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Introduction

The *Operational Plan* is a major planning document within Council's corporate planning framework and outlines the significant activities and key operational activities that Council will deliver in 2017/2018.

The plan complies with the *Local Government Regulation 2012* which requires councils to prepare and adopt an Operational Plan for each financial year, which must:

- a) be consistent with the annual budget, and
- b) state how Council will:
 - progress the implementation of the 5 year *Corporate Plan* during the period of the annual Operating Plan.
 - manage operational risk.



Each area of operation performs day to day activities aligned with policies, procedures, activity specific plans and processes designed to ensure that services are delivered in accordance with the direction set by Councillors and in some instances governed by legislation. Quarterly activity reporting to Council is made with reference to the *Operational Plan*. This is presented to Councillors at an Ordinary Meeting of Council.

Strategic Direction

Through discussion, consultation and community engagement Council has determined a number of strategic directions that will be pursued over the next five years.

The 2014-2019 Strategic Directions as established by Council and documented in the *2014-2019 Corporate Plan* are:

1. Fiscally responsive and responsible management of public infrastructure and assets
2. Responsive and responsible management of land
3. Responsive and responsible local representation
4. Council's role in creating an enviable lifestyle and contribution to the whole of life livability of our Shire
5. Council's role in creating and supporting the economic prosperity of our Shire

With a genuine desire to deliver on these strategic directions, to essentially turn words into actions, Council has determined an appropriate level of involvement for Council, how Council will be involved and what will be seen as the measure of success.

The *Operational Plan* now details specific actions and activities that will be undertaken in 2017/2018 to address the strategic priorities as set by Council.



Overview of Organisational Services

Corporate Services

Services provided include:

- Accounts Payable and Receivable Services
- Administration Support to Council Operations
- Administrative Customer Services
- Corporate Governance
- Financial Accounting
- Information Technology and Telecommunications
- Insurance Management
- Investment and Banking
- Management Accounting
- Payroll Services
- Rating
- Records Management
- Treasury

Development and Planning

Services provided include:

- Art and Cultural Services
- Building Regulatory Services
- Conference Facilities
- Economic Development
- Library Services
- Planning and Development
- Plumbing Services
- Regional Gallery Services
- Support for Festivals and Events
- Tourism
- TYTO Events, Activities and Tours
- TYTO Precinct Management
- Visitor Information Services

Engineering Services

Services provided include:

- Asset Management
- Civil Construction and Maintenance
- Engineering Survey and Design
- GIS Services
- Marine Infrastructure Management
- Plant Fleet Management
- Water and Sewerage Management
- Grants

Environment and Community Services

Services provided include:

- Animal Control
- Business Licensing
- Building Maintenance
- Cemeteries
- Community Support
- Facility Hire
- Local Laws
- Natural Resource and Environmental Management
- Pest Management and Revegetation
- Public Amenities
- Public Health
- Public Open Space Maintenance and Management
- Public Safety
- Recycling and Waste Management
- Regulatory Enforcement
- Vector Control

Office of the CEO

Services provided include:

- Employee Relations
- Enterprise Bargaining
- Governance
- Health and Wellbeing Program
- Human Resources
- Industrial Relations
- Learning and Development
- Media and Communications
- Performance Management
- Regional Engagement
- Strategic Planning
- Support to Elected Members
- Workers Compensation and Rehabilitation
- Workplace Health and Safety Management
- Workplace Health and Safety Training
- Emergency Management

Key Activities in 2017/2018

The 2017/2018 key activities and their fit within and influence on the Strategic Directions as established by Council are summarised as follows:

KEY ACHIEVEMENTS	Strategic Directions As detailed in the 2014-2019 Corporate Plan	One Fiscally responsive and responsible management of public infrastructure and assets	Two Responsive and responsible management of land	Three Responsive and responsible local representation	Four Council's role in creating an enviable lifestyle and contribution to the whole of life livability of our Shire	Five Council's role in creating and supporting the economic prosperity of our Shire
	Shared Footpaths Program addressing missing links along the existing footpath network to improve pedestrian comfort, safety and promote healthy living and staying active	✓	✓		✓	✓
	Bridge Rehabilitation Program Baillies Road Bridge	✓	✓		✓	✓
	Community Shed Meetings Community meetings with Councillors and senior officers			✓	✓	✓
	Buy Local Preference Policy Procurement policy with a buy local bias implemented			✓	✓	✓
	Planning Scheme Development of new <i>Hinchinbrook Shire Planning Scheme 2017</i>	✓	✓	✓	✓	✓
	Shire Branding Project Implementation of a shire wide branding plan			✓	✓	✓

