



Central Coast Council
Supplementary Business Paper
Ordinary Council Meeting
22 February 2022





COMMUNITY STRATEGIC PLAN 2018-2028

ONE – CENTRAL COAST IS THE COMMUNITY STRATEGIC PLAN (CSP) FOR THE CENTRAL COAST LOCAL GOVERNMENT AREA

ONE – CENTRAL COAST DEFINES THE COMMUNITY'S VISION AND IS OUR ROADMAP FOR THE FUTURE

ONE – CENTRAL COAST BRINGS TOGETHER EXTENSIVE COMMUNITY FEEDBACK TO SET KEY DIRECTIONS AND PRIORITIES

One - Central Coast will shape and inform Council's business activities, future plans, services and expenditure. Where actions are the responsibility of other organisations, sectors and groups to deliver, Council will work with key partners to advocate on behalf of our community.

Ultimately, every one of us who live on the Central Coast has an opportunity and responsibility to create a sustainable future from which we can all benefit. Working together we can make a difference.

RESPONSIBLE

WE'RE A RESPONSIBLE COUNCIL AND COMMUNITY, COMMITTED TO BUILDING STRONG RELATIONSHIPS AND DELIVERING A GREAT CUSTOMER EXPERIENCE IN ALL OUR INTERACTIONS.

We value transparent and meaningful communication and use community feedback to drive strategic decision making and expenditure, particularly around the delivery of essential infrastructure projects that increase the safety, liveability and sustainability of our region. We're taking a strategic approach to ensure our planning and development processes are sustainable and accessible and are designed to preserve the unique character of the coast.

 **Good governance and great partnerships**

G2 Communicate openly and honestly with the community to build a relationship based on transparency, understanding, trust and respect

There are 5 themes, 12 focus areas and 48 objectives



All council reports contained within the Business Paper are now aligned to the Community Strategic Plan. Each report will contain a cross reference to a Theme, Focus Area and Objective within the framework of the Plan.

The infographic is a large teal-colored grid. At the top left, it says 'CENTRAL COAST COUNCIL'. The main title is 'COMMUNITY STRATEGIC PLAN 2018-2028 FRAMEWORK'. The central theme is 'COMMUNITY VISION: WE ARE ONE CENTRAL COAST. A SMART GREEN AND LIVABLE REGION WITH A SHARED SENSE OF BELONGING AND RESPONSIBILITY'. Below this, there are five main sections: 'BELONGING', 'SMART', 'GREEN', 'RESPONSIBLE', and 'LIVEABLE'. Each section contains several focus areas, each with a list of objectives. For example, under 'RESPONSIBLE', there are focus areas for 'GOOD GOVERNANCE AND GREAT PARTNERSHIPS', 'BELONGING TOGETHER IN INFRASTRUCTURE', and 'BALANCED AND SUSTAINABLE DEVELOPMENT'. Each focus area lists specific objectives with numbers like G1, G2, etc.



Meeting Notice

**The Ordinary Council Meeting
of Central Coast Council
will be held in the Council Chamber,
2 Hely Street, Wyong
on Tuesday 22 February 2022 at 6.30pm,
for the transaction of the business listed below:**

ADMINISTRATOR MINUTE

S.1	Administrator's Minute - Development of a Banner Policy	4
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Supplementary Agenda Version History

Version	Date published	Details
1	23/02/2022	Include S.1 and S.2 – Administrator Minutes which were tabled by the Administrator during the Ordinary Meeting held 22 February 2022.

David Farmer
Chief Executive Officer



Item No: S.1
Title: Administrator's Minute - Development of a Banner Policy
Department: Administrator

22 February 2022 Ordinary Council Meeting

Reference: F2020/02595 - D15054580
Author: Rik Hart, Administrator

Background

Media coverage on 25 January 2022 reported of Central Coast Council making the decision to not fly the Australian Flag on Australia Day as it may offend some people. This was incorrect and misleading. The issue was the installing of the Australian flag banner on West Street, Umina for Australia Day.

Local media outlets continued to report Central Coast Council not flying the Australian Flag on Australia Day when in fact the issue was specifically about banner placement on West Street, Umina.

Instead, in place on West Street, Umina were banners commemorating the 100th Anniversary of the local Ocean Beach Surf Club.

It is worth noting, Central Coast Council have not been in possession of Australian flag banners since 2017 and currently do not hold Australian flag banners.

Banner placement on West Street, Umina continues to be an area of contention with the Peninsular Chamber of Commerce, who continue to cite banners installed previously are not reflective of the local community.

Central Coast Council fly the Australian Flag daily outside our offices. It is also present in the Chambers of Council and at our ceremonies on Australia Day.

