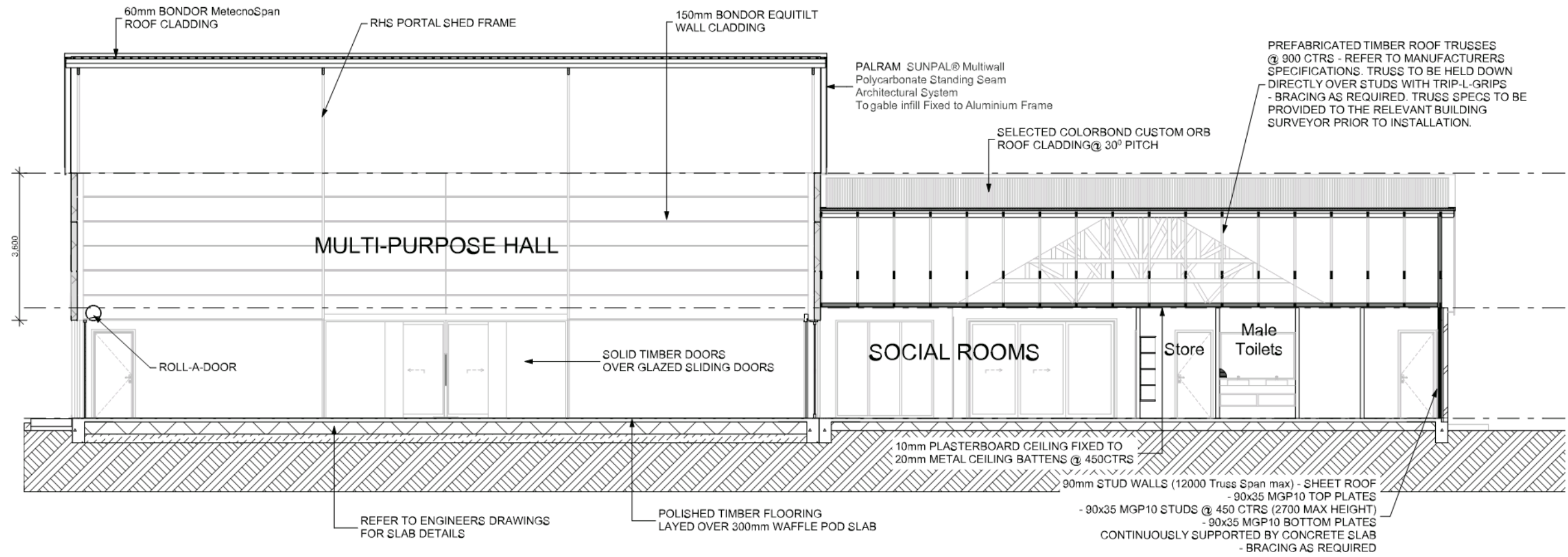
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LATROBE CITY COUNCIL
 7 WIDDIS WAY FLYNN VIC 3844

JJC DESIGN
 & ASSOCIATES PTY LTD

CLIENT APPROVAL: REVISE AS PER MARK-UPS - CONCEPT DESIGN - TOWN PLANNING - WORKING DRAWINGS (Please circle works required)
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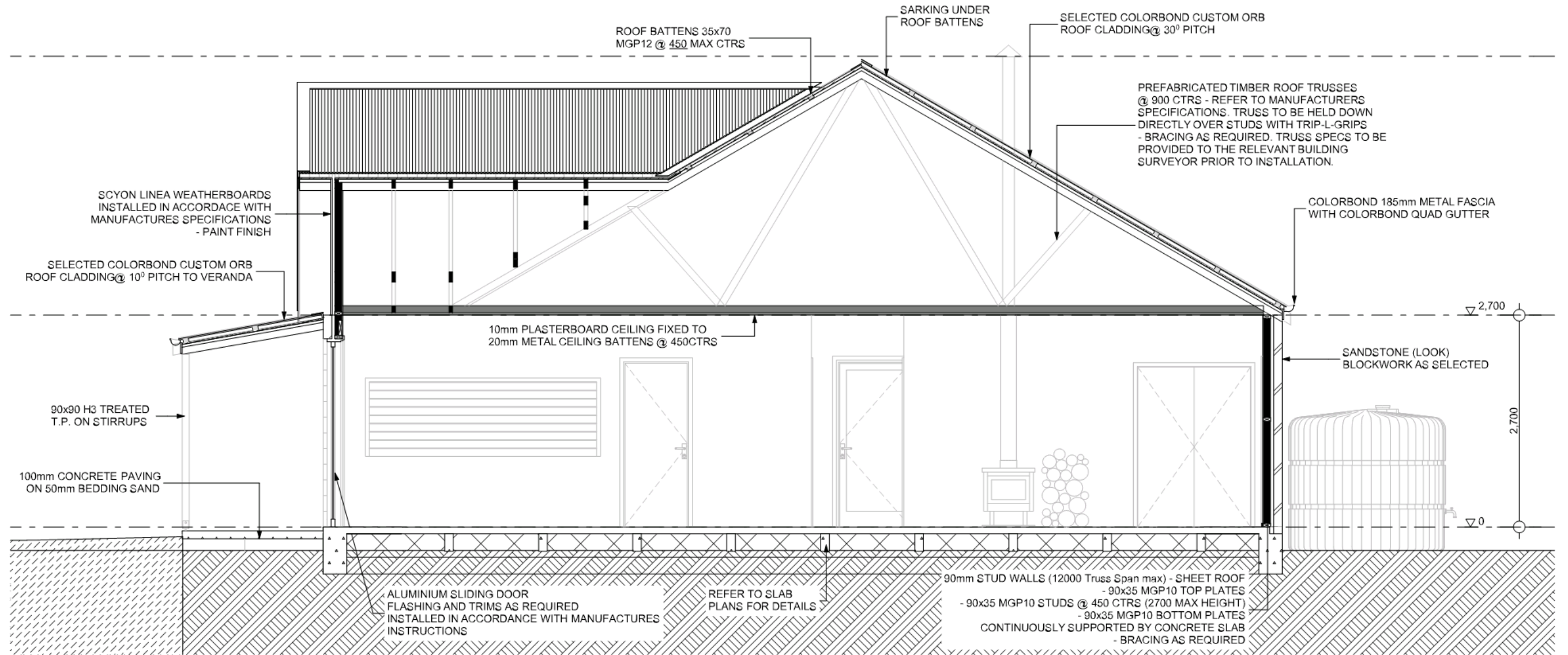
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 J Couper
 Building Practitioner
 REG No. DP-AD2228

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S/01 SECTION 1:100

		Client LATROBE CITY COUNCIL Project Name PROPOSED MULTI PURPOSE HALL FLYNN 7 WIDDIS WAY FLYNN VIC 3844	Drawing Title CONCEPT DESIGN SECTION S/01 Scale: As noted Drawn by: J COUPER Status: CONCEPT Checked By: CHECKED BY Project No: 2706 Drawing No.: CD08 Plot Date: 27/03/2016
Unit 2, 6-16 Roca Road PO Box 8308 Traralgon Vic 3844 Phone: (03) 5176 1117 Fax: (03) 5176 1107 Level 2, 524 Church Street Richmond Vic 3121 Phone: (03) 9459 2329 Email: info@jcdesign.com.au J Couper Building Practitioner REG No. 09-A02228			General Notes The Builder shall check all dimensions and levels on site prior to construction. Note: any errors, discrepancies or omissions to the Designer. Drawings shall not be used for construction purposes until issued for construction. Do not scale drawings. All boundaries and contours subject to survey



S/03 SECTION 1:50

		Client LATROBE CITY COUNCIL Project Name PROPOSED MULTI PURPOSE HALL FLYNN 7 WIDDIS WAY FLYNN VIC 3844	Drawing Title CONCEPT DESIGN SECTION S/03 Scale: As noted Status: CONCEPT Project No: 2706 Plot Date: 27/03/2016
Unit 2, 6-16 Roca Road PO Box 8308 Traralgon Vic 3844 Phone: (03) 5176 1117 Fax: (03) 5176 1107 Level 2, 534 Church Street Richmond Vic 3121 Phone: (03) 9429 2229 Email: info@jcdesign.com.au		Checked By: J COUPER Drawing No.: CD09 Rev:	General Notes The Builder shall check all dimensions and levels on site prior to construction. Notify any errors, discrepancies or omissions to the Designer. Drawings shall not be used for construction purposes until issued for construction. Do not scale drawings. All boundaries and contours subject to survey.

MC Consulting

Independent Chartered Quantity Surveyors

MC Consulting Quantity Surveyors Pty Ltd
ACN 162 250 599
ABN 25 162 250 599

tel: 03 5968 5769

mob: 0428 091 608

web: www.mcconsulting.net.au

Ref: 1992 Cost Plan - Flynn

19 October 2016

JJC Design
Level 2, 534 Church Street
Richmond VIC 3121

Via email: james@jjcdesign.com.au

Attention: James Couper

Dear James

**Proposed Multi Purpose Hall Flynn
Draft Cost Plan for Review**

As requested, we have prepared the draft Cost Plan for the above project based on the documentation provided.

The draft Cost Plan total is \$1,070,000 plus GST which is broken up as follows:

New Build Multi Purpose Hall (\$2,390/m2)	\$ 820,000
Allowance for External Works	\$ 20,000
Allowance for Soft Landscaping	\$ 10,000
Allowance for Demolition	\$ 20,000
Design Contingency (5%)	\$ 50,000
Contract Contingency (5%)	\$ 50,000
Consultant Fees (10%)	\$ 100,000
TOTAL (Excl. GST)	\$1,070,000

Please refer to the attached draft Cost Plan summary for further information and the scope of works included.

All costs are reported exclusive of GST.

We note that this draft Cost Plan has been prepared exclusively for use by the Client, and that no other parties are authorised to use any part of this cost plan whatsoever.

MC Consulting

Independent Chartered Quantity Surveyors

The draft Cost Plan includes a Design Contingency of 5% and a Contract Contingency of 5%.

The following formed the basis for the cost plan:

- Design Documentation received 28 September 2016

Please note the draft Cost Plan specifically excludes any allowances for the following:

- All Works relating to the Carpark and Tennis Courts
- Hazardous Materials Removal and Disposal
- Relocating existing Services
- External Services
- Additional Services Connections
- Works Outside the Site Boundary
- Excavation in rock
- Abnormal Ground Conditions / Soil Decontamination
- ESD Initiatives beyond the scope of the current design
- Cost Escalation beyond October 2016
- Consultants Fees beyond the allowance included within the Cost Plan
- Authorities & Headworks Charges
- Land, Finance, Legal, Permits costs, etc.
- Audio Visual / IT Equipment and Infrastructure
- Furniture, Fittings and Equipment
- Artwork
- Goods and Services Tax

We trust the above and the enclosed meets with your requirements. However, should you require any clarifications or further information, please do not hesitate to contact us.

Yours faithfully,
MC Consulting



Andrew McAllister
Director

Draft Summary

Project: Community Hall Flynn Building: Community Hall Flynn		Details: Community Hall Flynn				
Code	Description	% BC	Quantity	Unit	Rate	Total
PR	PRELIMINARIES	13.22				115,000
DE	DEMOLITION	2.30				20,000
SB	SUBSTRUCTURE	6.31				54,880
CL	COLUMNS	0.00				0
UF	UPPER FLOORS	0.00				0
SC	STAIRCASES	0.00				0
RF	ROOF	11.04				96,000
EW	EXTERNAL WALLS	10.48				91,100
WW	WINDOWS	1.11				9,600
ED	EXTERNAL DOORS	3.32				28,800
NW	INTERNAL WALLS	4.07				35,400
NS	INTERNAL SCREENS	0.00				0
ND	INTERNAL DOORS	2.19				19,000
WF	WALL FINISHES	1.82				15,750
FF	FLOOR FINISHES	6.02				52,330
CF	CEILING FINISHES	2.38				20,660
FT	FITMENTS	6.69				58,200
SF	SANITARY FIXTURES	3.21				27,900
HY	HYDRAULIC SERVICES	8.05				70,000
ME	MECHANICAL SERVICES	4.60				40,000
EL	ELECTRICAL SERVICES	9.20				80,000
BWIC	BWIC	0.58				5,000
EW	EXTERNAL WORKS	3.50				30,380
		100.00				870,000

Draft Cost Plan for Review

19 October 2016

Proposed Multi Purpose Hall Flynn

Ref.	Functional Area	Areas (m2)	Rate (\$/m2)	Total (\$)
1	New Build Multi Purpose Hall	343	2,390	820,000
2	Allowance for External Works	Allowance	REVIEW	20,000
3	Allowance for Soft Landscaping	Allowance	EXCLUDE	10,000
4	Total Building Cost (at October 2016)	343	2,480	850,000
5	Allowance for Demolition and Site Clearance	Allowance		20,000
6	Allowance for Hazardous Materials Removal and Disposal	Note		Excluded
7	Allowance for External Services	Note		Excluded
8	Allowance for Additional Services Connections	Note		Excluded
9	Allowance for Works Outside Site Boundary	Note		Excluded
10	Allowance for Excavation in Rock	Note		Excluded
11	Allowance for abnormal ground conditions/site decontamination/remediation	Note		Excluded
12	Allowance for ESD Initiatives beyond the scope of the current design	Note		Excluded
13	Total Building & External Works Cost (at October 2016)		2,540	870,000
14	Design Contingency	5.00%	EXCLUDE	50,000
15	Contract Contingency	5.00%	EXCLUDE	50,000
16	Cost Escalation	Note		Excluded
17	Total Construction Cost (at October 2016)		2,830	970,000
18	Consultants Fees	10.00%	\$25,000? -	100,000
19	Authority & Headwork's Charges	Note		Excluded
20	Land, Finance, Legal, Permit Costs, etc.	Note		Excluded
21	Audio Visual / IT Equipment and Infrastructure	Note		Excluded
22	Furniture, Fittings and Equipment	Note		Excluded
23	Artwork	Note		Excluded
24	Goods & Services Tax	Note		Excluded
25	Total End Cost (at October 2016)		3,120	1,070,000

Draft Breakdown

Project: Community Hall Flynn Building: Community Hall Flynn		Details: Community Hall Flynn			
Code	Description	Quantity	Unit	Rate	Total
	Internal single swing doors and frames including hardware and paint finish (Continued)	6	No.	700.00	4,200
	Internal pair of swing doors and frames including hardware and paint finish	1	No.	1,000.00	1,000
	Internal single sliding doors and frames including hardware and paint finish	1	No.	800.00	800
	Set of internal pairs of sliding stacking doors	1	No.	10,000.00	10,000
	Roller door	1	No.	3,000.00	3,000
	<u>WALL FINISHES</u>				
	Wall vinyl	50	m2	150.00	7,500
	Wall tiling - kitchen	50	m2	150.00	7,500
	Splashbacks	5	m2	150.00	750
	<u>FLOOR FINISHES</u>				
	Levelling screeds	167	m2	35.00	5,845
	Carpeting	87	m2	55.00	4,785
	Vinyl flooring, including coved skirtings	80	m2	150.00	12,000
	Timber sports flooring (incl. linemarking)	165	m2	180.00	29,700
	<u>CEILING FINISHES</u>				
	<u>Ceiling Linings</u>				
	Plasterboard ceilings, including trims and paint finish	166	m2	90.00	14,940
	Bulkheads	16	Lin.m	150.00	2,400
	Ceiling insulation	166	m2	20.00	3,320
	<u>FITMENTS</u>				
	Kitchen joinery (assumed laminate)	16	Lin.m	1,600.00	25,600
	Pantry shelving joinery	4	Lin.m	800.00	3,200
	Store shelving joinery	3	Lin.m	800.00	2,400
	Vanity benches	4	Lin.m	1,000.00	4,000
	<u>Sanitary Accessories</u>				
	Sanitary accessories	1	Item	8,000.00	8,000
	<u>Appliances</u>				
	Domestic freestanding gas cookers	2	No.	5,000.00	10,000
	Rangehood	1	No.	3,000.00	3,000
	Domestic dishwasher	1	No.	2,000.00	2,000
	<u>Kitchen Equipment</u>				
	Fridges		Note		Excluded
	Freezers		Note		Excluded
	<u>Loose Furniture</u>				
	Note: Excluded		Note		Excluded
	<u>SANITARY FIXTURES</u>				
	WC suites and cisterns	3	No.	1,000.00	3,000
	Accessible WC suite and cistern	1	No.	2,500.00	2,500
	Urinal and cistern	1	No.	7,000.00	7,000
	Hand basins including tapsets	5	No.	800.00	4,000

19/10/2016 7:16:07 AM

MC Consulting QS
Page 2 of 3

Draft Breakdown

Project: Community Hall Flynn Building: Community Hall Flynn		Details: Community Hall Flynn			
Code	Description	Quantity	Unit	Rate	Total
	<u>PRELIMINARIES</u>				
	Builders Preliminaries, Overheads and Profit (15%)	1	Item	115,000.00	115,000
	<u>DEMOLITION</u>				
	Allowance for Demolition Works	1	Item	20,000.00	20,000
	Allowance for Hazardous materials removal and disposal		Note		Excluded
	<u>SUBSTRUCTURE</u>				
	Concrete floor slabs, including compacted filling	343	m2	160.00	54,880
	Contaminated soil removal and disposal		Note		Excluded
	Excavation in rock		Note		Excluded
	<u>COLUMNS</u>				
	Not Applicable		Note		
	<u>UPPER FLOORS</u>				
	Not Applicable		Note		
	<u>STAIRCASES</u>				
	Not Applicable		Note		
	<u>ROOF</u>				
	Roof framing, including posts/columns	480	m2	80.00	38,400
	Roof coverings, including flashings, cappings, fascias, insulation, etc.	480	m2	120.00	57,600
	Gutters	1	Item		Included
	Downpipes - Refer Hydraulics		Note		
	Skylights		Note		Excluded
	<u>EXTERNAL WALLS</u>				
	External blockwork walls	141	m2	220.00	31,020
	External metal wall cladding, including stud framing, and internal linings with paint finish	99	m2	160.00	15,840
	External composite metal wall cladding	194	m2	180.00	34,920
	External polycarbonate wall cladding	28	m2	150.00	4,200
	Weatherboard cladding, including stud framing, internal linings and finishes	32	m2	160.00	5,120
	<u>WINDOWS</u>				
	Double glazed windows	12	m2	800.00	9,600
	<u>EXTERNAL DOORS</u>				
	External single swing doors and frames, including hardware and paint finish	4	No.	1,200.00	4,800
	Sliding stacking doors	1	No.	8,000.00	8,000
	Set of external pairs of sliding stacking doors	1	No.	12,000.00	12,000
	Roller door	1	No.	4,000.00	4,000
	<u>INTERNAL WALLS</u>				
	Internal partition walls, including studs, linings, insulation and paint finish	180	m2	180.00	32,400
	WC cubicle partitions	3	No.	1,000.00	3,000
	<u>INTERNAL SCREENS</u>				
	Not Applicable		Note		
	<u>INTERNAL DOORS</u>				

Draft Breakdown

Project: Community Hall Flynn Building: Community Hall Flynn		Details: Community Hall Flynn			
Code	Description	Quantity	Unit	Rate	Total
	Accessible hand basin including tapset (Continued)	1	No.	1,000.00	1,000
	Shower heads and tapsets	1	No.	800.00	800
	Cleaners trough, grate and tapset	1	No.	1,500.00	1,500
	Kitchen sinks and tapsets	1	No.	600.00	600
	BWU	1	No.	2,500.00	2,500
	Hot water service	1	Item	5,000.00	5,000
	<u>HYDRAULIC SERVICES</u>				
	Hydraulic Services Installation	1	Item	70,000.00	70,000
	<u>MECHANICAL SERVICES</u>				
	Allowance for Mechanical Services <i>SOME QUOTE HIGH</i>	1	Item	30,000.00	30,000
	Allowance for wood heater, incl. flue, etc.	1	No.	10,000.00	10,000
	<u>ELECTRICAL SERVICES</u>				
	Allowance for Electrical Services <i>ON THE HIGH SIDE</i>	1	Item	80,000.00	80,000
	<u>BWIC</u>				
	Buildersworks in Connection with Services	1	Item	5,000.00	5,000
	<u>EXTERNAL WORKS</u>				
	<u>Pavements</u>				
	Concrete pavement - to porch <i>↑ RATES ARE HIGH</i>	66	m2	150.00	9,900
	Concrete footpaths <i>↓</i>	32	m2	120.00	3,840
	<u>Sundry Allowance</u>				
	Allow for sundry additional External Works	1	Item	7,000.00	7,000
	<u>Soft Landscaping</u>				
	Allowance for Softscaping	241	m2	40.00	9,640
	<u>Works to Existing Carpark</u>				
	Note: Excluded		Note		Excluded
	<u>Works to Existing Tennis Courts</u>				
	Note: Excluded		Note		Excluded

870,000

COMMUNITY HEALTH AND WELLBEING

16. COMMUNITY HEALTH AND WELLBEING

Agenda Item: 16.1

Agenda Item: Cultural Diversity Advisory Committee Terms of Reference Review

Sponsor: General Manager, Community Health and Wellbeing

Council Plan Objective: Improve the amenity and accessibility of Council services.

Status: For Decision

MOTION

Moved: Cr White

Seconded: Cr McFarlane

That Council:

- 1. Endorses the revised draft Terms of Reference (ToR) for the Cultural Diversity Advisory Committee and;**
- 2. Commences recruitment for the Cultural Diversity Advisory Committee for the 2020-2023 term through a public Expression of Interest (EOI) process for a period of six weeks.**

CARRIED UNANIMOUSLY

Executive Summary:

- The purpose of this report is to seek final endorsement on the amendments to the draft Cultural Diversity Advisory Committee ToR prior to commence a public EOI process.
- The ToR of the Cultural Diversity Advisory Committee is required to be reviewed every three years.
- The ToR has undergone an internal review and also been reviewed by the Cultural Diversity Advisory Committee at its meeting of 11 March 2020.
- This review date coincides with the expiration of the term of appointment for current Committee members of 31 July 2020, except co-opted members.

- The proposed changes to the ToR include:
 1. Minor sentence structure change to include 'invited by the committee' to Co-opted membership;
 2. Decreasing co-opted members to two and increasing community members to four;
 3. Changing department and manager names to reflect current organisational structure; and
 4. Enabling organisational members to delegate another representative if unable to attend.
- Following a six week EOI process a report will be presented to the Monday 6 July 2020 Council meeting with recommendations for membership.

Background:

The Cultural Diversity Advisory Committee (CDAC) provides Council with advice on issues for people from culturally diverse backgrounds regarding accessing information, services and facilities in Latrobe City. The Committee oversees the planning and delivery of the Cultural Diversity Action Plan and provides valuable perspectives on experiences of our culturally diverse communities and their interaction with Council.

The members of the Committee have played an important part in ensuring Latrobe City promotes and focuses on Cultural Diversity both internally and in the community. The Committee has provided advice around internal application of policy and procedure as well as promoting collaboration and support between local providers who deliver services to our culturally diverse community.

The draft ToR was presented to the Councillor Briefing on 24 February 2020. Following this the document was referred to the CDAC for review as requested through Councillor feedback. At its 11 March 2020 meeting the CDAC reviewed the draft ToR in detail and provided feedback, which has been included in the document where possible and practicable.

Among the suggested changes from the CDAC was to consider whether a clause be inserted regarding managing conduct in meetings and complaints. On consultation with Council's Governance team it was determined the current Authority and Compliance elements in the ToR are suffice should a concern with conduct occur and a committee member's membership needed review or termination.

It is intended that once the revised ToR are adopted by Council that they be included in a pack of information for potential applicants during the EOI period. This period will run for six weeks. Following this the results and recommendations to appoint will be brought to Councillor Briefing meeting scheduled for 25 May for consideration and then the 6 July 2020 Council meeting for potential endorsement.

Issues:

Strategy Implications

Ensuring that Council committees exist and function, that there is a demonstrated need for them and they are appropriately structured is consistent with two points within the Council Plan 2017-2021. These are:

- Open, transparent and responsible – ensuring that all committees, specifically special committees, comply with the requirements of the Act.
- Connected community – committees provide a way in which members of the community can participate and contribute to the overall wellbeing of the community by maintaining and ensuring that community facilities are available for use.

Communication

The EOI for membership of the CDAC will be advertised in the Latrobe Valley Express, Council social media, via email to networks and at Latrobe City service centres, libraries and leisure facilities where possible. Consistent with the TOR, some organisations and groups will be targeted with a personal invitation to join.

The ToR will be used as part of a pack of information available at the above locations. Other items in the pack will include:

- EOI pack with general information about the Committee and commitments of joining
- The Cultural Diversity Action Plan 2020-2024
- Contact details for Council officers
- EOI form
- Note with information on how to obtain the pack in other languages

Financial Implications

The EOI process and operational costs are covered within the annual budget of the Community Strengthening Team, Active Communities and Partnerships Department.

Risk Analysis

Identified risk	Risk likelihood*	Controls to manage risk
Legal/Regulatory Risk Compliance with current Terms of Reference compromised if review and committee are not in place	3	Continue with current timelines to meet requirements, extend current committee members appointment to

by due date.		cover overlap if there is a delay.
Reputational Risk Reputational risk if Committee discontinued or lengthy delay in appointment of members.	3	Updated Committee ToR and report presented to Council to enable timely recruitment and appointment of members. Timeline for EOI and recruitment is followed. Current committee members terms are extended to avoid a gap.
Currently engaged peak bodies who service and support Latrobe City's culturally diverse communities may become disengaged with Council.	3	Adopt the ToR and continue with recruitment of Committee and/or provide other meaningful opportunities for engagement of culturally diverse groups with Council.

* Inherent likelihood ratings: 1 (Rare); 2 (Unlikely); 3 (Possible); 4 (Likely); 5 (Almost Certain)

Legal and Compliance

Requirements applying to advisory committees which carry out limited functions (research, engagement, providing advice/feedback etc) are not specifically applied under the Local Government Act 1989, but good governance practices necessitate that their functions are kept under review, their terms of reference remain relevant and appropriate and that they act within these.

Most of the operating documents of the committees require that there be community representation or group representation on them. Community representatives are usually appointed following an Eol process.

Community Implications

Community representatives are appointed following an Eol. The Committee supports the development and implementation of the Cultural Diversity Action Plan.

Support will be provided to those who may need assistance to apply and/or to participate on the Committee.

Environmental Implications

No environmental impacts have been identified.

Consultation

The current Cultural Diversity Advisory Committee has been consulted as part of the ToR review process.