KEY ACHIEVEMENTS	Strategic Directions As detailed in the 2014-2019 Corporate Plan	One Fiscally responsive and responsible management of public infrastructure and assets	Two Responsive and responsible management of land	Three Responsive and responsible local representation	Four Council's role in creating an enviable lifestyle and contribution to the whole of life livability of our Shire	Five Council's role in creating and supporting the economic prosperity of our Shire
	Hinchinbrook Way Develop a comprehensive marketing campaign incorporating <i>Hinchinbrook Way, Hinchinbrook Way Walk, Hinchinbrook Way Drive</i>			✓	✓	✓
	Hinchinbrook Visitor Information Lounge Refurbishment of the internal layout to the <i>Hinchinbrook Visitor Information Lounge</i>	✓				✓
	Biosecurity Plan Delivery of key pest management activities		✓		✓	✓
	Communication Delivery of timely and informative information to ratepayers and residents via a variety of means			✓	✓	
	Covered Horse Sports Arena Design and construction of a multi purpose covered facility at the showgrounds	✓			✓	✓
	Flying Fox Management Development of a long term <i>Flying Fox Roost Management Strategy</i>				✓	
	Hinchinbrook Aquatic Centre Water Playground Delivery of a \$500,000 water playground	✓			✓	✓

Strategic Direction One

Fiscally Responsive and Responsible Management of Public Infrastructure and Assets

Hinchinbrook Shire Council builds, owns and funds the maintenance of infrastructure that it sees as a benefit to the community. In some areas Council is the only entity that will perform the function of providing public infrastructure. Council provides public infrastructure on the basis that it is an asset to the community, that the community values the provision of this infrastructure and that the infrastructure provides a contribution to the community that is tangible, vital and essential.

Council is committed to supplying infrastructure in an efficient and coordinated manner that provides consistent delivery of services and is seen as value for money by the users of such infrastructure. Further, Council considers infrastructure provision with regard to the impacts on the natural environment, the value add of the amenity to existing infrastructure, and health and safety of the community.

Council will ensure a coordinated and integrated approach to infrastructure planning, implementation, maintenance and renewal. Public infrastructure and assets provided by Council can include:

- Road and drainage network
- Water and sewerage network
- Waste management and transfer station facilities
- Hinchinbrook Aquatic Centre
- TYTO Precinct
- Parks, gardens and reserves with pathways, structures, playgrounds, fitness equipment and picnic facilities
- Marine recreational infrastructure - boat ramps, jetties and fishing platforms
- Buildings, like the Shire Hall, smaller community halls and the Kelly Theatre



Corporate Plan Strategies		Proposed Actions over 2014 - 2019	2017/2018 Action and Measure		Lead	Associated
1.1	Plan and execute timely preventative maintenance regimes that extend the useful life of roads, water and sewerage network infrastructure in a cost effective manner	Continued refinement of long term asset management plans	1.1.1	Improve asset data and condition rating information as identified in the adopted Asset Management Plans by June 2018	Engineering Services	Corporate Services
		Development of a roads hierarchy and associated service levels	1.1.2	Review and update standard drawings of roads, develop standard drawings for the lowest order roads (class 6) by June 2018		
		Planned preventative maintenance regimes are comprehensive in nature and costed for inclusion in ten year forward budgets	1.1.3	Review and develop a <i>Transport Asset Maintenance Annual Schedule</i> by 31 December 2017		
1.2	Plan and execute timely preventative maintenance regimes for building assets that extend the useful life in a cost effective manner	Development of preventive maintenance plans for all building assets, including exit strategies for assets deemed surplus to needs	1.2.1	Preventative maintenance plan documented and included in ten year budgets for Council owned buildings	Environment and Community Services	Corporate Services
1.3	Ensure that proposed extensions to road, water or sewerage networks have a demonstrated social and economic imperative	Investigate water security options for the Hinchinbrook Shire reticulated water system	1.3.1	Progress the Como Road bores duplication and Ingham water treatment plan upgrade project to shovel ready status by April 2018	Engineering Services	Corporate Services
		Investigation of access to identified cane expansion areas in collaboration with industry stakeholders	1.3.2	Business case and funding models explored on a case by case basis. Study to investigate soil, climate and agricultural viability for the diversification of primary production as well as expansion of cane production. (undertaken the study over a three financial years due to cost and resource implications)	Development and Planning	Engineering Services
1.4	Be open to innovative and alternate solutions for the provision of ongoing public infrastructure needs	Prior to the end of useful life of current assets review innovative and alternate solutions	1.4.1	Review and update <i>Local Government Infrastructure Plan</i> by June 2018	Development and Planning	Engineering Services
1.5	Ensure that public infrastructure contributes to lifestyle aspirations of current residents, underpins population attraction and acts as an enabler for economic growth in tourism in particular	Maintain access to and improve recreational boating and fishing facilities	1.5.1	Investigate feasibility of dredging Dungeness channel	Engineering Services	Development and Planning
			1.5.2	Advocate for improvement of recreational boating facilities		
		Development of a parks and reserves hierarchy and associated service levels	1.5.3	Complete community engagement on parks and reserves service level expectations and private land maintenance by 31 December 2017	Environment and Community Services	Corporate Services