Current process

The former Gosford City and Wyong Shire Councils, whilst having processes in place and banner policies drafted, neither Council progressed to formal adoption.

Central Coast Council does not currently have a policy in place on the management of town centre banners however Council does currently have an annual program of banner installation in our town centres. These banners comprise of various designs which:

- acknowledge some significance national occasions, including ANZAC Day and NAIDOC Week;
- acknowledge and support significant local occasions and events, for example the Ocean Beach Surf Club Centenary;
- support local businesses, including Council's *Buy Local* campaign; and

- celebrate our towns' unique identities (identify flags) using bright colours and the town's name.

Council's Response

As a result of this recent media event, it is my view that Council needs to develop and implement a Banner Policy that aims to create a sense of community, promotes major arts, cultural activities, and sporting events of public interest. The Banner Policy should represent the region's great diversity and outline the key fundamentals of the type of messages to be promoted to the community, including promoting local economic activity of special community related events.

In addition, the policy should outline the process of approval for organisations to produce and display banners in town centres, along with outlining a consistent approach to the use of council banner poles across all town centres. The creation of a Banner Policy will aim to reduce any ambiguity related to the subject matter of banners on display in town centres.

There is no question the Central Coast LGA is made up of a great cultural and social diversity within its communities, and the display of banners in our town centres should represent and reflect this diversity.

The development of a banner policy is commonplace among other local councils across the state.

I am pleased to advise that Council will be installing banners in Umina, and other town centres across the region, in April 2022 that celebrate and acknowledge the significance of ANZAC Day.

Moving Forward

The Central Coast Council will be consulting with the community on the draft Banner Policy to ensure it encapsulates our diverse community, and activities relevant to each of our town centres.

I formally move:

- 1 That Council Chief Executive Officer develops a draft Central Coast Banner Policy for all town centres that encapsulates our diverse community and activities related to each of our town centres.***
- 2 That Council staff place the draft Banner Policy on exhibition and provide a report back to Council for consideration no later than the July 2022 Ordinary Meeting.***

Attachments

Nil.



Item No: S.2
Title: Administrator's Minute - Advisory Groups and Committee Structure Discussion Paper
Department: Administrator

22 February 2022 Ordinary Council Meeting

Reference: F2020/02595
Author: Rik Hart, Administrator

Background

In March 2021, Council produced a report on proposed changes to Advisory Groups and Committees. The purpose of that report was to achieve better outcomes and effectively manage the impact on Council's resources as a result of the financial crisis.

At an Ordinary Meeting of Council held on 23 March 2021, Council resolved as follows:

80/21 Resolved

- 1 *That Council implements the revised Advisory Group formats as detailed in Attachment 1 for the remainder of the current Council term with the following exception:

Status of Women Advisory Group and the Social Inclusion Advisory Committee remain unchanged*
- 2 *That Council invites existing Advisory Group members to confirm their membership for the remaining Council term, thanks them for their contribution to date and updates the Terms of Reference as required.*
- 3 *That Council develops a framework for management of Advisory Groups, Working Groups and Networking Groups for consideration by the new Council following the conduct of the 2021 Local Government Election.*

The announcement on 26 April 2021 of a Public Inquiry into Central Coast Council's finances, and an Order by the Minister for Local Government postponing the 2021 Local Government election for the Central Coast region, has resulted in the above Recommendation 3 not being finalised.

Until such time an elected body is returned to Council to consider a framework, a discussion paper should be developed to inform a future framework going forward.

Conclusion

I believe there is opportunity to create some synergies not only between subject matter expert groups, but all key stakeholder groups that are impacted by future projects Council is progressing.

Current trends across other councils have shown a move towards strategic reference groups rather than generalised committees.

It is unclear to me that the current committee structure is serving the purpose for which it was designed. More often than not, I see issues being raised that are either out of scope of the purpose the committee is established for, or an even stronger divide between key stakeholders on a particular issue, rather than working constructively together to resolve an issue.

I am therefore left questioning the effectiveness of Council's current committees, their relevance and structure going forward, including how they interact with the strategic plans of Council.

It is for this reason I am requesting Council undertake the development of a discussion paper on the current committee structure; including but not limited to the governance arrangements / Charters; length of term; membership; and legislative requirements, if any, and provide a report back to Council.

I formally move:

- 1 That Council Chief Executive Officer develop a discussion paper on Council's Advisory Groups and Committees, including but not limited to: the framework; structure; governance arrangements; length of term; membership; and legislative requirements, if any.***
- 2 That Council staff report the discussion paper to Council no later than May 2022.***

Attachments

Nil.