Declaration of Interests:

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Supporting Documents:

Nil

Attachments

- 1 [↓](#). Draft Terms of Reference Cultural Diversity Advisory Committee 2020-2023

16.1

Cultural Diversity Advisory Committee Terms of Reference Review

- 1 Draft Terms of Reference Cultural Diversity Advisory Committee 2020-2023.....383

Cultural Diversity Advisory Committee

Draft Terms of Reference 2020



Adopted by Council:





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2. **Objectives**
3. **Membership**
 - Composition of the Committee
 - Length of appointment
 - Selection of members and filling of vacancies
 - Co-option of members
 - Attendance at meetings
 - Resignations
4. **Proceedings**
 - Chair
 - Meeting Schedule
 - Meeting procedures
 - Quorum
 - Voting
 - Minutes
5. **Review of Committee and Duration of the Committee**
6. **Authority and Compliance Requirements**



1. Establishment of the Committee

- 1.1. The Cultural Diversity Advisory Committee (hereinafter referred to as “the Committee”), is a formally appointed Advisory Committee of Latrobe City Council for the purposes of the *Local Government Act 1989*.
- 1.2. The membership of this Committee and these Terms of Reference will be adopted by resolution of Latrobe City Council at an Ordinary Council Meeting.

2. Objectives

- 2.1. The Committee’s role is to report to the Council and provide appropriate advice, information and feedback on matters relevant to this Terms of Reference in order to facilitate decision making by the Council in relation to the discharge of its responsibilities.
- 2.2. The Committee is an advisory committee only and has no delegated decision making authority.
- 2.3. The Committee is established **to**:
 - 2.3.1. To provide advice to Council on issues for people from culturally diverse backgrounds accessing information, services and facilities.
 - 2.3.2. To provide advice to Council on issues relating to cultural diversity within the Latrobe City community.
 - 2.3.3. To receive reports on progress of the development and implementation of the Latrobe City Cultural Diversity Action Plan.
 - 2.3.4. To review the Cultural Diversity Action Plan and make recommendations to Council.
 - 2.3.5. To promote cultural diversity within the Latrobe City community.
 - 2.3.6. To provide networking, information sharing and partnership opportunities for committee members and invited guests.
- 2.4. The Committee will carry out the following in order to achieve the objectives set:
 - 2.4.1. Review progress of actions in the Action Plan.
 - 2.4.2. Invite guest speakers identified in the Action Plan.
 - 2.4.2.1. To provide information/increase the Committee members awareness of issues for Culturally Diverse community members.



2.4.3. Policy and Strategy Development

2.4.3.1. Provide advice as part of a policy, strategy (or other relevant document) review or development processes as required.

2.4.4. Perform other activities related to this Terms of Reference as requested by the Council.

3. Membership

Composition of the Committee

3.1. The Committee shall comprise of 15 members, being:

3.1.1. Up to two Councillors;

3.1.2. Up to five representatives nominated from culturally diverse social groups, ethnic associations or agencies that support culturally diverse communities Latrobe City;

3.1.3. Two representatives from peak/major organisations who service and support Latrobe City's culturally diverse communities;

3.1.4. **Four** community members (individuals) with an interest in cultural diversity;

3.1.5. Up to **Two** co-opted members, as deemed appropriate **and invited** by the Committee to help fulfil/meet the objectives and address any specific areas or gaps. Co-opted members could be from an organisation, sector or community; and

3.1.6. Latrobe City Council Officers (ex-officio).

Length of appointment

3.2. While a Committee shall be in place for as long as Latrobe City Council sees fit, the appointment of members shall be for a term of not more than three years, with the exception of co-opted members whose terms will be for one year.

3.3. Prior to the expiration of each term, there will be a call for nominations for the next term. Current Committee members are able to re-nominate.

Selection of members and filling of vacancies

3.4. Latrobe City Council shall determine the original membership of a Committee based on Council's expressions of interest process.

3.5. The Committee may fill any vacancies that occur within the determined year period of appointment, subject to the approval of the General Manager **Community Health and Wellbeing** and endorsement of Council. Where a



vacancy is filled in this way, the appointment shall be limited to the remainder of the period of the original appointment.

Co-option of members

- 3.6. With the approval of the Chair, the Committee may invite other individuals to participate in the proceedings of the Committee on a regular or an occasional basis and including in the proceedings of any sub-committees formed.

Attendance at meetings

- 3.7. All Committee members are expected to attend each meeting.
- 3.8. Committee members representing a peak body or major organisation may send a representative from that organisation to a meeting to act on their behalf.
- 3.9. A member who misses two consecutive meetings without a formal apology may at the discretion of Latrobe City Council have their term of office revoked.
- 3.10. A member who is unable to attend the majority of meetings during the year may at the discretion of Latrobe City Council have their term of office revoked.

Resignations

- 3.11. All resignations from members of the Committee are to be submitted in writing to the General Manager **Community Health and Wellbeing**, Latrobe City Council, PO Box 264, Morwell VIC 3840.

4. Proceedings

Chair

- 4.1. The nominated Councillor shall Chair the meetings.
- 4.2. If the Councillor delegate is unavailable he/she shall delegate to the other nominated Councillor to chair the meeting.
- 4.3. If neither Councillor is available, the Chair may nominate a replacement from the current membership of the Committee to chair the meeting. This will usually be the council officer (ex officio).

Meeting schedule

- 4.4. The Committee will determine its meeting schedule and times for each of the meetings. The duration of each Committee meeting should generally not exceed two hours.



- 4.5. Meetings of the Committee will be held monthly initially or as may be deemed necessary by Latrobe City Council or the Committee to fulfil the objectives of the Committee. Special meetings may be held on an as-needs basis.

Meeting procedures

- 4.6. Meetings will follow standard meeting procedures as established in any guidance material and outlined in these terms of reference for Advisory Committees provided (see appendix one for the agenda template).
- 4.7. All Committee meetings and records are considered confidential and may be designated as confidential in accordance with Section 77 of the Act.
- 4.8. All recommendations, proposals and advice must be directed through the Chair.

Quorum

- 4.9. 50% plus one (1) of the members constitutes a quorum.
- 4.10. If at any Committee meeting a quorum is not present within 30 minutes after the time appointed for the meeting, the meeting shall be rescheduled.

Voting

- 4.11. There will be no official voting process, although all members shall have equal voting rights. Majority and minority opinions will be reflected in Committee minutes.

Minutes of the Meeting

- 4.12. A Latrobe City Officer or authorised agent shall take the minutes of each Committee meeting.
- 4.13. The minutes shall be in a standard format including a record of those present, apologies for absence, adoption of previous minutes and a list of adopted actions and resolutions of the Committee (see appendix two for the minutes template).
- 4.14. Where this meeting is also considered an Assembly of Councillors under the *Local Government Act 1989*, an Assembly of Councillors record must also be submitted in accordance with those requirements.
- 4.15. The minutes shall be stored in the Latrobe City Council corporate filing system (currently LCMS electronic document and records management system).
- 4.16. The agenda shall be distributed at least 48 hours in advance of the meeting to all Committee members, including alternative representatives.



- 4.17. A copy of the minutes shall be distributed to all Committee members (including alternative representatives) within 10 working days of the meeting.

5. Review of Committee and Duration of the Committee

- 5.1. The committee will cease to exist by resolution of the Council, or once the objectives at item 2.3 have been demonstrated that they have been met, whichever occurs first.
- 5.2. A review of the Committee will take place at least once every three years at which time the Terms of Reference will also be reviewed.
- 5.3. A review will be conducted on a self-assessment basis (unless otherwise determined by Council) with appropriate input sought from the Council, the CEO, all Committee members, management and any other stakeholders, as determined by Council.
- 5.4. The review must consider:
 - 5.4.1. The Committee's achievements
 - 5.4.2. Whether there is a demonstrated need for the Committee to continue, and
 - 5.4.3. Any other relevant matter.

6. Authority and Compliance Requirements

- 6.1. The Committee is a consultative committee only and has no executive powers nor does it have any delegated decision making or financial authority.
- 6.2. The Committee must comply with the Assembly of Councillor provisions provided for in the *Local Government Act 1989*.
- 6.3. Failure to comply with the provisions outlined in this Terms of Reference may result in termination of the Member's appointment by Latrobe City Council.



Appendix 1: Agenda Template

<p>[Name] Advisory Committee</p> <p>Meeting Day, XX Month Year</p> <p>Time Commencing: 00:00am/pm Expected Finish Time: 00:00am/pm</p> <p>Location: (include specific meeting room and address)</p>			
<p><i>NOTE: In accordance with Section 80 of the Local Government Act 1989 for each meeting that a Councillor is in attendance an Assembly of Councillors record must be completed and tabled at the next practicable Council Meeting.</i></p>			
AGENDA ITEMS			
No.	Item	Responsible Officer	Attachment
1.	Welcome & introduction	Chair	N/a
2.	Apologies	All	
3.	Declarations of Interest	All	
	<i>Members of the Committee are to declare any Conflicts of interest or any interests in matters listed on the agenda</i>		
4.	Confirmation of Minutes		
	<i>Confirmation of the previous minutes of the meeting.</i>		
5.	Matters arising from previous meeting	All	
	<i>Review of action progress from previous meetings</i>		
6.	Items for Consideration		
	<i>Matters being presented for discussion in accordance with the terms of reference</i>		
	<ul style="list-style-type: none"> • • • • 		
7.	General Business		
	<ul style="list-style-type: none"> • • • 	All	



Appendix 2: Minutes Template

<p>Name] Advisory Committee Minutes</p> <p>Meeting Day, XX Month Year</p> <p>Time Commenced: 00:00am/pm Finish Time: 00:00am/pm</p> <p>Location: (include specific meeting room and address)</p> <p>Meeting Chair: < Name ></p>			
<p><i>NOTE: In accordance with Section 80 of the Local Government Act 1989 for each meeting that a Councillor is in attendance an Assembly of Councillors record must be completed and tabled at the next practicable Council Meeting.</i></p>			
No.	Item	Responsible Person	Timeframe
1.	Present		
2.	Apologies		
3.	Interest Disclosures		
	<p><i>Members of the Committee declare any Conflicts of interest or Interests in matters discussed at the meeting.</i></p> <p>The following members of the Committee declared a Conflict of Interest at the meeting and left the meeting whilst the matter was being discussed:</p> <p><Name> ,Time left 00:00am/pm, Time returned 00:00am/pm</p> <p><Name> ,Time left 00:00am/pm, Time returned 00:00am/pm</p> <p><Name> ,Time left 00:00am/pm, Time returned 00:00am/pm</p>		



Name] Advisory Committee Minutes

Meeting Day, XX Month Year
 Time Commenced: 00:00am/pm Finish Time: 00:00am/pm
 Location: (include specific meeting room and address)

Meeting Chair: < Name >

NOTE: In accordance with Section 80 of the Local Government Act 1989 for each meeting that a Councillor is in attendance an Assembly of Councillors record must be completed and tabled at the next practicable Council Meeting.

No.	Item	Responsible Person	Timeframe
4.	Confirmation of Minutes		
	<i>That the minutes of the meeting held on [Date] of the [Name] Advisory Committee be confirmed.</i>		
5.	Matters arising from previous meeting		
	<i>List the item and action agreed and assign any follow up actions and expected timeframes</i> 1. Item Heading Action(s): • • 2. Item Heading Action(s): • •		
6.	Items for Consideration		
	<i>List the item and action agreed as per agenda and assign any follow up actions and expected timeframes</i> 1. Item Heading Action(s): • 2. Item Heading Action(s): •		



Name] Advisory Committee Minutes

Meeting Day, XX Month Year

Time Commenced: 00:00am/pm Finish Time: 00:00am/pm

Location: (include specific meeting room and address)

Meeting Chair: < Name >

NOTE: In accordance with Section 80 of the Local Government Act 1989 for each meeting that a Councillor is in attendance an Assembly of Councillors record must be completed and tabled at the next practicable Council Meeting.

No.	Item	Responsible Person	Timeframe
	3. Item Heading Action(s): •		
7.	General Business		
	<i>List the item and action agreed and assign any follow up actions and expected timeframes</i> 1. Item Heading Action(s): • 2. Item Heading Action(s): •		

Next Meeting: <Provide details of the next meeting date, time and location>.

ORGANISATIONAL PERFORMANCE

17. ORGANISATIONAL PERFORMANCE

Agenda Item: 17.1

Agenda Item: Annual Review of Procurement Policy

Sponsor: General Manager, Organisational Performance

Council Plan Objective: Ensure Council operates openly, transparently and responsibly.

Status: For Decision

MOTION

Moved: Cr McFarlane

Seconded: Cr Law

That Council:

- 1. Adopts the Procurement Policy with an effective date of 7 April 2020; and**
- 2. Notes that with the adoption of this Policy that any previous versions are now rescinded; and**
- 3. Makes this Policy available to the public on Council's website.**

CARRIED UNANIMOUSLY

Executive Summary:

In accordance with Section 186A of the *Local Government Act 1989*, 'At least once each financial year, a Council must review the current Procurement Policy and may, in accordance with this section, amend the Procurement Policy'.

Latrobe City Council's Procurement Policy 19 – POL – 11 was last reviewed and adopted by Council on 6 May 2019.

The statutory review of the current policy has been completed. This report presents the reviewed Procurement Policy (attached) for adoption.

Background:

The Procurement Policy is required to be reviewed at least once in every financial year in accordance with Section 186A of the *Local Government Act 1989*. The

statutory review of the current policy has been completed, and minor amendments have been proposed. These are:

- Update divisional reference from Corporate Services to Organisational Performance resulting from 2019 Organisational Realignment
- Minor formatting and spelling changes

Issues:

Strategy Implications

Latrobe City Council's Procurement Policy ensures that Council operates openly, transparently and responsibly in respect to all procurement activities.

Communication

The adopted Procurement Policy 20 – POL – 12 will be made available to the public on Council's website.

Financial Implications

There are no financial implications in relation to the adoption of this policy.

Risk Analysis

The Procurement Policy is a current control to manage potential risks of fraud.

Legal and Compliance

There are no legal implications in relation to this report.

The Procurement Policy review ensures Council remains compliant with Section 186A of the *Local Government Act 1989*.

Community Implications

There are no community implications in relation to this report.

Environmental Implications

There are no environmental implications in relation to this report.

Consultation

Internal feedback has been collated during the last financial year in preparation for the annual review.

Other

There are no other implications in relation to this report.

Declaration of Interests:

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Supporting Documents:

Nil

Attachments

1 [↓](#). DRAFT Procurement Policy 20 - POL - 12

17.1

Annual Review of Procurement Policy

1	DRAFT Procurement Policy 20 - POL - 12	399
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Procurement Policy

Version 20 – POL – 12

Approval Date: 06 April 2020

Review Date: 30 June 2021



Procurement Policy

DOCUMENT CONTROL

Responsible GM	Greg Drumm	
Division	Organisational Performance	
Last Updated (who & when)	Matthew Rogers – Manager Finance	2020
DOCUMENT HISTORY		
Authority	Date	Description of change
Council	22 August 2016	Policy reviewed, adopted by Council.
Council	03 April 2018	Amendments to purchase approval delegations, quotation requirements & contract variation approval requirements
Council	06 May 2019	Policy reviewed, amendments to petty cash and purchasing card clauses
Council	06 April 2020	Policy reviewed, no amendments
References	<p>Legislative References</p> <ul style="list-style-type: none"> • Local Government Act 1989 • Competition and Consumer Act 2010 • Trade Practices Act 1974 • Goods Act 1958 • New Tax System (Goods and Services Tax) Act 1999 • OHS Safety Act 2004 • Environmental Protection Act 1994 • National Competition Policy • Competitive Neutrality Policy Victoria 2000 <p>Related Council Policies</p> <ul style="list-style-type: none"> • Purchasing Card Policy • Grants Policy • Gifts, Benefits and Hospitality Policy • Fraud Policy • Wood Encouragement Policy <p>Other Associated Documents</p> <ul style="list-style-type: none"> • Procurement Operational Policy • Grants and Sponsorship Operational Policy 	

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Responsible Division	Organisational Performance	Approved Date	06 April 2020	Review Date	30 June 2021
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Procurement Policy

	<ul style="list-style-type: none"> • Disposal of Assets Operational Framework • Instrument of Delegations • Conflict of Interest Guidelines • Councillor Code of Conduct • Employee Code of Conduct • Occupational Health and Safety State and National Regulations • OHS Purchasing of Goods • Disability Action Plan
Next Review Date	2020/21 Financial Year
Published on website	Yes
Document Reference No	1380258

Latrobe City Council acknowledges the assistance of the Municipal Association Victoria through the provision of a Model Procurement Policy

Approved by Latrobe City Council

For further information about this document, please contact:

Danielle Cox
 Coordinator Procurement
 Latrobe City Council
 Tel: (03) 5128 5450
 Email: Danielle.Cox@latrobe.vic.gov.au

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Responsible Division	Organisational Performance	Approved Date	06 April 2020	Review Date	30 June 2021
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Procurement Policy

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Procurement Policy

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Procurement Policy

1. Principles

1.1 Background

Latrobe City Council:

- Recognises:
 - Developing a procurement policy and adopting appropriate best practice contracting and procurement principles, policies, processes and procedures for all goods, services and works by Latrobe City Council, will enhance achievement of objectives. These objectives include sustainable and social procurement, bottom-line cost savings, supporting the local economy, achieving innovation and better services for communities.
 - The elements of best practice applicable to local government procurement incorporate:
 - Broad principles covering ethics, value for money, responsibilities and accountabilities;
 - Guidelines giving effect to those principles;
 - A system of delegations (i.e. the authorisation of officers to approve and undertake a range of functions in the procurement process); and
 - Procurement processes, with appropriate processes covering minor, simple procurement to high value, more complex procurement.
- Contracting, purchasing and contract management activities endeavour to:
 - Achieve value for money and quality in the acquisition of goods, services and works;
 - Support Latrobe City Council's corporate strategies, aims and objectives;
 - Take a long term strategic view of its procurement needs while continually assessing, reviewing and auditing its procedures, strategy and objectives;
 - Provide a robust and transparent audit trail which ensures that procurement projects are delivered on time, within cost constraints and that the needs of end users are fully met;
 - Are conducted, and are seen to be conducted, in an impartial, fair and ethical manner;

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- Ensure that risk is identified, assessed and managed at all stages of the procurement process;
- Use strategic procurement practices and innovative procurement solutions to promote sustainability and best value, in particular making use of collaboration and partnership opportunities; and
- Comply with legislation, corporate policies or other requirements, ensuring that all staff responsible for procurement and contract management are aware of and adhere to the legislative requirements, Latrobe City Council standards and best practice.

1.2 Scope

This Procurement Policy is made under Section 186A of the *Local Government Act 1989*, (the Act) which is the key legislative framework that regulates the process of all local government procurement in Victoria.

Section 186A of the Act requires Victorian councils to prepare, approve and comply with a Procurement Policy encompassing the principles, processes and procedures applied to all purchases of goods, services and works.

Latrobe City Council's Procurement Policy applies to all contracting and procurement activities and is binding upon Councillors, Council officers, temporary employees, contractors and consultants while engaged by Latrobe City Council.

1.2.1 Other Acts and Policies

The *Competition and Consumer Act 2010* - protects businesses and its customers from unfair trading practices. Latrobe City Council officers are to ensure that they are operating fairly, transparently and competitively in the marketplace.

- The National Competition Policy - extends the Australian Consumer Law to councils and introduces Competitive Neutrality Policy.
- *Competitive Neutrality Policy Victoria 2000* - promotes efficient competition between public and private businesses operating in the same market.

1.2.2 Procurement during Council Elections

The *Local Government Act 1989* stipulates that councils are prohibited from making certain prescribed decisions during an election period¹. This includes a decision to enter into a contract that has a total value which exceeds the threshold amounts or 1% of Latrobe City Council's revenue from rates in the preceding year, whichever is greater.

¹ Section 93A of the Local Government Act 1989

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Any decision which does not follow this requirement is deemed to be invalid. Latrobe City Council is liable to pay compensation as a result of acting on a major policy decision made in contravention of the legislation. The decision also applies to special committees or persons acting under a delegation from Council.

1.3 Purpose

The purpose of this policy is to:

- Provide policy and guidance to the Council to allow consistency and control over procurement activities;
- Demonstrate accountability to rate payers;
- Provide guidance on ethical behaviour in public sector purchasing;
- Demonstrate how to apply best practice principles when purchasing; and
- Increase the probability of obtaining the right outcome when purchasing goods, services and works.

1.4 Integration with Council Strategy

This policy supports the following Strategic Objectives contained within *Latrobe 2026: The Community Vision for Latrobe Valley* and the *Council Plan 2017-2021*:

Latrobe 2026

Governance:

In 2026, Latrobe Valley has a reputation for conscientious leadership and governance, strengthened by an informed and engaged community, committed to enriching local decision making.

Regulation and Accountability:

In 2026, Latrobe Valley demonstrates respect for the importance of rules and laws to protect people's rights outline obligations and support community values and cohesion.

Council Plan 2017 – 2021 Objective 6:

Ensure Council operates openly, transparently and responsibly

Strategies:

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- Enhance Council's engagement with the community to better understand the community's priorities.
- Develop Council's long term financial plan and asset management plan to ensure that Council remains financially sustainable.

1.5 Treatment of GST

All monetary values stated in this policy include GST except where specifically stated otherwise.

1.6 Definitions and Abbreviations

Term	Definition
The Act	<i>Local Government Act 1989</i> (as amended)
CEO	Chief Executive Officer
Commercial in Confidence	Information that, if released, may prejudice the business dealings of a party (for example discounts rebates, profits, methodologies and process information). It is information provided for a specific purpose that is not to be used for any other purpose than set out in the initial document.
Conflict of Interest	Refer to Section 77A of the <i>Local Government Act 1989</i> .
Contract Management	The process that ensures both parties to a contract that fully meet their respective obligations as efficiently and effectively as possible, in order to deliver the business and operational objectives required from the contract and in particular, to provide value for money.
Corporate Social Responsibility (CSR)	Corporate Social Responsibility is about taking positive action to demonstrate Latrobe City Council's commitment to the local community and environment on which it impacts.
The Council / Council	The Latrobe City Councillor's as the governing body
Council officers	Includes temporary, full-time and part-time Latrobe City Council employees, as well as contractors and consultants while engaged by Latrobe City Council.
Delegation	A power handed down by the Council or Chief Executive Officer in an instrument to enable a delegate to act on Council's behalf.

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Term	Definition
Expression of Interest (EOI)	An invitation for potential suppliers to submit an EOI for the provision of the goods, services and works generally set out in the overview of requirements contained in the document. This invitation is not an offer or a contract. It is usually the first stage of a multi-stage procurement process.
e-Procurement	Refers to the use of electronic methods at any stage of the procurement process from identification of a requirement through to any contract management and possibly procured asset management. Electronic procurement is the undertaking of the procurement process stage by electronic methods.
GM	General Manager
MECC	Municipal Emergency Coordination Centre
MERC	Municipal Emergency Response Coordinator
MERO	Municipal Emergency Resource Officer
MRM	Municipal Recovery Manager
Probity	Within Local Government, the word "probity" is often used in a general sense to mean "good process." A procurement process that conforms to the expected standards of probity is one in which clear procedures that are consistent with Council's policies and legislation are established, understood and followed from the outset. These procedures need to consider the legitimate interests of suppliers and ensure that all potential suppliers are treated equitably.
Probity Advisor	Reviews dealings with tenderers and the evaluation panel at presentations and interviews. Probity advisors provide advice to the evaluation team and/or steering committee.
Probity Auditor	Reviews all processes and documentation throughout the procurement process and provides a report on their findings at the conclusion of the process.
Procurement	Procurement is the whole process of acquisition of external goods, services and works. This process spans the whole life cycle from initial concept through to the end of the useful life of an asset (including disposal) or the end of a service contract.
RERC	Regional Emergency Response Coordinator
SERC	State Emergency Response Coordinator

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Term	Definition
Social Procurement	Social Procurement uses procurement processes and purchasing power to generate positive social outcomes in addition to the delivery of efficient goods, services and works.
Sustainability	Activities that meet the needs of the present without compromising the ability of future generations to meet their needs.
Tender Process	The process of inviting suppliers to submit a quotation by tender using public advertisement, followed by evaluation of submissions and selection of a successful bidder or tenderer.
Value for Money	Value for money in procurement is about selecting the supply of goods, services and works taking into account both cost and non-cost factors including: <ul style="list-style-type: none"> • contribution to the advancement of Latrobe City Council's priorities; • non-cost factors such as fit for purpose, quality, service and support; and • cost-related factors including whole of life costs and transaction costs associated with acquiring, using, holding, maintaining and disposing of the goods, services and works.

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2. Effective Legislative and Policy Compliance and Control

2.1 Ethics and Probity

2.1.1 Requirement

Latrobe City Council's procurement activities shall be performed with integrity and in a manner able to withstand the closest possible audit scrutiny.

All staff involved in procurement should be skilled in probity fundamentals, their application and be familiar with Latrobe City Council's Conflict of Interest Guidelines.

2.1.2 Conduct of Councillors and Council Officers

2.1.2.1 General

Councillors and Council officers shall at all times conduct themselves in ways that are, and are perceived to be, ethical and of the highest integrity and will:

- Treat potential and existing suppliers with equality and fairness;
- Not seek or receive personal gain;
- Maintain confidentiality of Commercial in Confidence information such as competing suppliers information, pricing, specifications, quotations, tenders or any other sensitive information;
- Present the highest standards of professionalism and probity;
- Deal with suppliers in an honest and impartial manner that does not allow conflicts of interest;
- Invite quotations and tenders only where there is a clear intent to procure the goods, services and works in the near future;
- Not behave in a fraudulent or criminal manner as detailed in Latrobe City Council's Fraud and Corruption Operational Policy;
- Not use Latrobe City Council's purchasing system or purchasing card for the purchase of personal items;
- Provide all suppliers with the same information and equal opportunity;
- Be able to account for all decisions and provide feedback on them;

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- Maintain fair, equitable and non-discriminatory procedures for addressing complaints and concerns raised by suppliers or members of the community regarding Latrobe City Council's procurement activities; and
- Report matters if they are concerned that improper conduct is being undertaken, this includes:
 - Corrupt conduct;
 - A substantial mismanagement of public resources;
 - A substantial risk to public health or safety; and
 - A substantial risk to the environment.

2.1.3 Procurement Activity Processes

All procurement activity processes shall be conducted in accordance with the requirements of this policy, Latrobe City Council's Procurement Operational Policy, Procurement Guidelines and any associated procedures, relevant legislation, relevant Australian Standards and the *Local Government Act 1989*.

2.1.4 Probity Advisors/Auditors

An independent probity advisor or auditor must be appointed in the following circumstances and provide a written report of results:

- If the procurement activity exceeds the probity excess limit of \$10M; or
- If the relevant General Manager or Chief Executive Officer requests the inclusion of a probity auditor or advisor.

2.1.5 Conflict of Interest

Councillors and Council officers shall at all times adhere to the Latrobe City Council Conflict of Interest Guidelines.

2.1.6 Fair and Honest Dealing

All prospective contractors and suppliers must be afforded an equal opportunity to participate in a procurement activity.

Impartiality must be maintained throughout the procurement process so it can withstand public scrutiny.

The commercial interests of existing and potential suppliers must be protected.