Strategic Direction Two

Responsive and Responsible Management of Land

Hinchinbrook Shire Council seeks to achieve a sustainable, well managed and enviable natural and built environment.

That is a Shire that provides a balance between the development of built infrastructure, demonstrating sound land use principles, while valuing the conservation of our diverse natural resources for the enjoyment of all.

This will be achieved by delivering an enabling Town Planning Scheme, by the development of natural resource management plans, and increasing community awareness of associated issues.



Corporate Plan Strategies		Proposed Actions over 2014 - 2019	2017/2018 Action and Measure		Lead	Associated
2.1	Delivery of a robust and meaningful Town Planning Scheme	Consultation for and development of a new Town Planning Scheme that acts as an enabler for lifestyle aspirations, supports population growth and the realisation of opportunities	2.1.1	Commence public consultation for the <i>Draft Hinchinbrook Shire Planning Scheme</i> in 2017	Development and Planning	Engineering Services
			2.1.2	Adoption of final <i>Hinchinbrook Shire Planning Scheme</i> in 2017		
		Regularisation of levees	2.1.3	Include <i>Levee Regulations</i> on the new Hinchinbrook Shire Council Website in 2017		
2.2	Provision of reliable flood data and intelligence	Revision of the existing flood study	2.2.1	Public consultation of the <i>Herbert River Flood and Inundation Study 2015</i> , during 2017. Undertake affordable flood reduction.	Development and Planning	Engineering Services
			2.2.2	Measures to alleviate CBD flood levels	Engineering Services	Development and Planning
2.3	Riverine and riparian environment management	Funding of the Herbert River Improvement Trust	2.3.1	Funds allocated and payment will be made in accordance with arrangements by <i>Herbert River Improvement Trust</i>	Office of the CEO	Corporate Services
2.4	Natural resource management	Pest and weed management activities	2.4.1	Continuous monitoring and improvement of vector control practices and public education delivered by June 2018	Environment and Community Services	Engineering Services
			2.4.2	Implement the <i>Hinchinbrook Local Government Area Biosecurity Plan</i> in co-operation with primary producers and other key stakeholders by June 2018		
			2.4.3	Continue the <i>Hinchinbrook Community Feral Pig Management Program</i> – implement all activities by June 2018		
			2.4.4	Review <i>Flying Fox Roost Management Program</i> by 30 June 2018		
		Involvement in catchment management activities	2.4.5	Develop, assist with and carry out revegetation projects including promotion of <i>National Tree Day</i> by June 2018		External Agencies
		Stewardship of the Great Barrier Reef	2.4.6	Implement agreed activities from the <i>Reef Guardian Action Plan</i> by June 2018		External Agencies
		Biosecurity	2.4.7	Meet Council's obligations under the new <i>Biosecurity Act 2014</i> preventing, responding to and assisting recovery from pests and diseases, thereby keeping Hinchinbrook's land and environment healthy and resilient		External Agencies

Strategic Direction Three

Responsive and Responsible Local Representation

Councillors will provide strong local leadership, underpinned by responsible governance processes, demonstrating respect for the democratic process. Councillors will communicate openly, be accountable for decisions made and be willing to engage with the community.

Council will advocate to State and Federal Governments and agencies to deliver outcomes that address the needs of our community.

Council will create an organisation that is empowered to act and develops an internal capacity to respond and to change. Council will seek to be aware of external factors that impact on Local Government as a whole and on Hinchinbrook specifically.