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Confidentiality of information provided by existing and prospective suppliers must be maintained at all times, particularly commercially sensitive material such as, but not limited to individual rates or prices, discounts, rebates, profit, manufacturing and product information.

2.1.7 Gifts and Hospitality

Councillors and Council officers shall at all times adhere to the Gifts, Benefits and Hospitality Policy.

2.1.8 Disclosure of Information

Commercial in Confidence information received by Latrobe City Council must not be disclosed and is to be stored in a secure location.

Councillors and council officers are to protect Commercial in Confidence information, by refusing to release or discuss the following:

- Allocated Council budgets for proposed procurement activities;
- Information disclosed by suppliers in tenders, quotations or during tender negotiations;
- All information that is Commercial in Confidence information; and
- Pre-contract information including but not limited to information provided in procurement activities or subsequently provided in pre-contract negotiations.

Discussion with potential suppliers during tender evaluations should not go beyond the extent necessary to resolve doubt on what is being offered by that supplier. At no stage should any discussion be entered into which could have potential contractual implications prior to the contract approval process being finalised.

Summary information relating to contracts entered into with an estimated expenditure which exceeds the compulsory tender thresholds pursuant to Section 186 of the *Local Government Act 1989* will be published on Latrobe City Council's external website.

2.1.9 Non-Compliance

Non-compliance to the Procurement Policy or the Procurement Operational Policy will be recorded and actions will be taken as per the procedures detailed in the Procurement Operational Policy.

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Procurement Policy

2.2 Governance

2.2.1 Structure

Latrobe City Council shall:

- Establish formal procurement approvals and a delegations structure that will ensure accountability and auditability of all procurement decisions made over the lifecycle of all goods, services and works;
- Ensure that Latrobe City Council's procurement structure:
 - Obtains value for money;
 - Is flexible enough to purchase the diverse range of material, goods, works and services required by Council in a timely manner;
 - Ensures that prospective contractors and suppliers are afforded an equal opportunity to participate in procurement activities; and
 - Encourages competition.

2.2.2 Standards

Procurement activities shall be carried out to the professional standards required by Local Government Best Practice Guidelines and in compliance with:

- *Local Government Act 1989*;
- Latrobe City Council's policies, operational policies and procedures;
- Latrobe City Council's Procurement Operational Policy;
- Councillor Code of Conduct;
- Latrobe City Council's Employee Code of Conduct;
- Occupational Health and Safety State and National Regulations; and
- Other relevant legislative requirements such as but not limited to the *Competition and Consumer Act 2010*, *Trade Practices Act 1974*, *Goods Act 1958*, *New Tax System (Goods and Services Tax) Act 1999*, *OHS Safety Act 2004* and the *Environmental Protection Act 1994*.

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2.2.3 Latrobe City Council Related Policies, Frameworks and Guidelines

Latrobe City Council's policies, operational policies and guidelines relating to procurement that must also be complied with are:

- Purchasing Card Policy;
- Grant Governance Policy;
- Instrument of Delegations;
- Sponsorship Policy;
- Fraud and Corruption Policy;
- Disposal of Assets Operational Framework;
- Conflict of Interest Guidelines;
- OHS Purchasing of Goods;
- Wood Encouragement Policy; and
- Disability Action Plan.

2.2.4 Methods

Latrobe City Council's standard methods for purchasing goods, services and works shall be by some or all of the following methods:

- Purchasing card;
- Purchase order following the quotation process in accordance with section 2.3.2.2;
- Under contract following a tender process;
- Using aggregated purchasing arrangements with other councils, MAV Procurement, Procurement Australia, Victorian Government, the Construction Suppliers Register or other bodies; and
- Other arrangements authorised by the Council or the Chief Executive Officer on a needs basis as required by abnormal circumstances such as emergencies.

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2.2.5 Responsible Financial Management

Responsible financial management shall be applied to all procurement activities.

To give effect to this principle, the availability of existing funds within an approved budget, or source of funds, shall be established prior to the commencement of any procurement activity for the supply of goods, services or works.

Council officers must not authorise the expenditure of funds in excess of their financial delegations.

Council officers must not disclose allocated procurement activity budgets to suppliers.

Latrobe City Council funds must be used efficiently and effectively to procure goods, services and works and every attempt must be made to contain the costs of the procurement process without compromising any of the procurement principles set out in this policy.

2.3 Procurement Processes and Thresholds

2.3.1 Process

Latrobe City Council's procurement processes are based on a number of principles:

- **Best Value**

The benefits of the purchase are weighted against the costs necessary for the optimum result for Latrobe City Council and the local community. Latrobe City Council is not required to accept the lowest tender. Instead, Latrobe City Council is required to take into account issues of quality, cost, the accessibility of the service and other factors relevant to the overall objectives of the *Local Government Act 1989*.

Best value is often mistaken for meaning the lowest price, however, in terms of the contracting process, best value requires Latrobe City Council to balance quality and price with as much transparency as is reasonably achievable. In this context price should take into account the whole life cost of the provision so far as is practicable. It follows that the delivery of best value is dependent upon Latrobe City Council's priorities.

Achieving best value also requires challenging the need for the procurement and the way in which the service may be reconfigured to achieve improvements in service delivery, comparing service provision options against all those available, consulting with key stakeholders and ensuring competition in the open market.

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Achieving best value for money must be the basis of all procurement decisions within Latrobe City Council.

- **Open and Fair Competition**

All suppliers are treated fairly in an open and transparent manner and have access to the same information.

- **Accountability**

Accountability in procurement means being able to explain and provide evidence on the process followed. The test of accountability is that an independent third party must be able to see clearly that a process has been followed and that the process is fair and reasonable.

Therefore the processes by which all procurement activities are conducted will be in accordance with this Procurement Policy and associated Latrobe City Council's policies, operational policies and procedures. Additionally:

- All Council officers are required to comply with the Employee Code of Conduct and accordingly they must be able to account for all procurement decisions they have been involved in that were made over the lifecycle of all goods, services and works purchased by Latrobe City Council and provide feedback on them;
- All procurement activities are to leave an audit trail for monitoring and reporting purposes; and
- Councillors must not direct or influence Council officers in the exercise of any power in the performance of any procurement related duty or function.

- **Risk Management**

Strategies for managing risks associated with all procurement processes are in place and consistent.

- **Probity and Transparency**

All procurement processes must be conducted in a fair, honest and open manner, with the highest levels of integrity and in the public interest.

2.3.2 Minimum Spend Competition Thresholds

All Latrobe City Council procurement activities must comply with this policy and in accordance with Latrobe City Council's documented authorised delegations. The only exception to this is when a critical incident is declared invoking emergency incident procurement policies at 2.5.1.

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Procurement activities must not be split into smaller amounts to circumvent the thresholds or financial delegate levels and must be calculated on total cost of ownership (options to extend the contract, contingency and travel or out of pocket expenses).

Latrobe City Council's minimum spend competition thresholds are listed below.

2.3.2.1 Tenders

Purchase of all goods, services and works for which the estimated expenditure exceeds the compulsory tender thresholds pursuant to Section 186 of the *Local Government Act 1989*, must be undertaken by public tender. There is no specific time limit applicable to the length of a contract which is subject to the thresholds.

Latrobe City Council may undertake a public tender process where the value of goods, services and works does not reach the threshold sums. These may be situations where a public tender is preferred or prudent, managing risk considerations are paramount, or there is a desire for greater transparency of the procurement.

As a general rule Latrobe City Council will not accept late tenders, the exception being where it can be substantiated that there was a Latrobe City Council related system failure / interruption in the case of submission of an electronic tender.

Where it can be determined that the above circumstance prevailed at the time of attempted lodgement, Latrobe City Council may accept the late tender, this is to be approved by the Chief Executive Officer or a General Manager.

The tenders will be evaluated against the mandatory and discretionary selection criteria which are detailed in the tender document.

An exemption can be obtained to not go to public tender. This must be discussed and documented with the Coordinator Procurement and endorsed by the Manager Finance, the Chief Executive Officer and Council. Exemptions from public tender must then be approved by the Minister for Local Government.

2.3.2.2 Quotations

Purchase of goods, services and works having a total valuation of less than the compulsory tender threshold and do not require a contract, may be undertaken using the procurement by quotation method as described in Table 1 below:

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Procurement Policy

Table 1

Quote Requirements	
Quotations	
Less than \$1,000	Minimum one (1) verbal quotation
\$1,001 - \$5,000	Minimum one (1) written quotation
\$5,001 - \$25,000	Minimum two (2) written quotations
\$25,001 - \$150,000	Minimum three (3) written quotations
Tender	
Greater than \$150,000	Public Tender process required

In addition to the quotation requirements above, quotations may be publicly advertised at the Council officer's discretion. This may occur when a field of potential suppliers hasn't been established, or an innovative approach is required, or the project has broad appeal that may attract keen prices.

2.3.2.3 Purchasing Cards

Purchasing cards are available and the preferred method, for low value purchases. They must be used in accordance with Latrobe City Council's Purchasing Card Policy and are not to be used for personal use.

2.3.2.4 Petty Cash

A petty cash system operates to provide temporary cash advances for legitimate, urgent and operational business expenses.

The maximum cash advance is \$50 and must be authorised by the requesting officer's supervisor.

Petty Cash will only be used to reimburse business expenses in exceptional circumstances or where a delay in reimbursement will cause financial hardship.

2.3.2.5 Reimbursements

A reimbursement system operates to reimburse legitimate and operational business expenses incurred by employees on behalf of Latrobe City Council. Legitimate and operational business expenses are defined as expenses incurred that are essential to performing functions of the relevant business unit.

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All reimbursement expenditure must adhere to quotation requirements and purchasing approval delegations prior to incurring any expenses.

The reimbursement facility should not be used for purchases that can reasonably be made in advance via the quotation processes.

All reimbursements must be undertaken in accordance with council's reimbursement procedure.

2.3.2.6 Agency

Council may use the services of a third party agent to undertake a tender on its behalf. Where this engagement is determined Council will:

- Endorse the tender and contract specifications, conditions and other contract documentation before public tenders are called;
- Ensure proper procurement processes and procedures are in place;
- Make a decision to either accept one of the tenders or reject all tenders as allowed by the Act, including reviewing the evaluation panel's assessment of submissions and recommendation to select one tender or a panel of tenderers; and
- Exercise discretion in accepting one of the tenders and merely rely on the work undertaken by the agent.

2.4 Delegation of Authority

2.4.1 Requirement

Delegations define the limitations within which Council officers are permitted to work. Delegation of procurement authority allows specified Council officers to approve certain purchases, quotation, tender and contractual processes without prior referral to the Council. This enables council officers to conduct procurement activities in an efficient and timely manner whilst maintaining transparency and integrity.

2.4.2 Delegations

2.4.2.1 Council Officers

The following tables outline the authorised procurement delegations, identifying Council officers authorised to make procurement commitments in respect of goods, services and works on behalf of Latrobe City Council.

The delegations for all purchasing at Latrobe City Council are in accordance with Table 2:

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Procurement Policy

Table 2

Procurement Approval Delegations	
Limit of Delegation	Approving Officer
Purchase Card	As delegated by CEO or delegate
Up to \$500	Supervisor or equivalent*
Up to \$25,000	Coordinator / Team Leader**
Up to \$100,000	Manager
Up to \$250,000	General Manager
Up to \$500,000	Chief Executive Officer
Greater than \$500,000	Council

*for the approval of reimbursements only

**delegation for Team Leaders with budget responsibility only

All procurements require the applicable approval prior to providing advice to potential suppliers. Council officers must not authorise the expenditure of funds in excess of their financial delegations. Council officers are not permitted to authorise expenditure which directly benefits them or they are the recipient of the goods, service and works.

To ensure segregation of duties, Latrobe City Council requires at least three different officers to be involved and responsible for an end to end procurement activity. No single officer is to have complete control over any procurement activity. The delegations to award a contract at Latrobe City Council are in accordance with Table 3:

Table 3

Contract Award Delegations	
Limit of Delegation	Power to Award
<\$500,000	Chief Executive Officer
>\$500,000	Council

Where a contract variation is required, approval must first be sought from the applicable approving officer. The approving officer has the delegation to sign all correspondence in relation to the variation.

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The delegations for contract variations at Latrobe City Council are in accordance with Table 4:

Table 4

Contract Variation Delegations (per contract)	
Cumulative value of variations	Approving Officer
Up to \$25,000	Coordinator / Team Leader
Up to \$100,000	Manager
Up to \$250,000	General Manager
Greater than \$250,000	Chief Executive Officer

Where the Cumulative value of all variations;

- **exceeds 10%** of the original contract value, endorsement must be sought from the General Manager or Chief Executive Officer
- **exceeds \$500,000** it must be approved by the Chief Executive Officer and a briefing note be submitted to Council for their noting only.

Table 5

Latent Conditions (as per Australian Standards) and Design Variations	
Limit of Delegation	Approving Officer
Up to project budget	Contract Superintendent or Representative
Over project budget	Council

2.4.2.2 Delegations Reserved for the Council

Commitments and processes which exceed the Chief Executive Officer's delegation must be approved by Council. See Tables 2, 3 and 4 for Council officer's delegations to approve purchasing, award contracts and approve contract variations.

2.5 Exemptions from Procurement Levels and Procedures

Acceptable justifications for exemptions to the procurement methods detailed in clause 2.3 are specified in the Procurement Operational Policy.

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The delegations for endorsing and approving exemptions are in accordance with Table 6:

Table 6

Purchasing Exemption Delegations		
Value	Endorsed by	Approving officer
Up to \$25,000	Procurement Officer	Manager
Up to \$100,000	Coordinator Procurement; or Manager Finance	General Manager
Up to \$150,000	Coordinator Procurement; or Manager Finance	Chief Executive Officer
Greater than \$150,000	Chief Executive Officer	Minister

2.5.1 Critical Incidents

Emergency Management policies and processes are invoked when a relevant Incident Controller, State Emergency Response Coordinator (SERC), Regional Emergency Response Coordinator (RERC) or Municipal Emergency Response Coordinator (MERC) (if not already self-activated by the Municipal Emergency Resource Officer (MERO) / Municipal Recovery Manager (MRM)) contacts Council requesting Council assistance in relation to:

- An emergency within the meaning of the *Emergency Management Act 1986* and the *Emergency Management Act 2013*;
- Latrobe City Council's Municipal Emergency Management Plan being activated;
- An emergency impact that requires activation of Council resources through the MERO/MRM via the Municipal Emergency Coordination Centre (MECC);
- An incident that activates the Council's Business Continuity Plan;
- An incident that represents a serious threat to health, safety, security of person or property; or
- A situation that represents a serious or urgent disruption to Latrobe City Council services.

In recognition that full compliance with existing Latrobe City Council procurement policies may not support the requirements during a critical incident, an alternative procurement

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process is in place to operate during a critical incident. Critical incident procurement aims to accommodate urgent procurement needs whilst ensuring that procurement processes adopted are reasonable and conducted with appropriate consideration of the standard procurement principles. In the event of a critical incident being declared, the process for procuring goods, services and works is to:

- Take into account value for money, accountability and probity to the extent that they can be applied given the severity and urgency of the incident;
- Adopt minimum record keeping processes through the Crisisworks Emergency Management System for relief, response and recovery;
- Ensure records of all procurements and decisions are documented in Crisisworks and disclosure of the value of goods, services and works procured for the emergency are reported to Council upon request;
- Ensure a procurement team member is to be part of the Emergency Management team to manage all procurement activities; and
- Ensure emergency incident approval processes are activated through the MERO via delegated authority of the Chief Executive Officer.

2.6 Public Advertising

All public procurement activities are to be published on Latrobe City Council's e-tendering portal and advertised in a local newspaper and state wide newspaper to ensure compliance with the *Local Government Act 1989*.

2.7 Internal Controls

Latrobe City Council will establish and maintain the Procurement Operational Policy which will detail the internal controls over procurement processes and will ensure:

- A minimum of three people are involved in and are responsible for a transaction end to end;
- Transparency in the procurement process;
- A clearly documented audit trail exists for procurement activities;
- Appropriate authorisations are obtained and documented; and
- Systems are in place for appropriate monitoring and performance measurement.

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2.8 Risk Management

2.8.1 General

Risk management is to be appropriately applied at all stages of procurement activities. This will be properly planned and carried out in a manner that will protect and enhance capability to prevent, withstand and recover from interruption to the supply of goods, services and works.

Risk management will be carried out in accordance with the stated requirements in the Risk Management Policy and the Guidelines for Occupational Health and Safety, Management of Contract and any Federal or State regulatory requirements.

2.8.2 Supply by Contract

The provision of goods, services and works by contract potentially exposes risk.

Latrobe City Council will minimise its risk exposure by measures such as:

- Standardising contracts to include current, relevant clauses;
- Requiring security deposits where appropriate;
- Referring specifications to relevant experts;
- Requiring contractual agreement before allowing the commencement of work;
- Use of or reference to relevant Australian Standards (or equivalent); and
- Effectively managing the contract including monitoring and enforcing performance.

2.9 Contract Terms

All contractual relationships must be documented in writing based on standard terms and conditions unless changes to this are supported by the Procurement and Governance teams.

To protect the best interests of Latrobe City Council, terms and conditions must be settled in advance of any commitment being made with a supplier.

2.10 Endorsement

Council officers and Councillors must not endorse any products or services.

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2.11 Dispute Resolution

All Council contracts shall incorporate dispute management and alternative dispute resolution provisions to minimise the potential for legal action.

2.12 Contract Management

The purpose of contract management is to ensure that Latrobe City Council, and where applicable its contractors, receive the goods, services and works provided to the required standards of quality and quantity as intended by the contract by:

- Establishing a system monitoring and achieving the responsibilities and obligations of both parties' under the contract;
- Providing a means for the early recognition of issues and performance problems and the identification of solutions;
- Goods, services and works have been completed to council officers satisfaction prior to payment occurring;
- Contract variations are approved prior to any work commencing;
- Contract variations are reported to Council on a quarterly basis; and
- Adhering to Latrobe City Council's Risk Management Operational Framework and adhering to relevant Occupational Health and Safety Contractor Compliance Procedures.

All Council contracts are to include contract management requirements. Furthermore, contracts are to be proactively managed by the Council officer responsible for the delivery of the contracted goods, services and works to ensure Latrobe City Council receives value for money.

A Contract Superintendent will be appointed and delegated authority as assigned by Australian Standards for the purpose of directing latent conditions and design variations.

2.13 e-Procurement

e-Procurement is integral to the overall development of procurement processes and involves the use of electronic systems to acquire and pay for goods, services and works.

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By utilising e-Procurement Latrobe City Council aims to:

- Reduce transaction costs;
- Increase supplier competition;
- Make processes more efficient;
- Improve management information and visibility of spend;
- Increasing control and consistency of processes; and
- Improve spend compliance.

For these reasons Latrobe City Council will only be accepting tender submissions electronically via the electronic Tender Box, unless otherwise approved prior to the closing time and date by the Coordinator Procurement. The electronic Tender Box is a free service.

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Procurement Policy

3. Demonstrate Sustained Value

3.1 Achieving Best Value

3.1.1 Requirement

Latrobe City Council's procurement activities will be carried out on the basis of obtaining best value (as defined in 1.6 Definitions and Abbreviations and detailed in 2.3.1 Process – Best Value).

This means minimising the total cost of ownership over the lifetime of the requirement, consistent with acceptable quality, reliability and delivery considerations. Lowest price is not the sole determinate of value for money.

3.1.2 Approach

This will be facilitated by:

- Developing, implementing and managing procurement strategies that support the coordination and streamlining of activities throughout the lifecycle;
- Developing and implementing a variety of standard selection criteria and weightings. Criteria and weightings will be established at the beginning of a tendering process to ensure value for money is achieved;
- Effective use of competition;
- Using a schedule of rates and panel contract arrangements where appropriate;
- Identifying and rectifying inefficiencies in procurement processes;
- Placing emphasis on the procurement activity planning process;
- Developing more cost efficient procurement processes including appropriate use of e-solutions;
- Council officers responsible for providing procurement services or assistance within Latrobe City Council and providing competent advice in terms of available products and agreements;
- Working with suppliers to create relationships that are professional and productive, and are appropriate to the value and importance of the goods, services and works being acquired;
- Undertaking analysis of Council's category spending patterns; and

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- Ensuring procurement effort corresponds with risk and expected return.

3.1.3 Role of Specifications

Specifications used in quotations, tenders and contracts are to support and contribute to Latrobe City Council's Value for Money objectives by being written in a manner that:

- Ensures impartiality and objectivity;
- Clearly defines Latrobe City Council's requirements;
- Encourages the use of standard products;
- Encourages sustainability; and
- Eliminates unnecessarily stringent requirements.

3.2 Performance Measures and Continuous Improvement

Latrobe City Council will establish appropriate performance measures and reporting systems to monitor performance and compliance with procurement policies, procedures and controls which will be reported to Latrobe City Council's Senior Leadership Team and / or Executive Team.

Procurement procedures, practices and costs may be benchmarked externally.

The performance measurements developed will be used to:

- Highlight trend and exceptions where necessary to enhance performance;
- Improve the internal efficiency of the procurement process and where relevant the performance of suppliers; and
- Facilitate programs to drive improvement in procurement to eliminate waste and inefficiencies.

3.3 Corporate Social Responsibility

Corporate Social Responsibility is about taking positive action to demonstrate Latrobe City Council's commitment to the local community and the environment on which it impacts. This means maximising the benefits of the services we provide across the community and minimising the negative aspects of activities.

Latrobe City Council' integrates Corporate Social Responsibility into its organisational policies and practices through social procurement, sustainability and diversity.

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3.3.1 Social Procurement

Social Procurement is the process of generating positive social outcomes through the delivery of goods, services and works. Social Procurement generates positive outcomes by building on initiatives already undertaken by Latrobe City Council in enhancing sustainable and strategic procurement practices, further enabling procurement to effectively contribute towards building stronger communities and meeting the social objectives.

Latrobe City Council is committed to adding value to the Latrobe City region, including the social benefits throughout Local Economic and Social Contribution. Social Procurement can effectively contribute to building stronger communities and meeting social objectives and in particular facilitating employment opportunities to target communities within the Latrobe City region,

Latrobe City Council's is committed to Social Procurement by:

- Ensuring all procurement practices are sustainable and strategically aligned with wider Council objectives;
- Achieving greater value for money across the community through the use of effective procurement;
- Ensuring all businesses have the same opportunity to tender for Council contracts;
- Enhancing partnerships with other councils, suppliers and community stakeholders;
- Building and maintaining a strong community by exploring ways to generate local employment (particularly among disadvantaged residents) and further strengthening the local economy;
- Purchasing ethical and fair trade goods to support equitable, local, national and international trade; and
- Ensuring business meets its obligations to its employees under applicable industrial instruments and legislation.

3.3.2 Buy Local

3.3.2.1 Local Suppliers

Latrobe City Council is committed to buying from local businesses where purchases can be justified against Value for Money grounds, while remaining compliant with the *Competition and Consumer Act 2010* and other fair trading legislation requirements.

Wherever practicable, Latrobe City Council will fully examine the benefits available through purchasing goods, services and works from suppliers within Latrobe City.

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To ensure that value for money is achieved through use of local suppliers when purchasing, Latrobe City Council shall:

- Encourage a 'buy local' culture within Council;
- Encourage local suppliers to participate in Council business by advertising in local newspapers and other means considered appropriate;
- Ensure that procurement policies and procedures do not disadvantage local suppliers;
- Ensure transparency in Council procurement practices;
- Encourage the use of local suppliers by contractors.

3.3.2.2 Local Economic Development

Latrobe City Council will also seek from prospective suppliers/contractors, where applicable, what economic contribution they will make to the Latrobe City region. Latrobe City Council will assign weighting percentage up to a maximum of 15% to this criteria element. The quotation or tender evaluation panel will determine the percentage applied to any procurement.

Such examples may include a supplier/contractor who:

- Engages and contracts with local suppliers
- Engages local sub-contractors
- Participates in apprenticeship schemes or employs apprentices when tendering for projects upon award
- Contributes to the financial, social and environmental wellbeing of the region
- Enables the expansion, growth and servicing of local businesses and contractors
- Uses existing local businesses

3.3.2.3 Social Contribution

A social enterprise is a revenue generating business with primarily social objectives that reinvest surpluses in the business or community, rather than being driven by the need to deliver profit to shareholders and owners. These organisations are commonly referred to as social benefit suppliers and include social enterprises, Australian Disability Enterprises, Fair Trade Businesses, Indigenous Businesses, and can include women-owned and minority-owned businesses.

Latrobe City Council will identify opportunities to work with social enterprises and other not for profit businesses in the Latrobe City region that deliver social outcomes as part of doing business, either directly or as part of our supply chain.

3.3.2.4 Indigenous Engagement

Latrobe City Council is committed to exploring opportunities in engaging local indigenous businesses for the delivery of goods, services or works.

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3.3.2.5 Social Employment

Latrobe City Council is committed to Social Procurement, effectively achieving social objectives and facilitating employment opportunities to target communities in the Latrobe City region via our procurement processes. Latrobe City Council will seek from prospective suppliers/contractors, where applicable, what employment contribution they will make to the Latrobe City region.

3.3.3 Sustainable Procurement

Latrobe City Council recognises it has an implicit role in furthering sustainable development, through its procurement of goods, services and works.

In addition, Latrobe City Council recognises the potential impact this spend has on the environment and where applicable will integrate sustainability, environmental and social issues into the procurement process. Latrobe City Council aims to achieve this by:

- Taking into account the need to minimise emissions and reducing the negative impacts of transportation when purchasing goods, services and works;
- Taking steps to minimise carbon dioxide and other greenhouse gas emissions through the detailed consideration of products and services procured;
- Considering the environmental performance of all suppliers and contractors, and encouraging them to conduct their operations in an environmentally sensitive manner;
- Considering the basic life cycle analysis of products to minimise the adverse effects on the environment resulting directly or indirectly from products;
- Selecting products and services that have minimal effect on the depletion of natural resources and biodiversity;
- Working more effectively with local suppliers to ensure they are encouraged to bid for Latrobe City Council's business in line with the Procurement Policy;
- Ensuring all relevant procurement activities contain sustainability specifications as appropriate to the product or service being procured;
- Comply with all Australian regulations and legislation and ensuring our suppliers do the same; and
- Training all Council officers on sustainability considerations within the procurement process.

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3.3.4 Diversity and Inclusion

Promoting equality through procurement can improve competition, best value, the quality of public services, satisfaction among users and community relations. It should be a consideration in every procurement activity and reflect corporate commitment to diversity and equal opportunities wherever possible.

Latrobe City Council recognises the importance of having a diverse supplier base that reflects the breadth of our clients and the Victorian community.

Diversity and inclusion in procurement can refer to diverse suppliers, for example indigenous, culturally diverse, disability or gender diverse suppliers or can refer to generic suppliers providing consideration of the needs of diverse groups.

Latrobe City Council's Procurement Policy is to look at including diverse enterprises in procurement processes and that the legislative requirements of Latrobe City Council's Disability Action Plan are considered to ensure that procurement processes and decisions do not directly or indirectly discriminate against people with a disability.

3.3.5 Occupational Health and Safety

Latrobe City Council will undertake due diligence assessments on all suppliers to ensure compliance to legislative and business requirements. Latrobe City Council requires all contractors, service providers and volunteers to comply with all Occupational Health and Safety legislative requirements. These are mandatory requirements and non-compliance will disqualify prospective suppliers. Suppliers will be required to provide evidence of insurances in providing goods, services and works.

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4. Apply a Consistent and Standard Approach

Latrobe City Council will provide effective and efficient commercial arrangements for the acquisition of goods, services and works.

4.1 Standard Processes

Latrobe City Council will provide effective commercial arrangements covering standard products and provision of standard services to enable **Council officers** to source requirements in an efficient manner.

This will be achieved via a combination of the following:

- Use of Latrobe City Council's approved suppliers;
- Pricing where relevant;
- Processes, procedures and techniques;
- Tools and business systems (e.g. e-Procurement arrangements);
- Reporting requirements; and
- Application of standard contract terms and conditions.

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5. Build and Maintain Supplier Relationships

Latrobe City Council recognises that in order to achieve sustainable value, appropriate relationships must be developed and maintained with suppliers.

5.1 Developing and Managing Suppliers

Developing and managing suppliers is essential to achieving a competitive market capable of delivering Latrobe City Council services and works requirements. Latrobe City Council recognises the importance of effective and open working relationships with its suppliers and is committed to the following:

- Managing existing approved suppliers, to ensure the benefits are delivered;
- Maintaining approved suppliers compliance with Latrobe City Council's requirements for insurances, Occupational Health and Safety, etc; and
- Developing new suppliers and improving the capability of existing suppliers where appropriate.

All suppliers have a responsibility to follow and comply with the principles outlined in Latrobe City Council's Supplier Code of Conduct and be read in conjunction with Latrobe City Council's Purchase Order Terms and Conditions.

5.2 Communication

External communication is very important in ensuring a positive interest from potential suppliers. Latrobe City Council's website will be updated and provide:

- Information about Council and how to become an approved supplier;
- A list of open Public Procurement Activities;
- Summary information relating to contracts entered into with an estimated expenditure which exceeds the compulsory tender thresholds as per section 2.1.8;
- Purchase Order Terms and Conditions;
- Supplier Code of Conduct;
- Guidelines for 'Doing Business with Latrobe City Council';
- Standard documentation used in the procurement process; and
- Links to other relevant sites.

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Procurement Policy

6. Review Process

6.1 Review

To ensure compliance with Section 186A of the *Local Government Act 1989*, this policy will be reviewed and updated annually, unless one of the following occurs first:

- Significant changes to legislation applicable to the subject matter of the policy
- Upon request of Council

Unless otherwise indicated, this policy will still remain applicable beyond the process review date until that review has been finalised by Council.

6.2 Administrative Updates

It is recognised that from time to time, circumstances may change leading to the need for minor administrative changes to this document. Where an update does not materially alter this document, such a change may be made administratively. Examples include updating to the latest style/template for policy, a change to the name of a Council department or applicable responsible position, a change to the name of a Federal or State Government department and minor update to legislation which does not have material impact.

Any change or update which materially alters this document must be by decision of Council.

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Agenda Item: 17.2

Agenda Item: Review of Council Delegations

Sponsor: General Manager, Organisational Performance

Council Plan Objective: Ensure Council operates openly, transparently and responsibly.

Status: For Decision

MOTION

Moved: Cr Harriman

Seconded: Cr Law

That Council:

1. In relation to the *Delegation to Members of Council Staff* delegates to the members of Council staff holding, acting in or performing the duties of the offices or positions referred to in the attached '*Instrument of Delegation to members of Council staff*', the powers, duties and functions as described in that instrument, subject to the conditions and limitations specified in that Instrument;
 - a. Declares:
 - i. the instrument comes into force immediately the common seal of Council is affixed to the instrument;
 - ii. the instrument remains in force until Council resolves to vary or revoke it;
 - iii. on the coming into force of the instrument all previous delegations to members of Council staff (other than the Chief Executive Officer) are revoked; and
 - iv. the duties and functions set out in the instrument must be performed, and the powers set out in the instruments must be executed, in accordance with any guidelines or policies of Council that it may from time to time adopt.

CARRIED UNANIMOUSLY

Executive Summary:

The purpose of this report is to seek Council's approval for the revised Instrument of Delegation to Members of Council Staff in accordance with the requirements of

the *Local Government Act 1989* section 86(6) and 98(6) which require councils to conduct regular reviews of their Instruments of Delegation.

The Instrument of Delegation has been revised in accordance with advice received from Maddocks Lawyers.

Utilising that advice, the *Instrument of Delegation to Members of Council Staff* has been reviewed, with the below changes recommended.

- The *Residential Tenancies Act 1997* has been amended, the following have been inserted subsections 91ZU(1), 91ZZC(1), 91ZZE(1), 91ZZE(3), 206AZA(2), 207ZE(2), 311A(2) 317ZDA(2) and require a delegation to them. Subsections 252, 262(1) and 262(3) of the *Residential Tenancies Act 1997* will be repealed on 1 July 2020, unless proclaimed earlier.
- The *Road Management Act 2014* has been amended to reflect the changes made by the *Transport Legislation Amendment Act 2019*. Referenced to VicRoads has been altered to Head, Transport for Victoria and as such affects subsections 14(4), 14(7), 119(2), 120(1), 120(2) and schedule 2 clause 4.
- The *Rail Safety (Local Operations) Act 2006* was repealed on 2 December 2019, by the *Rail Safety Legislation Amendment (National Services Delivery and Related Reforms) Act 2019* and, therefore, has been removed from our delegations.

Along with the changes advised by Maddocks Lawyers, additional necessary amendments have been made in accordance with information received from Council departments.

Background:

Process

Council subscribes to a service provided by Maddocks Lawyers that twice yearly reviews relevant legislation and advises councils on the updates which need to be made in relation to the delegations affecting local government functions, powers and duties.

Officers amend Council's Instruments of Delegation in order to reflect the changes advised by Maddocks Lawyers. Additional amendments to Council's Instruments of Delegation are made where found to be necessary following a twice yearly internal organisational review to ensure that the delegation functions, powers and duties are recorded as being assigned to the appropriate officer(s). The amended Instruments of Delegation are then presented to Council for its consideration and approval.

Authority

As a statutory entity, Council is authorised to exercise various powers, and required to fulfil various functions and duties.

The sources of Council authority can be summarised as:

1. power to do things which a “natural person” can do, in particular the power to enter into contracts;
2. powers conferred by provisions of Acts and regulations, such as the *Local Government Act 1989* and the *Planning and Environment Act 1987*; and
3. powers conferred by other forms of statutory instrument.

It is not practical for Council and the CEO alone to exercise the statutory powers bestowed on Council and take all action necessary to fulfil Council’s required functions and duties.

Delegation facilitates the achievement of good governance for the community by empowering appropriate officers to make decisions on behalf of Council and the CEO. When delegation is utilised correctly, red tape and processing time can be reduced, and available resources used most effectively.

It is imperative that Council regularly reviews its delegated powers, functions and duties in order to ensure instruments of delegation are updated as needed to remain compliant with all relevant legislation as it changes over time, and to reflect developments in Council’s operational requirements.

Issues:

Strategy Implications

Maintenance of compliant delegations ensures Council operates openly, transparently and responsibly in accordance with Objective 6 of the Council Plan.

Communication

Internal organisational review has been conducted to ensure that the delegation functions and powers are recorded as being assigned to the appropriate officer(s).

Financial Implications

With the exception of the purchase price for the Maddocks Delegation and Authorisation Service (Council’s yearly subscription fee) there is no direct cost to Council in delegating various powers, functions and duties.

Risk Analysis

Identified risk	Risk likelihood*	Controls to manage risk
<p>Legal/Regulatory Risk</p> <p>A delegation of Council is not compliant with</p>	Unlikely	The review to delegations has been carried out using legal advice provided by Maddocks and an internal review process.

legislation		
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Legal and Compliance

Requirement under the *Local Government Act 1989*, to review and update registers.

Community Implications

No community impact would result from the adoption of this recommendation as this is a statutory requirement.

Environmental Implications

Nil.

Consultation

Community consultation has not been undertaken as this is a statutory function required by the *Local Government Act 1989*.

Declaration of Interests:

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Supporting Documents:

Nil.

Attachments

- 1 [↓](#). Updated Delegation to Council Staff Summary
2. Instrument of Delegation - Council to Council Staff (Published Separately)

17.2

Review of Council Delegations

- 1 Updated Delegation to Council Staff Summary442**

ACT / REGULATION	PROVISION	THING DELEGATED	DELEGATE	CONDITIONS & LIMITATIONS	DIVISION
Residential Tenancies Act 1997	s 91ZU(1)	Power to give a renter a notice to vacate rented premises. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Manager Governance	Where Council is a public statutory authority engaged in the provision of housing.	Organisational Performance
Residential Tenancies Act 1997	s 91ZU(1)	Power to give a renter a notice to vacate rented premises. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Manager Safe Communities	Where Council is a public statutory authority engaged in the provision of housing.	Community Health and Wellbeing
Residential Tenancies Act 1997	s 91ZU(1)	Power to give a renter a notice to vacate rented premises. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Coordinator Health Services	Where Council is a public statutory authority engaged in the provision of housing.	Community Health and Wellbeing
Residential Tenancies Act 1997	s 91ZU(1)	Power to give a renter a notice to vacate rented premises. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Senior Environmental Health Officer	Where Council is a public statutory authority engaged in the provision of housing.	Community Health and Wellbeing
Residential Tenancies Act 1997	s 91ZU(1)	Power to give a renter a notice to vacate rented premises. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Environmental Health Officer	Where Council is a public statutory authority engaged in the provision of housing.	Community Health and Wellbeing
Residential Tenancies Act 1997	s 91ZU(1)	Power to give a renter a notice to vacate rented premises. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Council Solicitor	Where Council is a public statutory authority engaged in the provision of housing.	Organisational Performance

Residential Tenancies Act 1997	s 91ZZC(1)	Power to give a renter a notice to vacate rented premises. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Manager Governance	Where Council is a public statutory authority authorised to acquire land compulsorily for its purposes	Organisational Performance
Residential Tenancies Act 1997	s 91ZZC(1)	Power to give a renter a notice to vacate rented premises. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Council Solicitor	Where Council is a public statutory authority authorised to acquire land compulsorily for its purposes	Organisational Performance
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Residential Tenancies Act 1997	s 91ZZE(1)	Power to give a renter a notice to vacate rented premises. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Environmental Health Officer	Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing

Residential Tenancies Act 1997	s 91ZZE(3)	Power to publish Council's criteria for eligibility for the provision of housing. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Manager Governance	Where Council is a public statutory authority engaged in the provision of housing	Organisational Performance
Residential Tenancies Act 1997	s 91ZZE(3)	Power to publish Council's criteria for eligibility for the provision of housing. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Council Solicitor	Where Council is a public statutory authority engaged in the provision of housing	Organisational Performance
Residential Tenancies Act 1997	s 91ZZE(3)	Power to publish Council's criteria for eligibility for the provision of housing. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Manager Safe Communities	Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s 91ZZE(3)	Power to publish Council's criteria for eligibility for the provision of housing. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Coordinator Health Services	Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s 91ZZE(3)	Power to publish Council's criteria for eligibility for the provision of housing. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Senior Environmental Health Officer	Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing

Residential Tenancies Act 1997	s 91ZZE(3)	Power to publish Council's criteria for eligibility for the provision of housing. Note: this power is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Environmental Health Officer	Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s 206AZA(2)	Function of receiving written notification. Note: this function is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Coordinator Health Services		Community Health and Wellbeing
Residential Tenancies Act 1997	s 206AZA(2)	Function of receiving written notification. Note: this function is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Senior Environmental Health Officer		Community Health and Wellbeing
Residential Tenancies Act 1997	s 206AZA(2)	Function of receiving written notification. Note: this function is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Environmental Health Officer		Community Health and Wellbeing
Residential Tenancies Act 1997	s 206AZA(2)	Function of receiving written notification. Note: this function is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Health Administration Officer		Community Health and Wellbeing
Residential Tenancies Act 1997	s 207ZE(2)	Function of receiving written notification. Note: this function is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Coordinator Health Services		Community Health and Wellbeing
Residential Tenancies Act 1997	s 207ZE(2)	Function of receiving written notification. Note: this function is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Senior Environmental Health Officer		Community Health and Wellbeing

Residential Tenancies Act 1997	s 207ZE(2)	Function of receiving written notification. Note: this function is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Environmental Health Officer		Community Health and Wellbeing
Residential Tenancies Act 1997	s 207ZE(2)	Function of receiving written notification. Note: this function is not yet in force and will commence on 1 July 2020, unless proclaimed earlier	Health Administration Officer		Community Health and Wellbeing
Residential Tenancies Act 1997	s.252	Power to give tenant a notice to vacate rented premises if s.252(1) applies. Note: this provision will be repealed on 1 July 2020, unless proclaimed earlier	Coordinator Health Services	Where Council is the landlord. Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s.252	Power to give tenant a notice to vacate rented premises if s.252(1) applies. Note: this provision will be repealed on 1 July 2020, unless proclaimed earlier	Senior Environmental Health Officer	Where Council is the landlord. Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s.252	Power to give tenant a notice to vacate rented premises if s.252(1) applies. Note: this provision will be repealed on 1 July 2020, unless proclaimed earlier	Environmental Health Officer	Where Council is the landlord. Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s.262(1)	Power to give tenant a notice to vacate rented premises. Note: this provision will be repealed on 1 July 2020, unless proclaimed earlier	Coordinator Health Services	Where Council is the landlord. Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s.262(1)	Power to give tenant a notice to vacate rented premises. Note: this provision will be repealed on 1 July 2020, unless proclaimed earlier	Senior Environmental Health Officer	Where Council is the landlord. Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing

Residential Tenancies Act 1997	s.262(1)	Power to give tenant a notice to vacate rented premises. Note: this provision will be repealed on 1 July 2020, unless proclaimed earlier	Environmental Health Officer	Where Council is the landlord. Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s.262(3)	Power to publish its criteria for eligibility for the provision of housing by Council. Note: this provision will be repealed on 1 July 2020, unless proclaimed earlier	Coordinator Health Services	Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s.262(3)	Power to publish its criteria for eligibility for the provision of housing by Council. Note: this provision will be repealed on 1 July 2020, unless proclaimed earlier	Senior Environmental Health Officer	Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s.262(3)	Power to publish its criteria for eligibility for the provision of housing by Council. Note: this provision will be repealed on 1 July 2020, unless proclaimed earlier	Environmental Health Officer	Where Council is a public statutory authority engaged in the provision of housing	Community Health and Wellbeing
Residential Tenancies Act 1997	s 311A(2)	Function of receiving written notification	Coordinator Health Services		Community Health and Wellbeing
Residential Tenancies Act 1997	s 311A(2)	Function of receiving written notification	Senior Environmental Health Officer		Community Health and Wellbeing
Residential Tenancies Act 1997	s 311A(2)	Function of receiving written notification	Environmental Health Officer		Community Health and Wellbeing
Residential Tenancies Act 1997	s 317ZDA(2)	Function of receiving written notification	Coordinator Health Services		Community Health and Wellbeing
Residential Tenancies Act 1997	s 317ZDA(2)	Function of receiving written notification	Senior Environmental Health Officer		Community Health and Wellbeing
Residential Tenancies Act 1997	s 317ZDA(2)	Function of receiving written notification	Environmental Health Officer		Community Health and Wellbeing

Road Management Act 2004	s.14(4)	Function of receiving notice from VicRoads. Function of receiving notice from the Head, Transport for Victoria	General Manager Assets and Presentation		Assets and Presentation
Road Management Act 2004	s.14(4)	Function of receiving notice from VicRoads. Function of receiving notice from the Head, Transport for Victoria	Manager Resource Recovery and Environment		Assets and Presentation
Road Management Act 2004	s.14(7)	Power to appeal against decision of VicRoads Power to appeal against decision of the Head, Transport for Victoria	Manager City Presentation		Assets and Presentation
Road Management Act 2004	s.14(7)	Power to appeal against decision of VicRoads Power to appeal against decision of the Head, Transport for Victoria	General Manager Assets and Presentation		Assets and Presentation
Road Management Act 2004	s.119(2)	Function of consulting with VicRoads. Function of consulting with the Head, Transport for Victoria	General Manager Assets and Presentation		Assets and Presentation
Road Management Act 2004	s.119(2)	Function of consulting with VicRoads. Function of consulting with the Head, Transport for Victoria	Manager City Presentation		Assets and Presentation
Road Management Act 2004	s.120(1)	Power to exercise road management functions on an arterial road (with the consent of VicRoads) Power to exercise road management functions on an arterial road (with the consent of the Head, Transport for Victoria)	Manager City Presentation		Assets and Presentation

Road Management Act 2004	s.120(1)	Power to exercise road management functions on an arterial road (with the consent of VicRoads) Power to exercise road management functions on an arterial road (with the consent of the Head, Transport for Victoria)	General Manager Assets and Presentation		Assets and Presentation
Road Management Act 2004	s.120(1)	Power to exercise road management functions on an arterial road (with the consent of VicRoads) Power to exercise road management functions on an arterial road (with the consent of the Head, Transport for Victoria)	Manager Resource Recovery and Environment		Assets and Presentation
Road Management Act 2004	s.120(2)	Duty to seek consent of VicRoads to exercise road management functions before exercising power in s.120(1) Duty to seek consent of the Head, Transport for Victoria to exercise road management functions before exercising power in s 120(1)	Manager City Presentation		Assets and Presentation
Road Management Act 2004	s.120(2)	Duty to seek consent of VicRoads to exercise road management functions before exercising power in s.120(1) Duty to seek consent of the Head, Transport for Victoria to exercise road management functions before exercising power in s 120(1)	General Manager Assets and Presentation		Assets and Presentation

Road Management Act 2004	s.120(2)	Duty to seek consent of VicRoads to exercise road management functions before exercising power in s.120(1) Duty to seek consent of the Head, Transport for Victoria to exercise road management functions before exercising power in s 120(1)	Manager Resource Recovery and Environment		Assets and Presentation
Road Management Act 2004	Sch 2 Cl 4	Function of receiving details of proposal from VicRoads. Function of receiving details of proposal from the Head, Transport for Victoria	General Manager Assets and Presentation		Assets and Presentation
Road Management Act 2004	Sch 2 Cl 4	Function of receiving details of proposal from VicRoads. Function of receiving details of proposal from the Head, Transport for Victoria	Manager City Presentation		Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.33	Duty to comply with a direction of the Safety Director under s.33	General Manager Assets and Protection	Where Council is a utility under s.3	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.33	Duty to comply with a direction of the Safety Director under s.33	Manager Resource Recovery and Environment	Where Council is a utility under s.3	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.33A	Duty to comply with a direction of the Safety Director to give effect to arrangements under s.33A	General Manager Assets and Protection	Duty of Council as a road authority under the <i>Road Management Act 2004</i>	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.33A	Duty to comply with a direction of the Safety Director to give effect to arrangements under s.33A	Manager Resource Recovery and Environment	Duty of Council as a road authority under the <i>Road Management Act 2004</i>	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34	Duty to comply with a direction of the Safety Director to alter, demolish or take away works carried out contrary to a direction under s.33(1)	General Manager Assets and Protection	Where Council is a utility under s.3	Assets and Presentation

Railway Safety (Local Operations) Act 2006	s.34	Duty to comply with a direction of the Safety Director to alter, demolish or take away works carried out contrary to a direction under s.33(1)	Manager Resource Recovery and Environment	Where Council is a utility under s.3	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34C(2)	Function of entering into safety interface agreements with rail infrastructure manager	Manager Governance	Where Council is the relevant road authority	Organisational Performance
Railway Safety (Local Operations) Act 2006	s.34C(2)	Function of entering into safety interface agreements with rail infrastructure manager	Manager City Presentation	Where Council is the relevant road authority	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34D(1)	Function of working in conjunction with rail infrastructure manager in determining whether risks to safety need to be managed	Manager Governance	Where Council is the relevant road authority	Organisational Performance
Railway Safety (Local Operations) Act 2006	s.34D(1)	Function of working in conjunction with rail infrastructure manager in determining whether risks to safety need to be managed	Manager City Presentation	Where Council is the relevant road authority	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34D(2)	function of receiving written notice of opinion	Manager Governance	where Council is the relevant road authority	Organisational Performance
Railway Safety (Local Operations) Act 2006	s.34D(2)	Function of receiving written notice of opinion	Manager City Presentation	Where Council is the relevant road authority	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34D(4)	Function of receiving written notice of opinion	Manager Governance	Where Council is the relevant road authority	Organisational Performance
Railway Safety (Local Operations) Act 2006	s.34D(4)	Function of receiving written notice of opinion	Manager City Presentation	Where Council is the relevant road authority	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34E(1)(a)	Duty to identify and assess risks to safety	Manager Governance	Where Council is the relevant road authority	Organisational Performance

Railway Safety (Local Operations) Act 2006	s.34E(1)(a)	Duty to identify and assess risks to safety	Manager City-Presentation	Where Council is the relevant road authority	Assets and Presentation-
Railway Safety (Local Operations) Act 2006	s.34E(1)(b)	Duty to determine measures to manage any risks identified and assessed having regard to items set out in s.34E(2)(a)-(c)	Manager Governance	Where Council is the relevant road authority	Organisational-Performance-
Railway Safety (Local Operations) Act 2006	s.34E(1)(b)	Duty to determine measures to manage any risks identified and assessed having regard to items set out in s.34E(2)(a)-(c)	Manager City-Presentation	Where Council is the relevant road authority	Assets and Presentation-
Railway Safety (Local Operations) Act 2006	s.34E(3)	Duty to seek to enter into a safety interface agreement with rail infrastructure manager	Manager Governance	Where Council is the relevant road authority	Organisational-Performance-
Railway Safety (Local Operations) Act 2006	s.34E(3)	Duty to seek to enter into a safety interface agreement with rail infrastructure manager	Manager City-Presentation	Where Council is the relevant road authority	Assets and Presentation-
Railway Safety (Local Operations) Act 2006	s.34F(1)(a)	Duty to identify and assess risks to safety, if written notice has been received under s.34D(2)(a)	Manager Governance	Where Council is the relevant road authority	Organisational-Performance-
Railway Safety (Local Operations) Act 2006	s.34F(1)(a)	Duty to identify and assess risks to safety, if written notice has been received under s.34D(2)(a)	Manager City-Presentation	Where Council is the relevant road authority	Assets and Presentation-
Railway Safety (Local Operations) Act 2006	s.34F(1)(b)	Duty to determine measures to manage any risks identified and assessed, if written notice has been received under s.34D(2)(a)	Manager Governance	Where Council is the relevant road authority	Organisational-Performance-
Railway Safety (Local Operations) Act 2006	s.34F(1)(b)	Duty to determine measures to manage any risks identified and assessed, if written notice has been received under s.34D(2)(a)	Manager City-Presentation	Where Council is the relevant road authority	Assets and Presentation-

Railway Safety (Local Operations) Act 2006	s.34F(2)	Duty to seek to enter into a safety interface agreement with rail infrastructure manager	Manager Governance	Where Council is the relevant road authority	Organisational Performance
Railway Safety (Local Operations) Act 2006	s.34F(2)	Duty to seek to enter into a safety interface agreement with rail infrastructure manager	Manager City Presentation	Where Council is the relevant road authority	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34H	Power to identify and assess risks to safety as required under ss 34B, 34C, 34D, 34E or 34F in accordance with s34H(a)-(c)	Manager Governance	Where Council is the relevant road authority	Organisational Performance
Railway Safety (Local Operations) Act 2006	s.34H	Power to identify and assess risks to safety as required under ss 34B, 34C, 34D, 34E or 34F in accordance with s34H(a)-(c)	Manager City Presentation	Where Council is the relevant road authority	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34I	Function of entering into safety interface agreements	Manager Governance	Where Council is the relevant road authority	Organisational Performance
Railway Safety (Local Operations) Act 2006	s.34I	Function of entering into safety interface agreements	Manager City Presentation	Where Council is the relevant road authority	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34J(2)	Function of receiving notice from Safety Director	Manager Governance	Where Council is the relevant road authority	Organisational Performance
Railway Safety (Local Operations) Act 2006	s.34J(2)	Function of receiving notice from Safety Director	Manager City Presentation	Where Council is the relevant road authority	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34J(7)	Duty to comply with a direction of the Safety Director given under s.34J(5)	Manager Governance	Where Council is the relevant road authority	Organisational Performance
Railway Safety (Local Operations) Act 2006	s.34J(7)	Duty to comply with a direction of the Safety Director given under s.34J(5)	Manager City Presentation	Where Council is the relevant road authority	Assets and Presentation
Railway Safety (Local Operations) Act 2006	s.34K(2)	duty to maintain a register of items set out in subsections (a)-(b)	Manager Governance	Where Council is the relevant road authority	Organisational Performance

Railway Safety (Local Operations) Act 2006	s.34K(2)	Duty to maintain a register of items set out in s34K(a)-(b)	Manager City Presentation	Where Council is the relevant road authority	Assets and Presentation
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Agenda Item: 17.3

Agenda Item: Election Period Policy

Sponsor: General Manager, Organisational Performance

Council Plan Objective: Ensure Council operates openly, transparently and responsibly.

Status: For Decision

Proposed Resolution:

That Council:

- 1. Adopts the Election Period Policy with an effective date of 07 April 2020;**
- 2. Notes that with the adoption of this Policy, that any previous versions are now revoked;**
- 3. Requests a copy of the final formatted policy be provided to all Councillors; and**
- 4. Makes this Policy available on Council's website and available for inspection at all Council Service Centres.**

MOTION

Moved: Cr Middlemiss

Seconded: Cr Harriman

That Council:

- 1. Adopts the Election Period Policy with an effective date of 07 April 2020 with Appendix 5 section 3 including:**
 - Where a Council organised event or function is proposed to be held during the Election Period and that event or function would ordinarily have or, if it were held at another time would ordinarily expect to have, one or more Councillors attend in an official capacity, the event or function must first be referred to Council to confirm that it will be held, rescheduled or, if held, amended in such a way as to allow Councillors to participate in an official capacity.**
- 2. Notes that with the adoption of this Policy, that any previous versions**

are now revoked;

3. Requests a copy of the final formatted policy be provided to all Councillors; and
4. Makes this Policy available on Council's website and available for inspection at all Council Service Centres.

CARRIED UNANIMOUSLY

Executive Summary:

Victorian Local Government elections are scheduled to occur in October 2020. Under the *Local Government Act 1989*, Council is required to have an election period policy to guide specific legislative and governance requirements during the period leading up to an election.

Council officers undertook an informal review of the 2016 Election Period Policy (EPP) in late 2019 with a view to inform consideration of any required changes.