Corporate Plan Strategies		Proposed Actions over 2014 - 2019	2017/2018 Action and Measure		Lead	Associated
3.1	Councillor two way engagement with our community	Community Shed Meetings	3.1.1	Hold annual <i>Community Shed Meetings</i> as per identified schedule	Office of the CEO	All
		Provide Councillor representation at recognised community group meetings	3.1.2	Facilitate an annual review of Councillor nominations for representational roles		
3.2	Communication with the community	Communications Plan developed and executed	3.2.1	<i>Annual Communication Plan</i> developed and presented to Council by March 2018		
			3.2.2	Activity and outcome report presented twice a year to Councillors		
		Further development of online content	3.2.3	Develop online functionality including the ability to apply/ lodge applications through the Hinchinbrook Shire Council website by 30 September 2017		
			3.2.4	Implement strategies to ensure website content is accurate and up-to-date by 30 September 2017		
			3.2.5	Ensure policies and services factsheets are available online by 30 September 2017		
			3.2.6	Increase community engagement through social media platforms including <i>Hinchinbrook Shire Council</i> , <i>VisitTYTO</i> , <i>Hinchinbrook Disaster Management</i> and <i>The Hinchinbrook Way</i> pages.		
		Continued publication of a ratepayers newsletter	3.2.7	Three ratepayer newsletters published by June 2018		

3.3	Influencing other levels of Government	Advocate for the provision of youth social services delivered locally	3.3.1	On an as identified basis an advocacy role with other levels of government and service providers of programs to address the needs of at risk community members and youth	Development and Planning	Office of the CEO
		Support for community health service providers to address the needs of at risk community members	3.3.2	Review the grant funding service as provided by the <i>Hinchinbrook Community Support Centre</i> by June 2018	Environment and Community Services	Corporate Services
			3.3.3	Continue community activities focused on seniors. Constitute an <i>Ageing in Place Committee</i> during 2017.	Development and Planning	Nil
			3.3.4	Build capacity and influence early childhood health and learning via community programming and partnerships with community organisations		Nil
			3.3.5	Host community events with inclusive additions for elderly persons and those living with a disability. Minimum two per year to be included in programming.		Nil
		Advocate for the delivery of the State's regionalisation agenda specifically as it relates to population growth and regional investment	3.3.6	Participate in State government forums to influence the regional agenda	Office of the CEO	Development and Planning
		Membership of LGAQ and participation in relevant discussions and agendas	3.3.7	State and Regional LGAQ conferences and meetings attendance		Nil
3.4	Policy and Procedure	Buy local first preference policy development	3.4.1	Procurement Policy, which provides for buy local preference, to continue to be applied, to be reviewed by 30 September 2017	Corporate Services	All
3.5	Organisational Capacity	Review of the organisational structure and resourcing in response to our strategic direction	3.5.1	Implementation of new organisational structure adopted 27 June 2017 and continue to review structure	Office of the CEO	All
			3.5.2	Continue implementation of a program to introduce apprentices and trainees into Council for 2017/2018		
			3.5.3	Implement a <i>Corporate Culture Program</i> into Council by 30 June 2018 through implementation of a <i>Human Resources Strategy</i>		
			3.5.4	Continued program of business improvement initiatives, innovations leading to enhanced service delivery and operational efficiencies and sustainable work practices. This will occur through the <i>Business Improvement Team</i>		
		Development of our human resources	3.5.5	Annual delivery of employee training on an as needs basis <ul style="list-style-type: none"> Code of Conduct Customer Service Workplace Health and Safety 		
			3.5.6	Continued implementation of performance appraisals for all staff		
			3.5.8	Customer Service – determination of sustainable levels of service, responsible time frames for process to enable community transparency		

Strategic Direction Four

Council's Role in Creating an Envable Lifestyle and Contribution to the Whole of Life Livability of our Shire

Notwithstanding the delivery of roads, water and sewerage networks, Council makes many other contributions to our community to endeavor to create a highly desirable environment, where lifestyle, livability and prosperity are key outcomes. Our community values our relaxed lifestyle and seeks to preserve this in tandem with creating a healthy, vibrant and inclusive place to live.

Arts and culture are an integral part of life for our communities. Council recognises the importance arts and culture plays in our region and is committed to developing and expanding arts and cultural activities that have the capacity to enrich the lives of our residents. Council actively supports arts and cultural groups through its ongoing support for the Regional Arts Development Fund, together with its community donations program.

Community partnerships are about Council working with residents, community groups and other government agencies to improve the social well-being of the community, making our community a more desirable place to live. It is about partnerships, building capacity, listening to and learning from the community and building the future together.

Council acknowledges the issues of our ageing population and will work to identify strategies to support the needs of older people. We want to recognise the skills and experience of older people to ensure they feel valued and supported in our community. Council sees direct employment opportunities and support service provision for older people as a way to diversify our employment base and assist in the attraction of new residents to Hinchinbrook.