In this instance, the current policy was considered suitable for the 2020 election period. This was on the basis that there had been no applicable legislative changes since the EPP was adopted and better practice documents identified by the Local Government Investigations and Compliance Inspectorate (now known as the Local Government Inspectorate) which informed the development of the EPP in 2015/2016 remain current.

The review did identify that the policy did not accurately reflect the necessary review period required for the policy. This is proposed to be amended in the 2020 version of the policy.

Clarification of the type of Council publications that will be withdrawn from display at Council facilities and on Council's website during an election period is also proposed, along with an update to organisational names throughout the policy.

These three changes do not affect the requirements of the policy relating to election period operations.

A draft policy for consideration is attached to this report.

The legislation requires that once adopted, the policy must be provided to every Councillor, made available on the Council website and be available in hardcopy for public inspection. This is reflected in the proposed resolution.

A significant further update to the EPP will need to take place later in 2020 as part of the many coming changes occasioned by the recent passing of the *Local Government Bill 2019* but updating the current EPP ensures an effective and appropriate policy is in place in the interim.

Background:

Victorian Local Government elections are scheduled to occur in October 2020. Under the *Local Government Act 1989*, Council is required to have an election period policy to guide specific legislative and governance requirements during the period leading up to an election.

Council officers undertook an informal review of the Election Period Policy in late 2019 with a view to inform consideration of any required changes. In this instance, the legislative framework giving rise to the policy has not changed and the current policy was considered suitable for the 2020 election period.

The review did identify that the policy did not accurately reflect the necessary review period required for the policy. This is the requirement to continue to maintain the election period policy by reviewing and, if required, amending the policy not later than 12 months before the commencement of each subsequent general election period. This requirement has now been included in policy. This is proposed to be amended in the 2020 version of the policy.

In order to provide more effective guidance for compliance, it is also proposed to amend the policy description of Council publications referring to current Councillors or candidates that will be withdrawn from display at Council facilities and on Council's website during an election period, to specify the documents to be withdrawn are those that could be considered campaign material or to be otherwise promoting any Councillor or candidate.

An update to organisational names throughout the policy is proposed as well, to marry up with the legislation.

These proposed amendments do not affect the requirements of the policy relating to the election period. A draft policy for consideration is attached to this report.

The legislation requires that once adopted, the policy must be provided to every Councillor, made available on the Council website and be available in hardcopy for public inspection.

The *Local Government Bill 2019* recently passed by the Victorian government contains substantial changes concerning the requirements of an EPP. This will mean a further updated EPP will need to be adopted later this year, with the updated policy under the existing Act to ensure compliance is maintained in the prior period.

Issues:

Strategy Implications

Maintaining an Election Period Policy assists Council is meeting Objective 6 of the Council Plan - Ensure Council operates openly, transparently and responsibly in addition to operating in compliance with the *Local Government Act 1989*.

Communication

Appropriate communications will occur with staff, Councillors and other interested to ensure compliance during the election period.

Financial Implications

Not applicable.

Risk Analysis

Council should re-affirm the contents of the Election Period Policy for the 2020 Election. Choosing not to endorse a 2020 version of the policy does not present a high risk to the organisation as the 2016 version will still be in effect to guide the election period, particularly as no substantive changes are proposed. It does however inaccurately represent Council in having considered the appropriateness and suitability of the policy in 2020 before further endorsing it.

It is best practice to consider the appropriateness and suitability of any policy regularly.

Legal and Compliance

Council is required to maintain an election period policy by reviewing and, if required, amending the policy not later than 12 months before the commencement of each subsequent general election period. In accordance with the legislation, the policy is available on the Council website and be available in hardcopy for public inspection.

Community Implications

It is anticipated that there will be heightened community interest in Council operations in light of the election in October. Council will provide appropriate information regarding the Election Period Policy and associated obligations.

Environmental Implications

Not applicable.

Consultation

In accordance with the legislation, the policy is available on the Council website and be available in hardcopy for public inspection.

Other

Not applicable.

Declaration of Interests:

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Supporting Documents:

Nil.

Attachments

1 [↓](#). DRAFT Council Election Policy 2020

17.3

Election Period Policy

1	DRAFT Council Election Policy 2020	462
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Election Period Policy

Version 1

Approval Date:

Next Review Date: In accordance with Section 93B of the *Local Government Act 1989*



Election Period Policy

DOCUMENT CONTROL

Responsible GM	Greg Drumm	
Division	Organisational Performance	
Last Updated (who & when)	Coordinator Governance	2020
DOCUMENT HISTORY		
Authority	Date	Description of change
Council	21 March 2016	Compliance to <i>Local Government Act 1989</i> Section 93B.
Council	10 February 2020	Update review date and organisational names
References	Refer to Section 8 and 9 of this policy	
Next Review Date	In accordance with Section 93B of the Local Government Act 1989	
Published on website	Yes	
Document Reference No	TBC	

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Responsible Division	Organisational Performance	Approved Date	10 February 2020
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Election Period Policy

1. Background

- 1.1. Council staff and councillors must observe specific legislative and governance requirements during the period leading up to an election.
- 1.2. The *Local Government Act 1989* (Act) provides that during the 'election period' certain prohibitions apply to the general functions and powers of Council. It is during this time that Council enters caretaker mode.
- 1.3. The 'election period' is defined by the Act as starting at midnight at the end of the last day of nominations and ending at 6pm on the election day. The last day for nominations is the day that is 32 days before the election day.
- 1.4. This policy replaces and overrides any previous policy or document that refers to the caretaker or election period.

2. Objectives

- 2.1. The Election Period Policy (Policy) is a requirement under section 93B of the *Local Government Act 1989*.
- 2.2. The Policy aims to facilitate the continuation of the ordinary business of local government in Latrobe City throughout the election period in a responsible and transparent manner, in accordance with statutory requirements and established caretaker conventions.
- 2.3. This Policy commits Council during the election period to:
 - 2.3.1. Avoid making inappropriate decisions that could unreasonably bind a future Council; and
 - 2.3.2. Ensure that public resources, including staff resources, are not used in election campaigning or in a way that may improperly influence the result of an election, or improperly advantage existing Councillors as candidates in the election.

3. Scope

- 3.1. This Policy applies during the 'Election Period' (see below for definition) and covers:
 - 3.1.1. Decisions that are made by Council, a special committee of the Council, or a delegate of the Council;
 - 3.1.2. Any material that is published by the Council;
 - 3.1.3. Public consultation by the Council during the Election Period;

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Election Period Policy

- 3.1.4. Attendance and participation in functions and events;
- 3.1.5. The use of Council resources;
- 3.1.6. Access to Council information; and
- 3.1.7. Media services.
- 3.2. This Policy takes precedence over any other Council Policy, Framework or Procedure during the Election Period in relation to compliance requirements.
- 3.3. This policy must be complied with during an Election Period if ANY of the following apply to you:
 - 3.3.1. You are involved in making a major policy decision
 - 3.3.2. You are involved in making a significant decision that will bind the incoming Council
 - 3.3.3. You are about to publish material which has reference in it to a candidate (which includes sitting Councillors) or the election or an issue before the voters in connection with the election
 - 3.3.4. You are involved in the creation of any Council publication
 - 3.3.5. You are involved in any public consultation process
 - 3.3.6. You are a Councillor who is planning to attend a function or event
 - 3.3.7. You supply resource support to Councillors
 - 3.3.8. You are a Councillor requesting access to Council information
 - 3.3.9. You are a Councillor requesting media advice or services
- 3.4. This Policy has been written to provide a guide only for Council staff, Councillors and candidates and is not a substitute for legal advice. Individuals should seek their own independent advice if they are unsure about any aspect of the *Local Government Act 1989* and associated regulations in relation to the election period.

4. Principles of Management

- 4.1. Council Decision Making
 - 4.1.1. Council decision making includes decisions that are made by Council, a special committee of the Council, or a delegate of the Council.
 - 4.1.2. It is an established democratic principle that elected bodies should not unnecessarily bind an incoming government during an election period.

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Election Period Policy

- 4.1.3. The Council therefore commits to the principle that it will make every endeavour to avoid making decisions that inappropriately or unreasonably bind the incoming Council. This includes a commitment to comply with the requirements relating to major or significant policy decisions as defined.
- 4.1.4. If Council considers that there are extraordinary circumstances where the Latrobe City community would be significantly disadvantaged by the Council not making a decision that is considered a major policy decision, the Council will, by resolution, request an exemption from the Minister for Local Government in accordance with section 93A(2). Any other major policy decision made during the election period is deemed to be invalid under the Act.
- 4.1.5. A Caretaker statement will be included in every report submitted to the Council, or to a special committee of the Council, or to a delegate of the Council.
- 4.1.6. Refer to Appendix Two: Council Decision Making Guidelines and Procedures for detailed requirements.
- 4.2. Material Published by Council
- 4.2.1. Section 55D of the Act prohibits Council from printing, publishing or distributing any advertisement, handbill, pamphlet or notice during an election period unless it has been certified, in writing, by the Chief Executive Officer.
- 4.2.2. The Chief Executive Officer must not intentionally or recklessly certify a publication that contains electoral matter, unless that material is only about the election process.
- 4.2.3. Publications to be printed, published or distributed during the election period must first be certified by the Chief Executive Officer.
- 4.2.4. Refer to Appendix Three: Material published by Council Guidelines and Procedures for detailed requirements.
- 4.3. Public Consultation
- 4.3.1. It is prohibited under this policy for public consultation to be undertaken during the Election Period (new consultation or existing) on an issue that is contentious unless prior approval is given by the Council or the Chief Executive Officer.
- 4.3.2. Due to this prohibition, it is prudent for the Council not to commission or

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Election Period Policy

approve any public consultation if such consultation is likely to run into the Election Period, unless the Council or the Chief Executive Officer gives prior approval.

4.3.3. Where public consultation is approved to occur during the Election Period, the results of that consultation will not be reported to Council until after the Election Period except where approved by the Chief Executive Officer or his delegate.

4.3.4. Refer to Appendix Four: Public Consultation for detailed requirements.

4.4. Functions and Events

4.4.1. Reference to events and functions means gatherings of internal and external stakeholders to discuss, review, acknowledge, communicate, celebrate or promote a program, strategy or issue which is of relevance to the Council and its community.

4.4.2. It may take the form of conferences, workshops, forums, launches, promotional activities, or social occasions, such as dinners, receptions and balls.

4.4.3. Where there is a public event staged by external bodies, Councillors may continue to attend these functions during the Election Period in accordance with the adopted *Provisions of Resources and Support to Councillors Policy*.

4.4.4. Refer to Appendix Five: Functions and Events Guidelines and Procedures for detailed requirements.

4.5. Use of Council Resources

4.5.1. The Council will ensure that due propriety is observed in the use of all Council resources, and Council staff are required to exercise appropriate discretion in that regard.

4.5.2. Council resources, including documents (not available publicly), officers, support staff, hospitality services, equipment (including phones and internet connections) and stationery shall be used exclusively for normal Council business during the Election Period, and shall not be used in connection with an election.

4.5.3. No Council logo, letterhead or other Latrobe City branding will be used for, or linked in any way to a candidate's election campaign.

4.5.4. Support staff for the Mayor and Councillors must not be asked to

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undertake any tasks connected directly or indirectly with an election campaign.

4.5.5. Refer to Appendix Six: Use of Council Resources Guidelines and Procedures for detailed requirements.

4.6. Access to Council information

4.6.1. All election candidates have equal rights to information relevant to their election campaigns from the Council administration.

4.6.2. Neither Councillors nor candidates will be provided information or advice from Council staff that might be perceived to support election campaigns, and there shall be transparency in the provision of all information and advice during the Election Period.

4.6.3. Information and briefing material prepared or secured by staff for a Councillor during the Election Period must be necessary to the carrying out of the Councillor's role and must not be related to election issues or to issues that might be perceived to be of an electoral nature.

4.6.4. The Governance team will maintain an Information Request Register during the election period. This Register will be a public document that records all requests relating to electoral matters and non-routine requests for information by Councillors and candidates, and the responses given to those requests.

4.6.5. Refer to Appendix Seven: Access to Information Guidelines and Procedures for detailed requirements.

4.7. Media services

4.7.1. Council's Media and Marketing team undertake the promotion of Council activities and initiatives. During the election period, this team's services must not be used in any way that might promote a Councillor or an election candidate.

4.7.2. Council publicity during the election period will be restricted to communicating normal Council activities and initiatives and subject to certification by the Chief Executive Officer.

4.7.3. Media releases will minimise references to specific Councillors and will not identify any Councillor in a manner that could promote a Councillor as an election candidate. Where it is necessary to identify a spokesperson, the Chief Executive Officer or his or her delegate will be the default

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spokesperson.

4.7.4. Refer to Appendix Eight: Media Services Guidelines and Procedures for detailed requirements.

5. Accountability and Responsibility

5.1. In addition to any roles outlined in the appendix or above in section 5, the following accountabilities and responsibilities for this policy is outlined below.

5.2. Council

5.2.1. Responsibility to ensure this Policy is consistent with Council's strategic direction and Council policies

5.2.2. Responsibility for the decision to approve this Policy by Council Resolution

5.3. Councillor

5.3.1. Responsibility to comply with this policy

5.4. Chief Executive Officer

5.4.1. Overall responsibility for compliance with this policy

5.4.2. Overall responsibility for enforcing accountability

5.4.3. Overall responsibility for providing resources

5.4.4. Overall responsibility for performance monitoring

5.4.5. Responsible to ensure that members of Council staff are advised in regard to the application of the election period policy.

5.5. General Manager

5.5.1. Responsibility for compliance with this policy

5.5.2. Responsibility for enforcing accountability

5.5.3. Responsibility for providing resources

5.5.4. Responsibility for performance monitoring

5.5.5. Responsible to ensure that members of Council staff are advised in regard to the application of the election period policy.

5.6. Manager

5.6.1. Comply with this policy

5.6.2. Develop internal frameworks and procedures in compliance with this

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policy (if applicable)

- 5.6.3. Enforce responsibilities to achieve compliance with frameworks and procedures
- 5.6.4. Provide appropriate resources for the execution of the frameworks and procedures
- 5.6.5. Responsible to ensure that members of Council staff are advised in regard to the application of the election period policy.
- 5.7. Employees, Contractors, Volunteers and Council Committees
 - 5.7.1. Participate where required in the development of frameworks and procedures in compliance with this policy.
 - 5.7.2. Comply with this policy, frameworks and procedures that are developed to achieve compliance with this policy.

6. Evaluation and Review

- 6.1. This policy will be reviewed on request of Council, in the event of significant change in the Executive team, significant changes to legislation applicable to the subject matter of the policy or, in any other case, during each Council term (generally four years).

7. Definitions

Act	In the context of this policy, means the <i>Local Government Act 1989</i> .
Council	Means Latrobe City Council, being a body corporate constituted as a municipal Council under the Act.
Council officer	Means the Chief Executive Officer and staff of Council appointed by the Chief Executive Officer.
Councillor(s)	Means the individuals holding the office of a member of Latrobe City Council.
Election Period	Has the same meaning as 'election period' in section 3(1) of the Act, and means the period that starts on the entitlement date and ends at 6pm on Election Day.

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Electoral advertisement, handbill, pamphlet or notice

Means an advertisement, handbill, pamphlet or notice that contains electoral matter, but does not include an advertisement in a newspaper announcing the holding of a meeting in accordance with the definition contained within the Act (s.3(1)).

Electoral Matter

Means matter which is intended or likely to affect voting in an election but does not include any electoral material produced by or on behalf of the returning officer for the purposes of conducting an election.

Without limiting the generality of the definition of 'electoral matter', a matter is to be taken to be intended or likely to affect voting in an election if it contains an express or implicit reference to, or comment on:

- the election; or
- a candidate in the election; or
- an issue submitted to, or otherwise before, the voters in connection with the election.

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Major Policy Decision	<p>Major Policy decisions are defined at s.93A(6) of the Act to be decisions:</p> <ul style="list-style-type: none"> • relating to the employment or remuneration of a Chief Executive Officer under section 94, other than a decision to appoint an acting Chief Executive Officer; • to terminate the appointment of a Chief Executive Officer under section 94; • to enter into a contract the total value of which exceeds whichever is the greater of: <ul style="list-style-type: none"> ○ \$100 000 or such higher amount as may be fixed by Order in Council under section 186(1); or ○ 1% of the Council's revenue from rates and charges levied under section 158 in the preceding financial year (*\$719,000 in 2015/2016 financial year); • to exercise any power under section 193 if the sum assessed under section 193(5A) in respect of the proposal exceeds whichever is the greater of \$100 000 or 1% of the Council's revenue from rates and charges levied under section 158 in the preceding financial year.
Public Consultation	<p>Means a process that involves an invitation or invitations to individuals, groups or organisations or the community generally to comment on an issue, proposed action or proposed policy, and includes discussion of that matter with the public.</p>
Publication	<p>Includes any means of publication including letters and information on Councils website, Facebook and Twitter.</p>
Publish	<p>Means publish by any means including by publication on the Internet.</p>

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- Significant Decision** Means irrevocable decisions that:
- Commits the Council to substantial expenditure or significant actions; and
 - Will have a significant impact on the municipality or the community.

8. Related Documents

- 8.1. Meeting Procedure Local Law.
- 8.2. Councillor Code of Conduct
- 8.3. Staff Code of Conduct
- 8.4. Provisions of Resources and Support to Councillors Policy

9. Reference Resources

- 9.1. *Local Government Investigations and Compliance Inspectorate Information Bulletin 4*, August 2012.
- 9.2. *Reforms arising from the Local Government Amendment (Improved Governance) Act 2015, A guide for councils.*

10. Appendices

- 10.1. *Local Government Act 1989* relevant sections
- 10.2. Council Decision Making Guidelines and Procedures
- 10.3. Material published by Council Guidelines and Procedures
- 10.4. Functions and Events Guidelines and Procedures
- 10.5. Use of Council Resources Guidelines and Procedures
- 10.6. Media Services Guidelines and Procedures
- 10.7. Access to Information Guidelines and Procedures

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Election Period Policy

Appendix One: *Local Government Act 1989* (Extract of relevant sections)

Section 3(1) Definitions

election period, in relation to an election, means the period that-

- (a) starts on the last day on which nominations for that election can be received; and
- (b) ends at 6 p.m. on election day;

electoral advertisement, handbill, pamphlet or notice means an advertisement, handbill, pamphlet or notice that contains electoral matter, but does not include an advertisement in a newspaper announcing the holding of a meeting;

publish means publish by any means including by publication on the Internet;

(1A) In this Act, **electoral matter** means matter which is intended or likely to affect voting in an election but does not include any electoral material produced by or on behalf of the returning officer for the purposes of conducting an election.

(1B) Without limiting the generality of the definition of **electoral matter**, matter is to be taken to be intended or likely to affect voting in an election if it contains an express or implicit reference to, or comment on—

- (a) the election; or
- (b) a candidate in the election; or
- (c) an issue submitted to, or otherwise before, the voters in connection with the election.

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Section 55D Prohibition on Council

- (1) A Council must not print, publish or distribute or cause, permit or authorise to be printed, published or distributed, any advertisement, handbill, pamphlet or notice during the election period unless the advertisement, handbill, pamphlet or notice has been certified, in writing, by the Chief Executive Officer.
- (1A) For the purposes of subsection (1), the publication of a document of a kind specified in that subsection does not include—
- (a) publication of any document published before the commencement of the election period; and
 - (b) publication of any document required to be published in accordance with, or under, any Act or regulation.

Note

See definitions of publish in section 3(1) and document in section 38 of the Interpretation of Legislation Act 1984.

- (2) The Chief Executive Officer must not intentionally or recklessly certify an electoral advertisement, handbill, pamphlet or notice during the election period unless it only contains information about the election process.

Penalty: 60 penalty units.

- (3) Despite section 98(2), the Chief Executive Officer must not delegate the power to certify any advertisement, handbill, pamphlet or notice under this section to a member of Council staff.
- (4) A Councillor or member of Council staff must not intentionally or recklessly print, publish or distribute or cause, permit or authorise to be printed, published or distributed an electoral advertisement, handbill, pamphlet or notice during the election period on behalf of, or in the name of, the Council or on behalf of, or in the name of, a Councillor using Council resources if the electoral advertisement, handbill, pamphlet or notice has not been certified by the Chief Executive Officer under this section.

Penalty: 60 penalty units.

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Section 56 Distribution of printed electoral material

- (1) A person must not during the hours of voting within 400 metres of the entrance of, or within the building used as, a voting centre—
- (a) hand out, distribute or otherwise make available; or
 - (b) authorise the handing out, distribution or otherwise making available—
- to any person of any printed electoral material other than a registered how-to-vote card.

Penalty: 60 penalty units.

- (2) A person must not—
- (a) print, publish or distribute; or
 - (b) cause, permit or authorise to be printed, published or distributed—
- a how-to-vote card which is not a registered how-to-vote card and which contains a representation or purported representation of an endorsement in the prescribed manner.

Penalty: 60 penalty units.

- (3) In a prosecution of a person for an alleged offence against subsection (1) or (2), it is a defence if the person proves that the person did not know, and could not reasonably be expected to have known, that the card was not a registered how-to-vote card.
- (4) Subsection (1) does not apply to—
- (a) the handing out, distribution, sale or otherwise making available of a newspaper by or on behalf of a newsagent, newspaper seller or distributor if the handing out, distribution, sale or making available is in the course of the newsagent's, newspaper seller's or distributor's employment or business; or
 - (b) the handing out, distribution or otherwise making available of any printed electoral material in any room or building used as a campaign room or an office by a candidate in the election to which the material relates; or
 - (c) printed electoral material in the form of any poster or notice which is affixed or attached to any vehicle, building, hoarding or structure (whether moveable or fixed).
- (5) Subsection (1) does not apply to the distribution or otherwise making available of any printed electoral material during the hours of voting to any property within 400 metres of the entrance of a voting centre that is an early voting centre.

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Section 76B Primary principle of Councillor conduct

It is a primary principle of Councillor conduct that, in performing the role of a Councillor, a Councillor must—

- (a) act with integrity; and
- (b) impartially exercise his or her responsibilities in the interests of the local community; and
- (c) not improperly seek to confer an advantage or disadvantage on any person.

Section 76BA General Councillor conduct principles

In addition to acting in accordance with the primary principle of Councillor conduct specified in section 76B, in performing the role of a Councillor, a Councillor must—

- (a) avoid conflicts between his or her public duties as a Councillor and his or her personal interests and obligations;
- (b) act honestly and avoid statements (whether oral or in writing) or actions that will or are likely to mislead or deceive a person;
- (c) treat all persons with respect and have due regard to the opinions, beliefs, rights and responsibilities of other Councillors, Council staff and other persons;
- (d) exercise reasonable care and diligence and submit himself or herself to the lawful scrutiny that is appropriate to his or her office;
- (e) endeavour to ensure that public resources are used prudently and solely in the public interest;
- (f) act lawfully and in accordance with the trust placed in him or her as an elected representative;
- (g) support and promote these principles by leadership and example and act in a way that secures and preserves public confidence in the office of Councillor.

Section 76C Councillor Code of Conduct

- (2) A Council must, within the period of 4 months after a general election—
 - (a) call a special meeting solely for the purpose of reviewing the Councillor Code of Conduct; and
 - (b) at that special meeting, approve any amendments to be made to the Councillor Code of Conduct determined by the Council to be necessary

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following the review of the Councillor Code of Conduct.

- (3) A Councillor Code of Conduct—
- (a) must include the internal resolution procedure for dealing with an alleged contravention of the Councillor Code of Conduct by a Councillor;
- Note**
- Section 81AA provides for matters to be addressed by the internal resolution procedure of a Council.
- (b) may set out processes for the purpose of resolving an internal dispute between Councillors;
 - (c) must include any provisions prescribed for the purpose of this section;
 - (d) must include provisions addressing any matters prescribed for the purpose of this section;
 - (e) may include any other matters relating to the conduct of Councillors which the Council considers appropriate.
- (5) A Councillor Code of Conduct must not be inconsistent with any Act or regulation.
- (5A) A Councillor Code of Conduct is inoperative to the extent that it is inconsistent with any Act or regulation.
- (6) A copy of the current Councillor Code of Conduct must be—
- (a) given to each Councillor;
 - (b) available for inspection by the public at the Council offices and any district offices;
 - (c) published on the Council's Internet website maintained under section 82A.
- (6A) Within one month of amendments to a Councillor Code of Conduct being approved in accordance with subsection (2), a Councillor must make a declaration stating that they will abide by the Councillor Code of Conduct.
- (6B) A declaration by a Councillor under subsection (6A) must be—
- (a) in writing; and
 - (b) witnessed by the Chief Executive Officer.

Section 76D Misuse of position

- (1) A person who is, or has been, a Councillor or member of a special committee must not misuse his or her position—
- (a) to gain or attempt to gain, directly or indirectly, an advantage for themselves

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or for any other person; or

- (b) to cause, or attempt to cause, detriment to the Council or another person.

Penalty: 600 penalty units or imprisonment for 5 years or both.

(2) For the purposes of this section, circumstances involving the misuse of a position by a person who is, or has been, a Councillor or member of a special committee include—

- (a) making improper use of information acquired as a result of the position he or she held or holds; or
- (b) disclosing information that is confidential information within the meaning of section 77(2); or
- (c) directing or improperly influencing, or seeking to direct or improperly influence, a member of Council staff in contravention of section 76E; or
- (d) exercising or performing, or purporting to exercise or perform, a power, duty or function that he or she is not authorised to exercise or perform; or
- (e) using public funds or resources in a manner that is improper or unauthorised; or
- (f) failing to disclose a conflict of interest as required under this Division.

(3) This section—

- (a) has effect in addition to, and not in derogation from, any Act or law relating to the criminal or civil liability of Councillors or members of special committees; and
- (b) does not prevent the institution of any criminal or civil proceedings in respect of that liability.

Section 76E Improper direction and improper influence

(2) A Councillor must not direct, or seek to direct, a member of Council staff—

- (a) in the exercise of a delegated power, or the performance of a delegated duty or function of the Council; or
- (b) in the exercise of a power or the performance of a duty or function exercised or performed by the member as an authorised officer under this Act or any other Act; or
- (c) in the exercise of a power or the performance of a duty or function the member exercises or performs in an office or position the member holds under another Act; or
- (d) in relation to advice provided to the Council or a special committee, including advice in a report to the Council or special committee.

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Penalty: 120 penalty units.

- (2A) If an application for a Councillor Conduct Panel to make a finding of serious misconduct by a Councillor has been made in respect of conduct in contravention of subsection (2), the Councillor must not be charged with an offence against that subsection in respect of the same conduct unless—
- (a) the Councillor Conduct Panel application is withdrawn; or
 - (b) the Chief Municipal Inspector requires the Councillor Conduct Panel to suspend or stop consideration of the matter under section 81P; or
 - (c) before the Councillor Conduct Panel makes a determination, the Councillor ceases to be a Councillor; or
 - (d) the matter or behaviour that is the subject of an application for a finding of serious misconduct has been referred to another law enforcement agency.
- (2B) If a Councillor is charged with an offence against subsection (2), an application for a Councillor Conduct Panel to make a finding of serious misconduct by the Councillor must not be made for the same conduct in respect of which the Councillor has been charged.
- (3) This section does not apply to a decision of the Council or a special committee that is made within the powers, duties or functions conferred under this or any other Act.

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Section 93A Conduct of Council during election period

- (1) Subject to this section, a Council, a special Committee or a person acting under a delegation given by the Council must not make a major policy decision during the election period for a general election.
- (2) If a Council considers that there are extraordinary circumstances which require the making of a major policy decision during the election period, the Council may apply in writing to the Minister for an exemption from the application of this section to the major policy decision specified in the application.
- (3) If the Minister is satisfied that there are extraordinary circumstances, the Minister may grant an exemption from the application of this section to the major policy decision specified in the application subject to any conditions or limitations that the Minister considers appropriate.
- (4) A major policy decision made in contravention of this section is invalid.
- (5) Any person who suffers any loss or damage as a result of acting in good faith on a major policy decision made in contravention of this section is entitled to compensation from the Council for that loss or damage.
- (6) In this section, a **major policy decision** means any decision—
 - (a) relating to the employment or remuneration of a Chief Executive Officer under section 94, other than a decision to appoint an acting Chief Executive Officer;
 - (b) to terminate the appointment of a Chief Executive Officer under section 94;
 - (c) to enter into a contract the total value of which exceeds whichever is the greater of—
 - (i) \$100 000 or such higher amount as may be fixed by Order in Council under section 186(1); or
 - (ii) 1% of the Council's revenue from rates and charges levied under section 158 in the preceding financial year;
 - (d) to exercise any power under section 193 if the sum assessed under section 193(5A) in respect of the proposal exceeds whichever is the greater of \$100 000 or 1% of the Council's revenue from rates and charges levied under section 158 in the preceding financial year.

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Section 93B Council to adopt an election period policy

- (1) A Council must prepare, adopt and maintain an election period policy in relation to procedures to be applied by Council during the election period for a general election.
- (2) A Council must prepare and adopt an election period policy as required by subsection (1)—
 - (a) by 31 March 2016; and
 - (b) following the general election on 22 October 2016, continue to maintain the election period policy by reviewing and, if required, amending the policy not later than 12 months before the commencement of each subsequent general election period.
- (3) An election period policy must include the following—
 - (a) procedures intended to prevent the Council from making inappropriate decisions or using resources inappropriately during the election period before a general election;
 - (b) limits on public consultation and the scheduling of Council events;
 - (c) procedures to ensure that access to information held by Council is made equally available and accessible to candidates during the election.
- (4) A copy of the election period policy must—
 - (a) be given to each Councillor as soon as practicable after it is adopted; and
 - (b) be available for inspection by the public at the Council office and any district offices; and
 - (c) be published on the Council's Internet website maintained under section 82A.
- (5) In this section—

inappropriate decisions made by a Council during an election period includes any of the following—

 - (a) decisions that would affect voting in an election;
 - (b) decisions that could reasonably be made after the election.

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Section 95 Conduct principles

- (1) Council staff must in the course of their employment—
 - (a) act impartially;
 - (b) act with integrity including avoiding conflicts of interest;
 - (c) accept accountability for results;
 - (d) provide responsive service.
- (2) Nothing in subsection (1)(c) affects the granting of an indemnity to a member of Council staff in respect of any liability or limits the effect of—
 - (a) any such indemnity, whether granted before or after the commencement of section 67 of the Local Government (Democratic Reform) Act 2003; or
 - (b) any immunity conferred on a member of Council staff by or under any Act, whether before or after that commencement.

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Appendix Two: Council Decision Making Guidelines and Procedures

1. Major Policy and Significant Decisions

- In the context of this policy, major policy decisions include:
 - The appointment or dismissal of a Chief Executive Officer, or the remuneration of a Chief Executive Officer;
 - Approval of contracts with a total value exceeding \$719,000 (this is 1% of Council's total revenue from rates and charges under s.158 in the proceeding financial year);
 - The exercise of any entrepreneurial power under s.193.
- In the context of this policy, significant decisions include major policy decisions AND:
 - Approval of contracts that require significant funding in future financial years or are regarded as politically sensitive;
 - Decisions that have significant impacts on Council's income or expenditure or that relate to expenditure on politically sensitive matters;
 - Decisions of a politically sensitive nature;
 - Policy or strategy decisions.

2. Scheduling Consideration of Significant Decisions

- As a general principle, the Chief Executive Officer should, as far as practicable, avoid scheduling decisions for the Election Period and instead, ensure that significant decisions are either considered by Council prior to the Election Period, or scheduled for determination by the incoming Council.

3. Significant Decisions during Election Period

- If a significant decision cannot be scheduled prior to or after the Election Period, then you need to refer to the list below to determine whether it is effected by this Policy. If you are unsure of whether a decision does or does not fall within the list below, speak with the Chief Executive Officer or his appointed delegate.

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Proposed Decision	Is it allowed?	Source
The appointment or dismissal of a Chief Executive Officer, or the remuneration of a Chief Executive Officer	No	Prohibited by section 93A of the <i>Local Government Act 1989</i>
Entering into a contract with a total value exceeding \$719,000	No	Prohibited by section 93A of the <i>Local Government Act 1989</i>
Exercising a power to make entrepreneurial arrangements with the total value of the proposal exceeding \$719,000	No	Prohibited by section 93A of the <i>Local Government Act 1989</i>
Allocating community grants or other forms of direct funding for community organisations	No	This is an internal Council requirement.
Major planning scheme amendments	No	This is an internal Council requirement.
Changes to strategic objectives or strategies in the Council Plan	No	This is an internal Council requirement.
Entering into a contract that require significant funding in future financial years or is regarded as politically sensitive	No	This is an internal Council requirement.
Decisions that have significant impacts on Council's income or expenditure or that relate to expenditure on politically sensitive matters	No	This is an internal Council requirement.
Decisions of a politically sensitive nature	No	This is an internal Council requirement.
Policy or strategy decisions	No	This is an internal Council requirement.

4. Considerations for the Chief Executive Officer in giving Approval

- In the case of a significant decision referred to the Chief Executive Officer which is not expressly prohibited under section 93A of the Act, in deciding

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whether to give approval the Chief Executive Officer will need to have regard to a number of factors including:

- Whether the decision is 'significant'
- The urgency of the issue (can it wait until after the election?)
- The possibility of financial repercussions if it is deferred, if any
- Whether the decision is likely to be controversial
- Whether the decision is in the best interests of the Council

5. Agendas and Reports

- During the election period, the Chief Executive Officer will ensure that a 'Caretaker Statement' is included in every report submitted to the Council or a Special Committee or to a delegate for a decision.
- The Caretaker Statement will specify one of the following:
 - *The recommended decision is not a major policy decision, as defined in section 93A of the Local Government Act 1989 or a significant decision within the meaning of the Election Period Policy.*
 - *The recommended decision is not a major policy decision, as defined in section 93A of the Local Government Act 1989. The recommended decision is a significant decision within the meaning of the Election Period Policy, but an exception should be made for the following reasons [insert reasons for making an exception].*
 - *The matter contained within this report is considered a major policy decision and therefore this report recommends seeking an exemption from the Minister for Local Government as required in section 93A of the Local Government Act 1989.*
 - *The recommended decision is a major policy decision, as defined in section 93A of the Local Government Act 1989, an extraordinary circumstances exemption was granted by the Minister for Local Government on [insert date].*
- During the election period, the Council will not make a decision on any matter or report that does not include one of these Caretaker Statements.

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Election Period Policy

Appendix Three: Material published by Council Guidelines and Procedures

1. Prohibited Material

- It is prohibited under the Act for Council to print, publish or distribute; or to cause, permit or authorise others to print, publish or distribute on behalf of the Council, any advertisement, handbill, pamphlet or notice that contains electoral matter during the Election Period.
- The Act also requires that all Council publications during the election period must be certified in writing by the Chief Executive Officer, in accordance with the Election Period Certification Procedure which is included as part of this Policy (see page 10).
- Publications should be read broadly to include all documents that are produced for the purpose of communicating with people in the community, including Council newsletters, advertisements and notices, media releases, leaflets and brochures, emails and mailouts to multiple addresses, electronic information and web based productions including Council's website, Facebook account and Twitter page.
- The controls do not cover advertisements that simply announce the holding of a meeting or about the election process itself.
- Electoral matter is any matter that is "intended or likely to affect voting in an election" and this includes (but is not limited to) material that deals with the election, candidates or issues of contention in the election.
- A publication is taken to contain electoral matter if it contains an express or implicit reference to, or comment on:
 - The election; or
 - A candidate in the election; or
 - An issue submitted to, or otherwise before, the voters in connection with the election.
- Material is definitely electoral matter if it:
 - publicises the strengths or weaknesses of a candidate;
 - advocates the policies of the Council or of a candidate;
 - responds to claims made by a candidate; or

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Election Period Policy

- publicises the achievements of the elected Council.
 - Councillors may publish campaign material on their own behalf, but cannot purport for that material to be originating from, or authorised by, Council or Latrobe City Council i.e. by use of Council logos.
- 2. Certification of Publications**
- Publications to be printed, published or distributed during the caretaker period must first be certified by the Chief Executive Officer.
 - The certification by the Chief Executive Officer will be in writing on or affixed to a copy of the publication and be in the following form:
'Certified by the Chief Executive Officer in accordance with Section 55D of the Local Government Act 1989'.
 - Copies of all certified documents will be retained on Council records.
- 3. Election Period Certification Procedure**
- Any Council publication which is potentially affected by this policy will be reviewed by the Council's Communications and Governance teams, and then certified in writing by the Chief Executive Officer in accordance with this procedure, prior to publication.
 - This is to ensure that any circulated, displayed or otherwise publicly available material during the Election Period does not contain material that may be construed as 'electoral matter'.
- 4. Publications that require Certification**
- The recommended practice (in line with State and Federal Governments), is where possible to avoid all publication activity during the caretaker period except where it is essential for the conduct of Council operations.
 - Publications which require certification include:
 - Brochures, pamphlets, handbills, flyers, magazines and books;
 - Reports (other than agenda papers and minutes);
 - Advertisements and notices, except newspaper notices of meetings;
 - New website material;
 - New social media content (which includes Facebook and Twitter posts);

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- Emails with multiple addresses, used for broad communication with the community;
- Mass mail outs or identical letters sent to a large number of people by or on behalf of Council;
- Media releases;
- Material to publicise a function or event; and
- Any publication or distribution of Councillors' speeches.

5. Documents on Display at all Council facilities

- Council publications with references to either current Councillors or candidates that could be considered campaign material or to be otherwise promoting any Councillor or candidate, both on website and public display will be withdrawn from display during an election period.

6. Councillor Information

- Any reference to Councillors standing for re-election in Council publications printed, published or distributed during an election period must not include promotional text.

7. Annual Report

- If the publication date of the Annual Report occurs during the Election Period, it is affected by the legislative restrictions on publications and therefore may not include information about Councillors beyond what is required by the Local Government Regulations.
- The Annual Report does not require certification by the Chief Executive Officer; however any publication of an extract or summary of the Annual Report will require certification.

8. Council and Committee Agendas and Minutes (Refer to Appendix Two: Council Decision Making Guidelines and Procedures for more information)

- Agenda papers and minutes of Council and Committee meetings do not require certification by the Chief Executive Officer unless they are printed or published for a wider distribution than normal.

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Election Period Policy

9. Latrobe City Council Websites

- This provision applies to all Council websites, which includes the Council main website and microsites (e.g. Latrobe City Libraries, Latrobe Leisure, Visit Latrobe and the Latrobe Regional Gallery, but not limited to these microsites).
- During the election period the Council website will not contain material precluded by this policy. Any references to the election will only relate to the election process.
- Material published on Council's website in advance of the caretaker period is not subject to certification, however existing material that is prominently displayed will be reviewed and consideration given to the removal of any such material that would be considered electoral matter, were it to be published during the election period.
- Information about Councillors will be restricted to names and contact details.
- Any new material published on Council's web site during the election period that may be considered to be an advertisement, handbill, pamphlet or notice must also be subject to the certification process. Council agendas, minutes and the annual report are considered exempt from certification.
- Where information is removed for the election period, a statement will be published that states:

'As the Latrobe City Council election will be held on [Day,Date], the Latrobe City Council has assumed a caretaker role from [Date].

During the caretaker period, content will only be added to this website in accordance with the Election Period Policy.'

10. Social Media

- Any publication on social media sites such as Facebook or Twitter that are under the auspices of Council will also require certification by the Chief Executive Officer. Similar requirements apply to Council blog sites.
- Latrobe City Council's Communications team monitors the Latrobe City Council corporate Facebook and Twitter feeds between the hours of 9.00am and 5.00pm on weekdays (excluding public holidays), and any negative or inappropriate posts are deleted. Occasionally when it is deemed necessary by Council's Communications team, the monitoring is extended to include weekends, major festivals/events, and emergencies.

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- The ability for members of the public to post comments on Council's social media sites will be removed for the duration of the Election Period.
- Any publication on social media sites including Facebook, Twitter, blogs and wiki pages during the election period must be certified by the Chief Executive Officer.
- Social media posts are to be kept to a minimum, and are to cover normal day-to-day activities only.
- Staff responsible for administering individual social media sites will monitor their respective sites during the election period and use moderation features where available to ensure no electoral matter is posted. No matter is permitted that may be construed as electoral matter – sites should be reviewed to ensure there is none.
- No photos will be published on Council's social media sites – only text posts will be able to be certified.
- No launches or announcements of any new projects, policy initiatives, or programs are to be made on social media during the election period.
- Any YouTube videos currently on sites are to be removed and suspended during the election period.
- No hosting or responding to political content at all is permitted.

11. Council Photographs

- Councillors should not use their position as an elected representative or their access to Council staff and other Council resources or information in support of an election campaign. This includes photos or images provided by Council for past Council activities.

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Election Period Policy

Appendix Four: Public Consultation

1. Prohibition

- It is prohibited under this policy for public consultation to be undertaken during the Election Period (new consultation or existing) on an issue that is contentious unless prior approval is given by the Council or the Chief Executive Officer.
- For the purposes of this policy, public consultation means a process that involves an invitation or invitations to individuals, groups or organisations or the community generally to comment on an issue, proposed action or proposed policy.

2. Right to Postpone

- It is prudent for the Council not to commission or approve any public consultation if such consultation is likely to run into the Election Period, unless the Council or the Chief Executive Officer gives prior approval.
- Some public consultation activities may be necessary during the caretaker period to facilitate the day to day business of Council and ensure matters continue to be proactively managed.
- Any such public consultations will avoid express or implicit links to the election.
- In view of the potential for a matter or issue to become contentious or politically sensitive in the course of the election period, Council reserves the right to postpone a matter if the issue is likely to affect voting.
- Council will not continue or commence public consultation on any contentious or politically sensitive matter after the commencement of the election period.

3. Statutory Consultation Processes

- Consultations under the *Planning and Environment Act 1987* or Section 223 of the *Local Government Act 1989* statutory provisions shall only proceed after express agreement by the relevant General Manager and then only if it:
 - relates solely to the normal day-to-day business of Council; and
 - does not relate to a matter that is considered a major or significant decision.

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4. Approval for Public Consultations

- Any request for public consultation to occur during the election period, must be referred to the Chief Executive Officer.
- Where the matter is not already expressly prohibited, in deciding whether to give approval the Chief Executive Officer will need to have regard to a number of factors including:
 - whether the decision is 'significant';
 - the urgency of the issue (that is, can it wait until after the election?);
 - the possibility of financial repercussions if it is deferred;
 - whether the decision is likely to be controversial; and
 - whether the decision is in the best interests of the Council.
- Where public consultation is approved to occur during the Election Period the results of that consultation will not be reported to Council until after the Election Period except where approved by the Chief Executive Officer or his delegate.

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Appendix Five: Functions and Events Guidelines and Procedures

1. Functions and Event Definition

- Reference to events and functions means gatherings of internal and/or external stakeholders to discuss, review, acknowledge, communicate, celebrate or promote a program, strategy or issue which is of relevance to the Council and its community and may take the form of conferences, workshops, forums, launches, promotional activities, social occasions such as dinners, receptions and balls.

2. Public Events Staged by External Bodies

- Councillors may continue to attend events and functions during the Election Period.
- As a general rule, any such attendance will not be represented as acting in an official capacity on behalf of the organisation.

3. Council Events and Functions

- Council organised events and functions held during the Election Period will be reduced to only those essential to the operation of the Council.
- This may be varied by a Council resolution or where the Chief Executive Officer has given prior approval.
- Councillor attendance at Council events (if any during the election period) should not be used to gain attention in support of an election campaign.
- No election material or active campaigning is to be conducted at Council sponsored event or be displayed in any Council building.

4. Speeches/Keynote Addresses

- Councillors should not act in an official capacity, including giving public speeches or addresses at Council organised or sponsored events and functions, during the election period.
- Speeches for Councillors will only be prepared by Council staff in relation to events that are part of the normal services or operation (such as citizenship ceremonies) of the Council and such speeches will not be circulated or available for publication.

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5. Recording of Attendance at External Meetings and Functions

- The presence of Councillors at external meetings and functions may be recorded in attendance records, except where this record of attendance is in conjunction with information/promotional material (ie text or images) that may be considered as electoral material.

6. Publication of Promotional Material

- Publicity of Council events (if any during the election period) will be restricted to the communication of factual material and will not mention or quote any Councillor.
- In preparing any material concerning a Council organised or sponsored function or event that will be published or distributed during the Election Period, such preparation must be consistent with the controls under Appendix Three: Material published by Council Guidelines and Procedures to this Policy.

7. Council Employees

- During the Election Period no Council employee may make any public statement that relates to an election issue unless the statement has been approved by the Chief Executive Officer.
- Public statements are not only formal press releases but also verbal comments at meetings, functions and events where attending as part of their Council role.

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Appendix Six: Use of Council Resources Guidelines and Procedures

1. Council Resources

- The Council will ensure that due propriety is observed in the use of all Council resources, and Council staff are required to exercise appropriate discretion in that regard.
- Council staff should avoid assisting Councillors in ways that could create a perception that they are being used for electoral purposes.
- Council resources, including offices, vehicles, support staff, hospitality services, property, equipment and stationery must be used exclusively for normal Council business during the election period, and must not be used in connection with an election campaign.

2. Use of Council Equipment by Councillors

- Councillors may continue to use any Council equipment provided to them to facilitate their performance of normal Council duties, subject to existing protocols and terms of use.
- Councillors standing for re-election must not use Council equipment as a resource to assist with election campaigns.
- Where Councillors have Council funded services, such as mobile phones, land lines and internet connections, and where it is impractical for Councillors to discontinue their use of these during the election, Councillors will reimburse the Council for usage of those services during the election period that exceeds normal usage levels.
- Councillors may wish to consider the specific ways to administer this procedure. For instance Councillors may decide to use a private mobile phone for all election enquiries and publicise such number on election literature.

3. Correspondence

- General correspondence addressed to Councillors will be answered as usual.
- However, Councillors will sign only the necessary minimum of correspondence during the election period and correspondence in respect to significant, sensitive or controversial matters should be signed by the Chief Executive Officer.

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- Replies will be prepared so as to protect Council staff from perceptions of political bias.
- 4. Expenses Incurred by Councillors**
- Payment or reimbursement of costs relating to Councillors out-of-pocket expenses incurred during the election period must only apply to necessary costs that have been incurred in the performance of normal Council duties, and not for expenses that could be perceived as supporting or being connected with a candidate's election campaign.
 - In the case of Councillor claims that cover a combination of Council and electoral business, the Chief Executive Officer may approve a partial reimbursement to cover Council activities.
- 5. Council Branding and Stationery**
- No Council logos, letterheads, or other Latrobe City Council branding will be used for, or linked in any way to, a candidate's election campaign.
- 6. Support Staff to the Mayor and Councillors**
- Support staff for the Mayor and Councillors, Governance staff, or any other staff member, must not be asked to undertake any tasks connected directly or indirectly with an election campaign.
- 7. Community or Advisory Committee Meetings**
- Community Meetings or Advisory Committee meetings will not be held during the Election Period.
- 8. Community or Advisory Committee Meetings**
- The Chief Executive Officer or any staff should not be asked to undertake any tasks connected directly or indirectly with electioneering.
- 9. Council Photographs**
- Photos or images taken by or provided by Council are not to be used by Councillors for the purposes of electioneering or in support of their election campaign.
 - This applies equally to images on Council websites that may be able to be copied.

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10. Use of Council Buildings

- No election material or active campaigning is to be conducted at Council sponsored event or be displayed in any Council building.

11. Process

- Any Council staff member that feels they are being placed in a compromising situation by a request from a Councillor should politely refer the Councillor to their General Manager for clarification before authorising, using or allocating the resource.
- The General Manager will decide if the use of Council resources is appropriate or not and notify the Councillor, as well as the Chief Executive Officer and the Governance team accordingly.

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Election Period Policy

Appendix Seven: Access to Information Guidelines and Procedures

1. Candidates' Access to Information

- All election candidates have equal rights to information relevant to their election campaigns from the Council administration.
- While it is important that sitting Councillors continue to receive information that is necessary to fulfil their existing elected roles, neither Councillors nor candidates will receive information or advice from Council officers that may improperly advantage candidates in the elections (which includes internal publications such as the Councillor Bulletin).
- There will be transparency in the provision of all information and advice during the election period.

2. Information and Briefing Material

- Information and briefing material prepared or secured by staff for Councillors during the Election Period must be necessary to the carrying out of the Councillor's role and must not be related to election issues or to issues that might be perceived to be of an electoral nature.
- The information must only relate to factual matters or to existing Council services to assist Councillors in conducting normal day to day activities.

3. Information Request Register

- The Governance team will maintain an Information Request register during the Election Period.
- This Register will be a public document (available for inspection) that records all requests for information of a non-election nature by all candidates (which includes sitting Councillors) and the response given to those requests.
- The Council affirms that all candidates for the Council election will be treated equally.

4. Process for responding to an Information Request

- Responses to candidates' requests will be provided by Managers, General Managers or the Chief Executive Officer only.
- Managers will be required to discuss the request and the proposed response with their General Manager prior to the response being provided.

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- Only information that can be reasonably accessed will be released.
 - Staff will be required to provide details of requests and responses to the Governance team for inclusion in the Register.
- 5. Freedom of Information applications during the Election Period**
- Any Freedom of Information (Fol) applications lodged during the election period on matters such as expenses costs etc regarding current Councillors will be dealt with where possible outside of the election period (the Fol Act specifies a 42 day period in providing a response to a Fol application).
- 6. Candidate Assistance and Advice**
- Any assistance and advice to be provided to candidates as part of the conduct of the Council Election will be provided equally to all candidates.
- 7. Role of Returning Officer**
- All election related enquiries from candidates, whether sitting Councillors or not, will be directed to the Returning Officer or, where the matter is outside the responsibilities of the Returning Officer, to the Chief Executive Officer or his or her delegate.
- 8. Candidate Information**
- Council will provide candidates with a Councillor Candidate Information Kit to assist them in running and nominating for Council.
 - Candidates will be informed of their obligation to complete a Nomination Form which will be available from the Returning Officer, accompanied by the nomination fee.
 - Candidates will also be informed of the requirements to complete and submit an 'Election Campaign Return' to the Chief Executive Officer within 60 days after the election day.
- 9. Election Process Enquiries**
- All election process related enquiries from candidates, whether sitting Councillors or not, will be directed to the Returning Officer or, where the matter is outside the responsibilities of the Returning Officer, to the Chief Executive Officer or his nominee.

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10. Improper Use of Position

- Sections 76D and 76E of the Act prohibit Councillors from misusing or inappropriately making use of their position.
- A breach of section 76D attracts serious penalties, including possible imprisonment.

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Election Period Policy

Appendix Eight: Media Services Guidelines and Procedures

1. Restriction on Services

- Council's communication services are intended to promote Council activities or initiatives and must not be used in any way that might favour a candidate.
- During the election period this team's services must not be used in any way that might promote a Councillor as an election candidate.
- Council publicity during the election period will be restricted to communicating normal Council activities and initiatives and subject to certification by the Chief Executive Officer.
- Contact with the local media will be restricted to the communication of normal Council activities and responding to questions not involving the election or possible election outcomes.

2. Media Advice

- Any requests for media advice or assistance from Councillors during the Election Period will be channelled through the Chief Executive Officer or the General Manager, Community Services.
- No media advice or assistance will be provided in relation to election issues or in regard to publicity that involves specific Councillors.

3. Media Releases/Spokespersons

- Media releases will not be provided for Councillors during the election period.
- Media releases will not refer to specific Councillors.
- Where it is necessary to identify a spokesperson in relation to an issue the Chief Executive Officer or his delegate will determine the appropriate person.
- Media releases will require certification by the Chief Executive Officer.
- The certification by the Chief Executive Officer will be in writing on or affixed to a copy of the media release and be in the following form:

'Certified by the Chief Executive Officer in accordance with Section 55D of the Local Government Act 1989'.

- Copies of all certified documents will be retained on Council records.

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4. Publicity Campaigns

- During the Election Period, publicity campaigns, other than for the purpose of conducting the election will be avoided wherever possible.
- Where a publicity campaign is deemed necessary for a Council activity, the Chief Executive Officer or his delegate must approve it.
- In any event, Council publicity during the Election Period will be restricted to communicating normal Council activities and initiatives.
- No publicity will be provided that involves specific Councillors.

5. Councillors

- Councillors will not use their position as an elected representative or their access to Council staff and other Council resources to gain media attention in support of an election campaign.

6. Council Employees

- During the Election Period no Council employee may make any public statement that relates to an election issue unless the statement has been approved by the Chief Executive Officer.
- Public statements are not only formal press releases but also verbal comments at meetings, functions and events where attending as part of their Council role.

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Agenda Item: 17.4

Agenda Item: Tabling of 'Assembly of Councillors' Records

Sponsor: General Manager, Organisational Performance

Council Plan Objective: Ensure Council operates openly, transparently and responsibly.

Status: For Information

MOTION

Moved: Cr White

Seconded: Cr Law

That Council receives and notes the Assembly of Councillors records tabled for the period 12 February 2020 to 12 March 2020.

CARRIED UNANIMOUSLY

Executive Summary:

The following Assembly of Councillor records have been submitted for tabling since the last ordinary Council meeting:

Date	Assembly Details	In Attendance	Confidential	Declarations of Interest
12 February 2020	Morwell Recreation Reserve Project Reference Group Meeting	Councillors Cr McFarlane Cr Middlemiss Officers Simon Clark Luke McGrath Lauren Dinsdale	Yes – Section 89(2)(e) Proposed developments	Nil

Date	Assembly Details	In Attendance	Confidential	Declarations of Interest
17 February 2020	Out of Session Briefing - ENGIE Demolition Program	Councillors Cr McFarlane Cr Middlemiss Cr White OAM Cr O'Callaghan Cr Clancey Cr Law Cr Gibson Officers Steven Piasente Gail Gatt Greg Drumm	No	Nil
17 February 2020	Out of Session Briefing - Grant & Sponsorship Review - Part 1	Councillors Cr McFarlane Cr Middlemiss Cr White OAM Cr Harriman Cr O'Callaghan Cr Howe Cr Clancey Cr Law Cr Gibson Officers Steven Piasente Gail Gatt Suzanne Miller Greg Drumm Shay Ferguson Caitlan Ponton	No	Nil
18 February 2020	Gippsland Regional Aquatic Centre Project Reference Group	Councillors Cr Harriman Cr O'Callaghan Cr Howe Officers Luke McGrath Tania Eleftheriou	No	Nil

Date	Assembly Details	In Attendance	Confidential	Declarations of Interest
18 February 2020	Latrobe Regional Gallery Advisory Committee Meeting	Councillors Cr White OAM Officers Clint Hong Rebecca Cole David O'Halloran	No	Nil
18 February 2020	Traralgon Sports Stadium Redevelopment Project Reference Group	Councillors Cr Howe Cr Clancey Officers Larry Sengstock Brian Feltham Nathan Robinson Richelle Rowed	Yes – Section 89(2)(e) Proposed developments	Nil
19 February 2020	Traralgon Recreation Reserve and Showgrounds Advisory Committee	Councillors Cr Howe Officers Simon Clark	No	Nil
19 February 2020	Victory Park Precinct Advisory Committee	Councillors Cr Clancey Officers Simon Clark	No	Nil
19 February 2020	Lake Narracan Advisory Committee	Councillors Cr Law Cr Gibson Officers Shay Ferguson	No	Nil

Date	Assembly Details	In Attendance	Confidential	Declarations of Interest
24 February 2020	Out of Session Briefing – Q&A Leisure Services Bendigo	Councillors Cr McFarlane Cr Middlemiss Cr White OAM Cr O’Callaghan Cr Howe Cr Clancey Cr Law Cr Gibson Officers Steven Piasente Gail Gatt Larry Sengstock Suzanne Miller Greg Drumm Brian Box	No	Nil
24 February 2020	Out of Session Briefing - Grant & Sponsorship Review - Part 2	Councillors Cr McFarlane Cr Middlemiss Cr White OAM Cr Harriman Cr O’Callaghan Cr Howe Cr Clancey Cr Law Cr Gibson Officers Steven Piasente Gail Gatt Larry Sengstock Suzanne Miller Greg Drumm Shay Ferguson Caitlan Ponton	No	Yes – Cr White

Date	Assembly Details	In Attendance	Confidential	Declarations of Interest
24 February 2020	Councillor Briefing	<p>Councillors Cr McFarlane Cr Middlemiss Cr White OAM Cr Harriman Cr O'Callaghan Cr Howe Cr Clancey Cr Law Cr Gibson</p> <p>Officers Steven Piasente Gail Gatt Larry Sengstock Suzanne Miller Greg Drumm Hanna Steevens</p>	Yes – Section 89(2)(h) Prejudicial matters	Yes – Cr Harriman Cr Middlemiss Cr Clancey
26 February 2020	Ted Summerton Reserve Project Reference Group	<p>Councillors Cr Gibson</p> <p>Officers Larry Sengstock Lauren Dinsdale Janine Alexander</p>	No	Nil
26 February 2020	Road and Place Name Advisory Committee	<p>Councillors Cr McFarlane Cr Harriman Cr Clancey Cr Gibson</p> <p>Officers Greg Drumm</p>	No	Nil
11 March 2020	Cultural Diversity Advisory Committee	<p>Councillors Cr White OAM Cr Clancey</p> <p>Officers Audrey Matthews</p>	No	Nil

Date	Assembly Details	In Attendance	Confidential	Declarations of Interest
12 March 2020	Audit and Risk Committee	<p>Councillors Cr McFarlane Cr White OAM</p> <p>Officers Steven Piasente Gail Gatt Larry Sengstock Suzanne Miller Greg Drumm Matthew Rogers Hanna Steevens Rebecca Obersby</p>	Yes – Section 89(2)(h) Prejudicial matters	Nil

Declaration of Interests:

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Reasons for Proposed Resolution:

The attached *Assembly of Councillors* records have been submitted for tabling.

Section 80(A)2 of the *Local Government Act 1989* states 'The Chief Executive Officer must ensure that the written record of an assembly of Councillors is, as soon as is practicable - (a) reported at an ordinary meeting of the Council; and (b) incorporated in the minutes of that Council meeting'.

Attachments

1. Morwell Recreation Reserve Project Reference Group Meeting
2. Out of Session Briefing ENGIE Demolition Program
3. Out of Session Briefing Grant Sponsorship Review Part 1
4. Gippsland Regional Aquatic Centre Project Reference Group
5. Latrobe Regional Gallery Advisory Committee
6. Traralgon Sports Stadium Redevelopment Project Reference Group
7. Traralgon Recreation Reserve and Showgrounds Advisory Committee
8. Victory Park Precinct Advisory Committee
9. Lake Narracan Advisory Committee
10. Out of Session Briefing Q&A Leisure Services Bendigo
11. Out of Session Briefing Grant Sponsorship Review Part 2
12. Councillor Briefing
13. Ted Summerton Reserve Project Reference Group
14. Road and Place Name Advisory Committee
15. Cultural Diversity Advisory Committee
16. Audit and Risk Committee

17.4

Tabling of 'Assembly of Councillors' Records

1	Morwell Recreation Reserve Project Reference Group Meeting	511
2	Out of Session Briefing ENGIE Demolition Program	512
3	Out of Session Briefing Grant Sponsorship Review Part 1.....	513
4	Gippsland Regional Aquatic Centre Project Reference Group	514
5	Latrobe Regional Gallery Advisory Committee	515
6	Traralgon Sports Stadium Redevelopment Project Reference Group	516
7	Traralgon Recreation Reserve and Showgrounds Advisory Committee	518
8	Victory Park Precinct Advisory Committee	520
9	Lake Narracan Advisory Committee	521
10	Out of Session Briefing Q&A Leisure Services Bendigo	523
11	Out of Session Briefing Grant Sponsorship Review Part 2.....	524
12	Councillor Briefing	525
13	Ted Summerton Reserve Project Reference Group	529
14	Road and Place Name Advisory Committee	530
15	Cultural Diversity Advisory Committee	531
16	Audit and Risk Committee.....	533



Assembly of Councillors Record

Assembly details:	Morwell Recreation Reserve Project Reference Group Meeting 17
Date:	Wednesday 12 February 2020
Time:	5.30 pm – 6.30 pm
Assembly Location:	Nambur Wariga - Large Meeting Room, Latrobe City Council HQ 141 Commercial Road MORWELL 3840

In Attendance

Councillors: Arrival / Departure Time:	<input checked="" type="checkbox"/> Cr McFarlane 5.30 - 6.30 pm	<input checked="" type="checkbox"/> Cr Middlemiss 5.30 - 6.30 pm	<input type="checkbox"/> Cr White OAM
	<input type="checkbox"/> Cr Harriman	<input type="checkbox"/> Cr O'Callaghan	<input type="checkbox"/> Cr Howe
	<input type="checkbox"/> Cr Clancey	<input type="checkbox"/> Cr Law	<input type="checkbox"/> Cr Gibson
Officer/s:	Simon Clark, Luke McGrath, Lauren Dinsdale		
Matters discussed:	1. Project Status update 2. Updates on construction of new shared sports pavilion, new synthetic oval development, Keegan Street design detail and designs of Morwell Football Netball Club facilities upgrades for consideration and feedback - Confidential under section 89(2)(e) proposed developments.		
Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No

Record Completed by: Lauren Dinsdale

(Please use the **Quick Add Profile No - 563** when registering this form on ECM)



Assembly of Councillors Record

Assembly details:	Out of Session Briefing - ENGIE Demolition Program
Date:	17 February 2020
Time:	3.00pm to 4.00pm
Assembly Location:	Nambur Wariga Room , Latrobe City Council

In Attendance

Councillors: Arrival / Departure Time:	<input checked="" type="checkbox"/> Cr McFarlane	<input checked="" type="checkbox"/> Cr Middlemiss	<input checked="" type="checkbox"/> Cr White OAM
	<input type="checkbox"/> Cr Harriman	<input checked="" type="checkbox"/> Cr O'Callaghan	<input type="checkbox"/> Cr Howe
	<input checked="" type="checkbox"/> Cr Clancey	<input checked="" type="checkbox"/> Cr Law	<input checked="" type="checkbox"/> Cr Gibson
Officer/s:	Steven Piasente, Gail Gatt, Greg Drumm		
Matters discussed:	ENGIE demolition program		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No

Record Completed by: Greg Drumm, GM Organizational Performance
 (Please use the **Quick Add Profile No - 563** when registering this form on ECM)





Assembly of Councillors Record

Assembly details:	Out of Session Briefing - Grant & Sponsorship Review - Presentation 1
Date:	17/02/2020
Time:	4:00pm
Assembly Location:	Latrobe City Council HQ - 141 Commercial Road, Mowell

In Attendance

Councillors:	<input checked="" type="checkbox"/> Cr McFarlane	<input checked="" type="checkbox"/> Cr Middlemiss	<input checked="" type="checkbox"/> Cr White OAM
Arrival / Departure Time:	<input checked="" type="checkbox"/> Cr Harriman 5:01pm	<input checked="" type="checkbox"/> Cr O'Callaghan	<input checked="" type="checkbox"/> Cr Howe 5:10pm
	<input checked="" type="checkbox"/> Cr Clancey	<input checked="" type="checkbox"/> Cr Law	<input checked="" type="checkbox"/> Cr Gibson
Officer/s:	Shay Ferguson, Caitlan Ponton, Gail Gatt, Greg Drumm, Steve Paisente, Suzanne Miller		
Matters discussed:	Proposed Latrobe City Council Community Sponsorship program. Presentation was presented to Councillors & the Executive team.		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No

Record Completed by: Caitlan Ponton

(Please use the **Quick Add Profile No - 563** when registering this form on ECM)



Assembly of Councillors Record

Assembly details:	Gippsland Regional Aquatic Centre Project Reference Group
Date:	18 February 2020
Time:	4.15 pm
Assembly Location:	Macfarlane Burnet Room, Traralgon

In Attendance

Councillors:	<input type="checkbox"/> Cr McFarlane	<input type="checkbox"/> Cr Middlemiss	<input type="checkbox"/> Cr White OAM
	<input checked="" type="checkbox"/> Cr Harriman 4.15pm - 5.00pm	<input checked="" type="checkbox"/> Cr O'Callaghan 4.10pm - 5.00pm	<input checked="" type="checkbox"/> Cr Howe 4.26pm - 5.15pm
	<input type="checkbox"/> Cr Clancey	<input type="checkbox"/> Cr Law	<input type="checkbox"/> Cr Gibson
Arrival / Departure Time:			
Officer/s:	Luke McGrath, Tania Eleftheriou		
Matters discussed:	Project Manager update		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No

Record Completed by: Tania Eleftheriou, Project Officer Major Recreation Projects
(Please use the **Quick Add Profile No - 563** when registering this form on ECM)



Assembly of Councillors Record

Assembly details:	Latrobe Regional Gallery Advisory Committee Meeting
Date:	18 February 2020
Time:	5.30 - 6.30pm
Assembly Location:	Latrobe Regional Gallery

In Attendance

Councillors: Arrival / Departure Time:	<input type="checkbox"/> Cr McFarlane	<input type="checkbox"/> Cr Middlemiss	<input checked="" type="checkbox"/> Cr White OAM
	<input type="checkbox"/> Cr Harriman	<input type="checkbox"/> Cr O'Callaghan	<input type="checkbox"/> Cr Howe
	<input type="checkbox"/> Cr Clancey	<input type="checkbox"/> Cr Law	<input type="checkbox"/> Cr Gibson
Officer/s:	Clint Hong, Rebecca Cole, David O'Halloran		
Matters discussed:	Introduce new Director of Creative Arts to Committee Consider proposed acquisition to the art collection		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No
N/A	N/A
N/A	N/A

Record Completed by: David O'Halloran

(Please use the **Quick Add Profile No - 563** when registering this form on ECM)



Assembly of Councillors Record

Assembly details:	Traralgon Sports Stadium Redevelopment Project Reference Group
Date:	18 February 2020
Time:	5.36 pm - 7.06 pm
Assembly Location:	Macfarlane Burnett Room- Traralgon Service Centre 34-38 Kay Street, Traralgon

In Attendance

Councillors:	<input type="checkbox"/> Cr McFarlane	<input type="checkbox"/> Cr Middlemiss	<input type="checkbox"/> Cr White OAM
Arrival / Departure Time:	<input type="checkbox"/> Cr Harriman	<input type="checkbox"/> Cr O'Callaghan	<input checked="" type="checkbox"/> Cr Howe Arrived 5.30pm
	<input checked="" type="checkbox"/> Cr Clancey Arrived 5.30pm	<input type="checkbox"/> Cr Law	<input type="checkbox"/> Cr Gibson
Officer/s:	Larry Sengstock, Brian Feltham, Nathan Robinson, Richelle Rowed		
Matters discussed:	<ul style="list-style-type: none"> - Catterick Crescent pavilion funding has been approved (Confidential under section 89(2)(e) proposed developments). - Catterick Crescent Cricket Nets and Cricket Wicket (Confidential under section 89(2)(e) proposed developments). EOI for Court Nine (9) process (Confidential under section 89(2)(e) proposed developments). - Project timelines (Confidential under section 89(2)(e) proposed developments). - Facility Operational Hours moving forward (Confidential under section 89(2)(e) proposed developments). 		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No
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Record Completed by: Nathan Robinson

*(Please use the **Quick Add Profile No - 563** when registering this form on ECM)*





Assembly of Councillors Record

This form must be completed by the attending Council officer and returned to the Governance Team for processing as soon as possible.

Assembly details:	Traralgon Recreation Reserve and Showgrounds Advisory Committee
Date:	19 February 2020
Time:	7:00pm
Assembly Location:	Traralgon Recreation Reserve and Showgrounds - Traralgon Urban Fire Brigade Building

In Attendance

Councillors: Arrival / Departure Time:	<input type="checkbox"/> Cr Alan McFarlane	<input type="checkbox"/> Cr Graeme Middlemiss	<input type="checkbox"/> Cr Darrell White
	<input type="checkbox"/> Cr Dale Harriman	<input type="checkbox"/> Cr Kellie O'Callaghan	<input checked="" type="checkbox"/> Cr Darren Howe
	<input type="checkbox"/> Cr Dan Clancey	<input type="checkbox"/> Cr Bradley Law	<input type="checkbox"/> Cr Sharon Gibson
Officer/s:	Simon Clark		
Matters discussed:	<ol style="list-style-type: none"> 1. Old Trafford Oval water pressure. 2. Master Plan process commencing in late February. 3. Reserve signage. 4. Security matters in reserve. 5. Old Trafford Oval Category C status discussion. 		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures: Nil

Councillor / Officer making disclosure	Left Meeting: Yes / No



Record Completed by: Simon Clark





Assembly of Councillors Record

Assembly details:	Victory Park Precinct Advisory Committee
Date:	19 February 2020
Time:	5:33pm
Assembly Location:	MacFarlane Burnett Room, Traralgon Service Centre

In Attendance

Councillors: Arrival / Departure Time:	<input type="checkbox"/> Cr McFarlane	<input type="checkbox"/> Cr Middlemiss	<input type="checkbox"/> Cr White OAM
	<input type="checkbox"/> Cr Harriman	<input type="checkbox"/> Cr O'Callaghan	<input type="checkbox"/> Cr Howe
	<input checked="" type="checkbox"/> Cr Clancey	<input type="checkbox"/> Cr Law	<input type="checkbox"/> Cr Gibson
Officer/s:	Simon Clark		
Matters discussed:	Proposed tree trunk artwork project. Possible timber furniture project. Plaque and signage proposals.		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No
Nil	No

Record Completed by: Simon Clark

(Please use the **Quick Add Profile No - 563** when registering this form on ECM)



Assembly of Councillors Record

Assembly details:	Lake Narracan Advisory Committee
Date:	19 February 2020
Time:	6.00pm
Assembly Location:	Latrobe Leisure Moe Newborough

In Attendance

Councillors: Arrival / Departure Time:	<input type="checkbox"/> Cr McFarlane	<input type="checkbox"/> Cr Middlemiss	<input type="checkbox"/> Cr White OAM
	<input type="checkbox"/> Cr Harriman	<input type="checkbox"/> Cr O'Callaghan	<input type="checkbox"/> Cr Howe
	<input type="checkbox"/> Cr Clancey	<input checked="" type="checkbox"/> Cr Law	<input checked="" type="checkbox"/> Cr Gibson
Officer/s:	Shay Ferguson. Manager Active Communities and Partnerships		
Matters discussed:	Erosion Lake Speed Limit & Jet Ski Issues Mowing along South Shore track Blue Green Algae Closed boat ramp Missing buoys Signage Tree health review Sullivans Track Broadwood Reserve track		
Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No
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Record Completed by:

*(Please use the **Quick Add Profile No - 563** when registering this form on ECM)*





Assembly of Councillors Record

Assembly details:	Out of Session - Q&A regarding leisure services in Bendigo
Date:	24 February, 2020
Time:	3.30 pm
Assembly Location:	Nambur Wariga Room - Latrobe City Council Headquarters

In Attendance

Councillors: Arrival / Departure Time:	<input checked="" type="checkbox"/> Cr McFarlane	<input checked="" type="checkbox"/> Cr Middlemiss	<input checked="" type="checkbox"/> Cr White OAM
	<input type="checkbox"/> Cr Harriman	<input checked="" type="checkbox"/> Cr O'Callaghan	<input checked="" type="checkbox"/> Cr Howe
	<input checked="" type="checkbox"/> Cr Clancey	<input checked="" type="checkbox"/> Cr Law	<input checked="" type="checkbox"/> Cr Gibson
Officer/s:	Larry Sengstock, Gail Gatt, Suzanne Miller, Greg Drumm, Steve Piasante Brian Box		
Matters discussed:	Discussion with Lincoln Fitzgerald of City of Greater Bendigo regarding how leisure service provision is delivered in that Council.		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No
Nil	

Record Completed by: Brian Box

(Please use the **Quick Add Profile No - 563** when registering this form on ECM)



Assembly of Councillors Record

Assembly details:	Out of Session Briefing - Grant & Sponsorship Review 2020 - Presentation 2
Date:	24/02/2020
Time:	4:00pm
Assembly Location:	Latrobe City Council Headquarters - Nambur Wariga Room

In Attendance

Councillors:	<input checked="" type="checkbox"/> Cr McFarlane	<input checked="" type="checkbox"/> Cr Middlemiss	<input checked="" type="checkbox"/> Cr White OAM
Arrival / Departure Time:	<input checked="" type="checkbox"/> Cr Harriman	<input checked="" type="checkbox"/> Cr O'Callaghan	<input checked="" type="checkbox"/> Cr Howe
	<input checked="" type="checkbox"/> Cr Clancey	<input checked="" type="checkbox"/> Cr Law	<input checked="" type="checkbox"/> Cr Gibson
Officer/s:	Shay Ferguson, Caitlan Ponton, Larry Sengstock, Steve Piasente, Gail Gatt, Suzanne Miller, Greg Drumm		
Matters discussed:	Grants and sponsorship review. New program proposals: - Community Sponsorship, Christmas Festivity Grant, Recurrent Event Grant.		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No
Cr White	Yes

Record Completed by: Caitlan Ponton

(Please use the **Quick Add Profile No - 563** when registering this form on ECM)



Assembly of Councillors Record

Assembly details:	Councillor Briefing
Date:	24 February 2020
Time:	5.30pm to 8.40pm
Assembly Location:	Nambur Wariga Room , Latrobe City Council

In Attendance

Councillors:	<input checked="" type="checkbox"/> Cr McFarlane	<input checked="" type="checkbox"/> Cr Middlemiss	<input checked="" type="checkbox"/> Cr White OAM
	<input checked="" type="checkbox"/> Cr Harriman	<input checked="" type="checkbox"/> Cr O'Callaghan	<input checked="" type="checkbox"/> Cr Howe
	<input checked="" type="checkbox"/> Cr Clancey	<input checked="" type="checkbox"/> Cr Law	<input checked="" type="checkbox"/> Cr Gibson
Arrival / Departure Time:			
Officer/s:	Steven Piasente From 6.24pm Gail Gatt, Larry Sengstock, Suzanne Miller, Greg Drumm and Hanna Steevens		
Matters discussed:	<p>Future Presentations</p> <p>Upcoming Council Meeting</p> <p>Notice of Motion Requests</p> <p>Points of Clarification</p> <p>Alternate Motion Requests</p> <p>Mayor's Update</p> <p>Chief Executive Officer's Update</p> <p>Options For The Future of the Former Moe Customer Service Centre and Library</p> <p>Cultural Diversity Advisory Committee Draft Terms of Reference and Recruitment</p> <p>Code of Conduct for Council Grant or Loan Recipients</p> <p>Budget Principles</p> <p>Hard Waste Coupon Program Update</p> <p>Living Well Latrobe Health and Wellbeing Plan Year One Action Plan Report 18/19</p> <p>Councillor Issues For General Discussion</p> <p>Outstanding Issues - Confidential Under Section 89(2) (H) Prejudicial matters</p>		



	Strategic Issues For Future Briefings
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>	

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No
Cr Harriman	Yes
Cr Middlemiss	Yes
Cr Clancey	Yes

Record Completed by: Hanna Steevens, Manager Governance

*(Please use the **Quick Add Profile No - 563** when registering this form on ECM)*





Guidance Notes for Completing Assembly of Councillor Records

Assembly of Councillors *Local Government Act 1989* requirements:

Section 3 Definition

"An Assembly of Councillors (however titled) means a meeting of an advisory committee of the Council, if at least one Councillor is present, or a planned or scheduled meeting of at least half of the Councillors and one member of Council staff which considers matters that are intended or likely to be—

- (a) the subject of a decision of the Council; or*
- (b) subject to the exercise of a function, duty or power of the Council that has been delegated to a person or committee—*

but does not include a meeting of the Council, a special committee of the Council, an audit committee established under section 139, a club, association, peak body, political party or other organisation;"

Section 80A – Written Record

"(1) At an assembly of Councillors, the Chief Executive Officer must ensure that a written record is kept of:

- (a) the names of all Councillors and members of Council staff attending;*
 - (b) the matters considered;*
 - (c) any conflict of interest disclosures made by a Councillor attending under subsection (3);*
- (2) whether a Councillor who has disclosed a conflict of interest as required by subsection (3) leaves the assembly."*

The Chief Executive Officer must ensure that the written record of an assembly of Councillors is, as soon as practicable –

- (a) reported at an ordinary meeting of the Council; and*
- (b) incorporated in the minutes of that Council meeting"*

Section 80A – Conflict of Interest

"(3) If a Councillor attending an assembly of Councillors knows, or would reasonably be expected to know, that a matter being considered by the assembly is a matter that, were the matter to be considered and decided by Council, the Councillor would have to disclose a conflict of interest under section 79, the Councillor must, at the time set out in subsection (4), disclose to the assembly that he or she has a conflict of interest and leave the assembly whilst the matter is being considered by the assembly.

- (4) A Councillor must disclose the conflict of interest either—*
 - (c) immediately before the matter in relation to which the Councillor has a conflict of interest is considered; or*
 - (d) if the Councillor realises that he or she has a conflict of interest after consideration of the matter has begun, as soon as the Councillor becomes aware that he or she has a conflict of interest."*

Additional Notes and Examples

Examples of an Assembly of Councillors include:

- Councillor Briefings; onsite inspections; meetings with residents, developers, other clients of Council; meetings with local organisations, Government Departments, Statutory Authorities

Provided:

- The meeting was planned;
- At least five Councillors and one Council Officer is present (excluding Advisory Committees)
- The matter/s considered are intended or likely to be subject of a future decision by the Council or an officer decision under delegated authority; and
- That the meeting was not a meeting of any other organisation.

Advisory Committee meetings require at least one Councillor to be in attendance in order to be classed as an Assembly of Councillors.

Public events **are not** classified as an Assembly of Councillors.

Audit and Risk Committee **is not** classified as an Assembly of Councillors.



For all items, only the title of the matter being discussed is required to be listed, not the details or minutes of any discussion. This includes confidential matters.

Conflicts of Interest

All Councillors and Council Officers are required:

- To declare any Conflict of Interest prior to the discussion of any matter, or as soon as they become aware of a conflict; and
- Leave the meeting while the item is being discussed, and have this noted on the Assembly of Councillor record. To leave the meeting, a Councillor or Officer should move to a location outside the room where he or she cannot see or hear the meeting. Arrangements should be made to notify the Councillor when the relevant matter is concluded.

Recording of Confidential Matters

Assembly of Councillor records are presented in the public section of Council Meetings wherever possible.

Confidential Matters discussed should be listed with a note, including the confidential reason as per the *Local Government Act 1989* as below:

Example only

Matters discussed:	1. Matter discussed 2. Matter discussed - confidential under Section 89(2)(e) proposed developments (Please choose the reason that applies) 3. Matter discussed
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The Assembly of Councillors record will then be provided as a confidential attachment to the open Council report.

Confidential reasons:

- (a) Personnel matters;
- (b) The personal hardship of any resident or ratepayer;
- (c) Industrial matters;
- (d) Contractual matters;
- (e) Proposed developments;
- (f) Legal advice;
- (g) Matters affecting the security of Council property
- (h) Any other matter which the Council or Special Committee considers would prejudice the Council or any other person;

Leaving a Meeting

It is only necessary to record when a Councillor or Officer leaves the room due to a Conflict of Interest. It is not necessary to list any other arrivals or departures.

Officer completing Assembly of Councillors record

Please insert your name, and title in the Record Completed By field

Any queries on whether a meeting forms an Assembly of Councillors, how to list a confidential item or any other question should be directed to the Governance Officer on 5128 5717 or egovernance@latrobe.vic.gov.au





Assembly of Councillors Record

Assembly details:	Ted Summerton Reserve Project Reference Group
Date:	Wednesday February 26 th 2020
Time:	5.38pm - 7.11pm
Assembly Location:	Meeting Room, Gippsland Regional Cricket Centre, Ted Summerton Reserve, Vale Street, Moe

In Attendance

Councillors:	<input type="checkbox"/> Cr McFarlane	<input type="checkbox"/> Cr Middlemiss	<input type="checkbox"/> Cr White OAM
	<input type="checkbox"/> Cr Harriman	<input type="checkbox"/> Cr O'Callaghan	<input type="checkbox"/> Cr Howe
	<input type="checkbox"/> Cr Clancey	<input type="checkbox"/> Cr Law	<input checked="" type="checkbox"/> Cr Gibson 5.35pm - 7.11pm
Arrival / Departure Time:			
Officer/s:	Larry Sengstock - General Manager Assets and Presentation Lauren Dinsdale - Acting Project Manager, Major Recreation Projects Janine Alexander - Executive Assistant, Major Recreation Projects.		
Matters discussed:	1. Naming of Centre 2. Business/Operating Model - 3. Project Update		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No

Record Completed by: Janine Alexander

(Please use the **Quick Add Profile No - 563** when registering this form on ECM)



Assembly of Councillors Record

Assembly details:	Meeting of Road and Place Name Advisory Committee
Date:	26 February 2020
Time:	3pm
Assembly Location:	Executive Office

In Attendance

Councillors: Arrival / Departure Time:	<input checked="" type="checkbox"/> Cr McFarlane	<input type="checkbox"/> Cr Middlemiss	<input type="checkbox"/> Cr White OAM
	<input checked="" type="checkbox"/> Cr Harriman	<input type="checkbox"/> Cr O'Callaghan	<input type="checkbox"/> Cr Howe
	<input checked="" type="checkbox"/> Cr Clancey	<input type="checkbox"/> Cr Law	<input checked="" type="checkbox"/> Cr Gibson
Officer/s:	Greg Drumm, GM Organisational Performance		
Matters discussed:	Road and Place Names		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No

Record Completed by: Greg Drumm

(Please use the **Quick Add Profile No - 563** when registering this form on ECM)



Assembly of Councillors Record

Assembly details:	Cultural Diversity Advisory Committee
Date:	11 March 2020
Time:	6.15pm-8pm
Assembly Location:	Latrobe Regional Gallery Meeting Room 1

In Attendance

Councillors: Arrival / Departure Time:	<input type="checkbox"/> Cr McFarlane	<input type="checkbox"/> Cr Middlemiss	<input checked="" type="checkbox"/> Cr White OAM
	<input type="checkbox"/> Cr Harriman	<input type="checkbox"/> Cr O'Callaghan	<input type="checkbox"/> Cr Howe
	<input checked="" type="checkbox"/> Cr Clancey	<input type="checkbox"/> Cr Law	<input type="checkbox"/> Cr Gibson
Officer/s:	Audrey Matthews		
Matters discussed:	<p>As per agenda:</p> <ul style="list-style-type: none"> - Cultural Diversity Advisory Committee ToR update - Discussion of matters around citizenship ceremonies - Update on actions from the Cultural Diversity Action Plan - Events and involvement by members of the committee - Expression of interest term and process for new membership - Latrobe Settlement Network 		
<p>Are any of the matters discussed, considered confidential under the <i>Local Government Act 1989</i>?</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.</p>			

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No



Record Completed by: Audrey Matthews

*(Please use the **Quick Add Profile No - 563** when registering this form on ECM)*





Assembly of Councillors Record

Assembly details:	Audit and Risk Committee - Confidential under Section 89(2) (h) any other matter which the Council or special committee considers would prejudice the Council or any person
Date:	12 March 2020
Time:	10am
Assembly Location:	Nambur Wariga, Latrobe City Council, Morwell

In Attendance

Councillors: Arrival / Departure Time:	<input checked="" type="checkbox"/> Cr McFarlane	<input type="checkbox"/> Cr Middlemiss	<input checked="" type="checkbox"/> Cr White OAM
	<input type="checkbox"/> Cr Harriman	<input type="checkbox"/> Cr O'Callaghan	<input type="checkbox"/> Cr Howe
	<input type="checkbox"/> Cr Clancey	<input type="checkbox"/> Cr Law	<input type="checkbox"/> Cr Gibson
Officer/s:	Steve Piasente (CEO) (until 11.41am) Greg Drumm (General Manager Organisational Performance) Larry Sengstock (General Manager Assets and Presentation) Gail Gatt (General Manager Regional City Growth and Investment) Suzanne Miller (General Manager Community Health and Wellbeing) Matthew Rogers (Manager Finance) Hanna Steevens (Manager Governance) Rebecca Obersby (Council Solicitor)		
Matters discussed:	Apologies Declarations of Interest Probity questions Confirmation of Minutes - 28 November 2019 Items Referred by the Committee to this Meeting for Consideration Local Government Performance Reporting Framework Local Government Bill 2019 Status of Actions Arising Status of Actions Arising Report Progress Report - Re-Valuation of Infrastructure Assets 2019-2020 Audit Strategy Presentation of Audit: Review of CCTV Surveillance		



	Review of CCTV Surveillance Presentation of Audit: Review of Payroll (Including Data Analytics) Presentation of Internal Audit Scopes/Plans for Endorsement Internal Audit Plan Status Report Gifts, Benefits and Hospitality Compliance VAGO, Ombudsman and IBAC Reports Internal Audit Recommendations Status Report Quarter 2 2019/20 People and Workcover Reports Quarter 2 2019/20 Performance Report Summary Quarterly Finance Report - December 2019 Update on Test Exercise for Business Continuity Plan of Latrobe City Council Quarterly Risk Management Report and Minutes PCI Compliance Annual Update
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Are any of the matters discussed, considered confidential under the *Local Government Act 1989*?

Yes **No**

Please list the confidentiality reasoning next to the matter discussed, as per the example in the guidance notes.

Conflict Of Interest Disclosures:

Councillor / Officer making disclosure	Left Meeting: Yes / No

Record Completed by: Hanna Steevens, Manager Governance
 (Please use the **Quick Add Profile No - 563** when registering this form on ECM)





Guidance Notes for Completing Assembly of Councillor Records

Assembly of Councillors Local Government Act 1989 requirements:

Section 3 Definition

"An Assembly of Councillors (however titled) means a meeting of an advisory committee of the Council, if at least one Councillor is present, or a planned or scheduled meeting of at least half of the Councillors and one member of Council staff which considers matters that are intended or likely to be—

- (a) the subject of a decision of the Council; or*
- (b) subject to the exercise of a function, duty or power of the Council that has been delegated to a person or committee—*

but does not include a meeting of the Council, a special committee of the Council, an audit committee established under section 139, a club, association, peak body, political party or other organisation;"

Section 80A – Written Record

"(1) At an assembly of Councillors, the Chief Executive Officer must ensure that a written record is kept of:

- (a) the names of all Councillors and members of Council staff attending;*
 - (b) the matters considered;*
 - (c) any conflict of interest disclosures made by a Councillor attending under subsection (3);*
- (2) whether a Councillor who has disclosed a conflict of interest as required by subsection (3) leaves the assembly."*

The Chief Executive Officer must ensure that the written record of an assembly of Councillors is, as soon as practicable –

- (a) reported at an ordinary meeting of the Council; and*
- (b) incorporated in the minutes of that Council meeting"*

Section 80A – Conflict of Interest

"(3) If a Councillor attending an assembly of Councillors knows, or would reasonably be expected to know, that a matter being considered by the assembly is a matter that, were the matter to be considered and decided by Council, the Councillor would have to disclose a conflict of interest under section 79, the Councillor must, at the time set out in subsection (4), disclose to the assembly that he or she has a conflict of interest and leave the assembly whilst the matter is being considered by the assembly.

- (4) A Councillor must disclose the conflict of interest either—*
 - (c) immediately before the matter in relation to which the Councillor has a conflict of interest is considered; or*
 - (d) if the Councillor realises that he or she has a conflict of interest after consideration of the matter has begun, as soon as the Councillor becomes aware that he or she has a conflict of interest."*

Additional Notes and Examples

Examples of an Assembly of Councillors include:

- Councillor Briefings; onsite inspections; meetings with residents, developers, other clients of Council; meetings with local organisations, Government Departments, Statutory Authorities

Provided:

- The meeting was planned;
- At least five Councillors and one Council Officer is present (excluding Advisory Committees)
- The matter/s considered are intended or likely to be subject of a future decision by the Council or an officer decision under delegated authority; and
- That the meeting was not a meeting of any other organisation.

Advisory Committee meetings require at least one Councillor to be in attendance in order to be classed as an Assembly of Councillors.

Public events **are not** classified as an Assembly of Councillors.

Audit and Risk Committee **is not** classified as an Assembly of Councillors.



For all items, only the title of the matter being discussed is required to be listed, not the details or minutes of any discussion. This includes confidential matters.

Conflicts of Interest

All Councillors and Council Officers are required:

- To declare any Conflict of Interest prior to the discussion of any matter, or as soon as they become aware of a conflict; and
- Leave the meeting while the item is being discussed, and have this noted on the Assembly of Councillor record. To leave the meeting, a Councillor or Officer should move to a location outside the room where he or she cannot see or hear the meeting. Arrangements should be made to notify the Councillor when the relevant matter is concluded.

Recording of Confidential Matters

Assembly of Councillor records are presented in the public section of Council Meetings wherever possible.

Confidential Matters discussed should be listed with a note, including the confidential reason as per the *Local Government Act 1989* as below:

Example only

Matters discussed:	1. Matter discussed 2. Matter discussed - confidential under Section 89(2)(e) proposed developments (Please choose the reason that applies) 3. Matter discussed
---------------------------	---

The Assembly of Councillors record will then be provided as a confidential attachment to the open Council report.

Confidential reasons:

- (a) Personnel matters;
- (b) The personal hardship of any resident or ratepayer;
- (c) Industrial matters;
- (d) Contractual matters;
- (e) Proposed developments;
- (f) Legal advice;
- (g) Matters affecting the security of Council property
- (h) Any other matter which the Council or Special Committee considers would prejudice the Council or any other person;

Leaving a Meeting

It is only necessary to record when a Councillor or Officer leaves the room due to a Conflict of Interest. It is not necessary to list any other arrivals or departures.

Officer completing Assembly of Councillors record

Please insert your name, and title in the Record Completed By field

Any queries on whether a meeting forms an Assembly of Councillors, how to list a confidential item or any other question should be directed to the Governance Officer on 5128 5717 or egovernance@latrobe.vic.gov.au

URGENT BUSINESS

18. URGENT BUSINESS

MOTION

Moved: Cr McFarlane
Seconded: Cr Middlemiss

URGENT BUSINESS

That Council admits, in accordance with the Meeting Procedure Local Law Clause 19 the following item of business as it cannot be reasonably or conveniently be deferred until the next Ordinary meeting:

- Business and Community Support Package

CARRIED UNANIMOUSLY

Agenda Item: 18.1

Agenda Item: Business and Community Support Package

Sponsor: General Manager, Regional City Growth and Investment

Council Plan Objective: Support job creation and industry diversification to enable economic growth in Latrobe City.

Status: For Decision

Proposed Resolution:

That Council:

- 1. Recognises that the COVID-19 Pandemic will have significant and widespread community and economic impacts within Latrobe City.**
- 2. Endorses the immediate implementation of a short-term Business and Community Support Package to be funded from the 2019-20 budget which includes;**
 - (i) Paying all invoices/suppliers no later than 14 day terms to improve cashflow (rather than the usual 30 days);**
 - (ii) Refund street trading and outdoor dining permit charges from 1 March 2020 until 30 June 2020;**

- (iii) Refund charges for health registrations from 1 March 2020 to 30 June 2020;
 - (iv) Provide a 50% reduction of rent for café and restaurant tenants in Council owned buildings until the date on prohibition on in-house dining is lifted;
 - (v) Providing a waiver of rent or fees for sporting groups utilising Council owned lands/grounds and buildings for the 2020 winter season;
 - (vi) Suspend rent or fees for community groups utilising Council owned lands/grounds and buildings for a rent amount equivalent to the period from 1 March 2020 to 30 June 2020;
 - (vii) Implementation of a package of measures to assist with access to information relevant to business support grants and other information including;
 - continuation of the COVID-19 business grants and programs page on Councils website.
 - establishment of a 'Business Help Desk' using Council's contact centre number as the gateway.
 - preparation and circulation of a COVID-19 e-newsletter, that will be sent fortnightly to the Latrobe City Council business database.
 - (viii) Undertake a comprehensive marketing program, utilising all media platforms, to demonstrate Council's support for the business community;
3. Develop a Council COVID-19 Financial Hardship Policy that extends to investment and/or commercial properties and considers hardship circumstances relevant to payment of rates, fines and fees;
4. Receives a further report no later than 30 June 2020 in relation to the implementation of the measures outlined and to determine if a further Business and Community Support Package should be considered.

MOTION

Moved: Cr Harriman
Seconded: Cr McFarlane

That Council:

- 1. Recognises that the COVID-19 Pandemic will have significant and widespread community and economic impacts within Latrobe City.
- 2. Endorses the immediate implementation of a short-term Business and

Community Support Package to be funded from the 2019-20 budget which includes;

- a) **Paying all invoices/suppliers no later than 14 day terms to improve cashflow (rather than the usual 30 days);**
 - b) **Refund street trading and outdoor dining permit charges from 1 March 2020 until 30 June 2020;**
 - c) **Refund charges for health registrations from 1 March 2020 to 30 June 2020, for Latrobe City owned and/or operated small to medium businesses impacted by the restricted activities direction;**
 - d) **Provide a minimum 50% reduction of rent for café and restaurant tenants in Council owned buildings until the date on prohibition on in-house dining is lifted;**
 - e) **In relation to point 2 (d) in the event that the state or federal government do not provide rental assistance by 30 June provide a rent reduction of 100% until the date on prohibition on in-house dining is lifted;**
 - f) **Providing a waiver of rent or fees for sporting groups utilising Council owned lands/grounds and buildings for the 2020 winter season;**
 - g) **Suspend rent or fees for community groups utilising Council owned lands/grounds and buildings for a rent amount equivalent to the period from 1 March 2020 to 30 June 2020;**
 - h) **Implementation of a package of measures to assist with access to information relevant to business support grants and other information including;**
 - **continuation of the COVID-19 business grants and programs page on Councils website.**
 - **establishment of a 'Business Help Desk' using Council's contact centre number as the gateway.**
 - **preparation and circulation of a COVID-19 e-newsletter, that will be sent fortnightly to the Latrobe City Council business database.**
 - i) **Undertake a comprehensive marketing program, utilising all media platforms, to demonstrate Council's support for the business community;**
3. **Develop a Council COVID-19 Financial Hardship Policy that extends to investment and/or commercial properties and considers hardship circumstances relevant to payment of rates, fines and fees;**
 4. **Receives a further report no later than 30 June 2020 in relation to the implementation of the measures outlined and to determine if a further Business and Community Support Package should be considered.**

CARRIED UNANIMOUSLY

Executive Summary:

The COVID-19 pandemic is having a significant impact on businesses and community in Latrobe City. In a relatively short period, the financial and workforce impact on local businesses has been profound and it is not known when economic conditions will start to improve. Council has the opportunity to consider and deliver a range of measures to provide support to the business community and general community.

On Tuesday 31 March 2020, Councillors conducted a Business roundtable with representatives from the business development associations across Latrobe City. Feedback from this discussion provided insights into the impacts on local business as a result of the COVID-19 crisis. A range of possible support measures were suggested by the business associations and a number of these have been included in a Business and Community Support Package.

A number of response measures have been identified that can be categorised as financial and non-financial measures. It is proposed that Council implement a support package in the short term up until 30 June.

Council could also consider the matter further over the coming months, particularly to understand if the state and federal government's financial interventions have impacted the situation. If considered appropriate Council could determine if a medium to long term support package is necessary.

The impact of the proposed short term package on the 2019-2020 budget has been outlined in the 'Financial Implications' section of this report and equate to a loss of revenue of \$161,492.

The financial response measures are not currently funded within the 2019/20 budget. If endorsed by Council the package will need to be funded through either a reduction in other operating areas or from Council's 2019/20 unallocated surplus.

The attachment to the report also identifies a draft marketing and communications plan. These activities can be funded from the current operating budget.

Background:

The impact of the COVID-19 pandemic on the Latrobe City business community and general community has been significant. Many businesses have had to close and many people have lost their employment. It is anticipated the pandemic will continue for a number of months, which will result in further impacts on businesses, workforce and the general community.

In response to this pandemic, Council Officers have prepared a range of response measures for consideration by Councillors. These have been categorised as financial and non-financial. The response measures have been identified for implementation in the next 3 months

Options for inclusion of a Business and Community Support Package have been considered for implementation in the short term. These will have impacts on the

2019-2020 financial years budget which are outlined in the financial implications section of this report. Such options include;

Immediate

Financial

1. Pay all invoices/suppliers no later than 14 day terms to improve cashflow (rather than the usual 30 days);
2. Refund street trading and outdoor dining permit charges from March 1 to June 30 Assists 151 businesses and equates to \$4,366 loss of revenue;
3. Refund charges for health registrations* from March 1 to June 30

Assists 685 businesses and equates to approximately \$124,666 loss of revenue;

* Food Act 1984, Public Health & Wellbeing Act 2008 and Residential Tenancies (Caravan Parks and Moveable Dwellings Registration Standards) Regulations 2010

4. A 50% reduction of rent for café and restaurants tenants in Council owned buildings from March 1 to June 30. Assist 5 businesses and equates to \$9,480 loss of revenue; Noting other government assistance may be, or become, available.
5. A waiver of rent/fees for community and sporting groups utilising Council owned lands/grounds and buildings, for the 2020 winter season. This impacts 42 clubs that lease sporting grounds or clubrooms throughout the winter season, with a loss of revenue of \$20,000 to 30 June 2020;
6. Suspend rent or fees for community groups utilising Council owned lands/grounds and buildings for a rent amount equivalent to the period from 1 March 2020 to 30 June 2020; This impacts 67 groups with a loss of revenue of \$2,980 and would mean that a reduce rent would be sought from these groups when their next lease payment is due.

Non Financial

1. Continue with the COVID-19 business grants and programs page on Councils website. This page is updated with current information daily;
2. Establish a 'Business Help Desk' using Council's contact centre number as the gateway. Business Development team to provide information on support and grant programs for businesses. Consideration should be given to the helpdesk being available until 7 pm, to provide greater access for small business owners.
3. Town 'Walk and Talks', visits to local businesses still operating to be undertaken to check in with local businesses still operating, offer support and inform owners of how they can get information, (noting current social distancing requirements). The Business Help Desk will be promoted during these walks. The Helpdesk will be promoted as part of street walks to talk with business owners;

4. Prepare a COVID-19 e-newsletter that will be sent weekly to the business database. Following feedback from businesses on 'information overload', this newsletter will only contain 2 or 3 topics – the choice of topics will be based on priority areas, e.g. accessing grants to retain staff;
5. Undertake a comprehensive marketing program, utilising all media platforms, to demonstrate Council's support for the business community. Program would include a series of business vignettes showcasing innovative businesses and how they are changing the business models the current economic climate. Promote the 'shop local' concept and a series of media placements. See Attachment 1 for detailed proposed plan.

Council could also consider the matter further over the coming months, particularly to understand if the state and federal government's financial interventions have impacted the situation. If considered appropriate Council could determine if a medium to long term support package is necessary.

Issues:

Strategy Implications

OBJECTIVE 1

Support job creation and industry diversification to enable economic growth in Latrobe City

Communication

The Business and Community Support Package will be widely distributed throughout the community, utilising all information platforms. The various aspects of the package will be promoted through information tools, such as social media, e-newsletters, media releases and direct contact (e.g. telephone).

Future reports will be provided to Council as the Package is implemented.

Financial Implications

The financial response measures are not funded within the current budget and the implications of additional expenditure will need to be considered as part of developing the response package. The level of financial implication will be dependent on what level of support Councillors decide to support.

It is acknowledged that the COVID-19 situation is likely to extend beyond 30 June 2020. If the support options listed in this report were to be extended there would be a further impact on the 2020/2021.

The following table summarises the impact on the 2019/2020 budget, if the options recommended were implemented in this financial year.

Proposed Support Measure	Number of Businesses or community groups impacted	2019/2020 budget impact
Paying all invoices/suppliers no later than 14 day terms to improve cashflow (rather than the usual 30 days);	Process in the order of 1600 payments per month	Cash flow impact
Refund of street trading and outdoor dining permit charges from 1 March to 30 June 2020	151	\$4,366
Refund of health registrations from 1 March to 30 June 2020	685	\$124,666
50% reduction of rent for café and restaurant commercial tenants in Council owned buildings from 1 March 2020 to 30 June 2020	5	\$9,480
A waiver of rent/fees for community and sporting groups within Council owned lands/grounds and buildings, for the 2020 winter season	42	\$20,000
A waiver of rent or fees for community groups utilising Council owned lands/grounds and buildings from 1 March 2020 to 30 June 2020	67	\$2,980
Total financial impact in the 2019/2020 financial year		\$161,492

Risk Analysis

Identified risk	Risk likelihood*	Controls to manage risk
Service Delivery Risk Impact on staff resourcing	Almost certain	Plan to be prepared to allocate tasks and engage additional support where needed

Occupational Health and Safety Risk Out of hours work	Likely	Rosters to be prepared for service delivery. Staff will work appropriate hours to ensure employment conditions are maintained
Financial Risk Budget implications from Package	Almost certain	To be considered as part of Package discussions
Reputational Risk Not delivering a response	Likely	Clear strategy and comprehensive marketing plan
Legal/Regulatory Risk Not following regulatory requirements	Possible	Ensure action and activities comply with appropriate rules and regulations
Strategic Risk Not continuing to deliver Council services	Possible	Plan to ensure adequate staffing and delivery timeframes

* Inherent likelihood ratings: 1 (Rare); 2 (Unlikely); 3 (Possible); 4 (Likely); 5 (Almost Certain)

Legal and Compliance

No known legal implications

Community Implications

The delivery of the Business and Community Support Package will have an impact on the community. The actions implemented will be designed to help and assist business and community members. The result will be a positive impact.

Environmental Implications

There are no known environmental impacts

Consultation

A Business Roundtable was conducted with business community representatives. Individual conversations have been held with business and community representatives.

Other

Nil

Declaration of Interests:

Officers preparing this report have declared they do not have a conflict of interest in this matter under the provisions of the *Local Government Act 1989*.

Supporting Documents:

Nil

Attachments

1 [↓](#). COVID-19 Marketing and communications Plan

18.1

Business and Community Support Package

- 1 COVID-19 Marketing and communications Plan.....548**

COVID -19 Marketing and Communications Plan

1. Online Marketing Response

Social media campaign that highlights local business featuring a range of our local innovators.

Posts will highlight what changes business have made to their operating model. Businesses may choose to share a helpful tip, recipe or other offering, such as a 'how to' for the community.

The campaign will encourage, through a call to arms, how the community can support the retail business sector through buying gift vouchers to be used at a later date if you need to cancel appointments, buying food from businesses that are now offering takeaway options and supporting your local corner stores and/or independent/locally owned produce suppliers.

Campaign will be accompanied by two x 1 minute video files, which will leverage off the 'Latrobe City is Open' campaign.

For immediate roll out.

2. Online Latrobe Valley Gift Card campaign

Raise awareness of the Latrobe Valley Gift card program, providing details of where to purchase and redeem the cards.

Promotion through website and social media.

Short campaigns, running for a one week in duration, across a three month period. To be scheduled so not to detract from other concurrent campaigns.

For immediate roll out.

3. Online social media marketing tips

Tips and Tricks from Erika McInerney, Mac&Ernie Pty Ltd.

Online social media and web campaign providing handy tips and tricks to assist business in digital marketing - generating online sales through social media, gaining maximum exposure from social media platforms, online stores or setting up social media platforms.

The campaign would run over a period of a month and could commence as early as next week.

4. Advertising | Print

4.1 Whole page advert Latrobe Valley Express Weekly publication at reduced cost of \$1200 inc

Promoting service and financial assistance to business along with 'call to arms' community campaign.

Opportunity to promote:

- Contact details for LCC Business Development Team
- Profile a business
- Latrobe Valley Gift Card program
- Buy and support local
- Takeaway and Tunes initiative

Campaign over a six to eight week period could commence from Monday 12 April, preference is to place advert in Monday edition as the Noticeboard features Thursday.

4.2 8 page insert lift out Latrobe Valley Express
Cost of \$9600 inc

5. Advertising | Radio

Costings received for radio campaigns, Support Local Latrobe City

Schedules and costings received from ACE Radio (AM and FM stations), 3GG and HitFM.

6. Advertising | Television WIN TV

Awaiting costings

7. Website

Ongoing update of business information – posted in two sections COVID-19 and Business Support and Grants. Daily updates currently made.

7.1 Website campaign and database | 'Support Local Latrobe City'

Development of a designated page and listing of Latrobe City businesses.

'Support Local Latrobe City' campaign targeted at the local community to advise residents of businesses adapted service/product offering.

Businesses will be added to a database and listed on the website under categories as they begin to be registered.

The campaign would be open to any local business in Latrobe City, regardless of the industry.

8. E Newsletter – COVID-19 Business

A weekly/fortnightly online publication for distribution to 5,000 registered database members. The newsletter would contain details relating to support packages, financial advice from the Australian Tax Office and information for businesses relating to Latrobe City business support programs and concierge services. This information would be posted to the website.

9. Takeaway and Tunes

Live performance of local music act streamed via Facebook live. Link to musicians that would perform in local food and beverage venues.

Promotion of take way food options to purchase for dinner to enjoy while watching weekly performance.

Linkages to local food and beverage providers, along with tourism sector through Visit Latrobe.

For immediate roll out.

MEETING CLOSED TO THE PUBLIC

19. MEETING CLOSED TO THE PUBLIC

Section 89(2) of the *Local Government Act 1989* enables the Council to close the meeting to the public if the meeting is discussing any of the following:

- (a) Personnel matters;
- (b) The personal hardship of any resident or ratepayer;
- (c) Industrial matters;
- (d) Contractual matters;
- (e) Proposed developments;
- (f) Legal advice;
- (g) Matters affecting the security of Council property;
- (h) Any other matter which the Council or Special Committee considers would prejudice the Council or any person;
- (i) A resolution to close the meeting to members of the public.

MOTION

Moved: Cr White

Seconded: Cr Harriman

That Council closes this Ordinary Meeting of Council to the public to consider the following items which are of a confidential nature, pursuant to section 89(2) of the *Local Government Act 1989* for the reasons indicated:

19.1 Kernot Hall Redevelopment

Agenda item 19.1 Kernot Hall Redevelopment is designated as confidential as it relates to contractual matters (s89 2d)

19.2 LCC-621 Landfill Biogas Renewable Energy Project

Agenda item 19.3 LCC-621 Landfill Biogas Renewable Energy Project is designated as confidential as it relates to contractual matters (s89 2d)

19.3 Request to enter into Contract 2206-0108 Retail Fuel (Fuel Card Solutions)

Agenda item 19.4 Request to enter into Contract 2206-0108 Retail Fuel (Fuel Card Solutions) is designated as confidential as it relates to contractual matters (s89 2d)

19.4 Hazelwood House

Agenda item 19.4 Hazelwood is designated as confidential as it relates to contractual matters (s89 2d)

CARRIED UNANIMOUSLY

The Meeting closed to the public at 7.02pm.

The meeting re-opened to the public at 7.18pm.

There being no further business the meeting was declared closed at 7.18pm.

I certify that these minutes have been confirmed.

Mayor: _____

Date: _____