Corporate Plan Strategies		Proposed Actions over 2014 - 2019	2017/2018 Action and Measure		Lead	Associated
4.1	Arts and Cultural Investment	Maximise the use of the TYTO Precinct for the delivery of arts and cultural programs	4.1.1	Expand annual <i>Tasman Turtle Picnic Day</i> signature event to attract families from across the region in 2018	Development and Planning	Environment and Community Services
			4.1.2	Present two state cultural touring programs to increase patronage from all regional areas with a focus on Townsville. Continue to present art and cultural programming in the annual event program. Continue to present two printed community event programs per year to increase awareness of art and cultural programming. Distribution to include Townsville and other regional areas. Development of sports and recreation facility program		
		Continued funding of the Regional Arts Development Fund program	4.1.3	Apply for RADF funding under new modelling. Implement RADF program in accordance with adopted guidelines with or without state government funding. Increase the accessibility of programs to all Hinchinbrook residents by holding RADF workshops throughout a range of areas within the Shire, through <i>Inflight</i> programming.		

4.2	Provision of Recreation Opportunities	Exploration of a fresh water recreational facility	4.2.1	Continue to explore opportunities for a fresh water recreation facility	Engineering Services	Development and Planning
		Continued community partnerships for the delivery of services at the Kelly Theatre and Hinchinbrook Aquatic Centre	4.2.2	Continue engagement with the lessees of the <i>Kelly Theatre</i> , Council through Economic Development will continue to support the Kelly Theatre through advertising which promotes the region.	Environment and Community Services	
			4.2.3	Continue engagement with the lessees of the <i>Hinchinbrook Aquatic Centre</i>		Engineering Services
		School holidays program featuring children/youth activities	4.2.4	Build capacity via the delivery of community programming during the September, July and April school holiday period	Development and Planning	Environment and Community Services
		Continued support for Hinchinbrook based events that provide both economic returns by way of visitation and opportunities for participation by the community	4.2.5	Budget provision made to support a mix of Hinchinbrook based events		
4.3	Community Partnership Support	Continue to provide funding for community groups to deliver on the wider social welfare agenda	4.3.1	Develop <i>Community Partner Programs</i> with one new partnership per pillar of art, culture, nature and knowledge. Review of <i>Festivals and Events Policy</i> and <i>Community Grants Policy and Procedure</i> in 2017 to ensure economic returns are enhanced, which assist community groups.	Development and Planning	Corporate Services
4.4	Living well over 60 with a highly desirable lifestyle	Advocate for adequate local facilities and services to support older residents, particularly those that allow them to live longer in their own homes	4.4.1	Progress the handover of ownership of Forrest Glen Retirement Village to the <i>Hinchinbrook Community Support Centre</i>	Environment and Community Services	Office of the CEO
			4.4.2	On an as identified basis undertake an advocacy role with other levels of government and service providers of programs to address the needs of older residents	Office of the CEO	Environment and Community Services
		Self assess Hinchinbrook against the World Health Organisation Checklist of Essential Features of Age Friendly Cities	4.4.3	To review report with Council and prepare a long term strategy to work towards ensuring that the needs of the aged community are met. Constitute an <i>Ageing in Place Committee</i> during 2017 to assist Council in the development of a long term <i>Ageing in Place Strategy</i> .	Development and Planning	Environment and Community Services
		Plan to address shortcomings	4.4.4	Report prepared for Council with budget items for consideration in 2017/2018	Corporate Services	
4.5	Regulatory Functions that underpin livability	Provide meaningful Animal Control Services	4.5.1	Respond to complaints in a timely manner and execute appropriate actions	Environment and Community Services	External Agencies
			4.5.2	Continue to partner with animal welfare organisations to attempt to re-home unwanted animals		
		Provide meaningful business licensing activities	4.5.3	Respond to complaints in a timely manner and execute appropriate actions		
			4.5.4	Continue to provide opportunities for business owners to meet their compliance responsibilities		
		Provide timely building regulatory functions and enforcement action as necessary	4.5.5	Respond to complaints in a timely manner and execute appropriate actions that safe guard the public interest. Undertake appropriate legal actions against non-compliant activities		
4.6	Educational Opportunities that support population attraction	Foster partnership opportunities with vocational and tertiary educational service providers	4.6.1	Continue to collaborate with <i>James Cook University</i> and <i>CQUniversity</i> to establish course components within the Shire	Development and Planning	Environment and Community Services
			4.6.2	Introduce one new collaborative partnership program to marry with curriculum in technology based learning		
			4.6.3	Continue to participate in the regional tourism programs		

Strategic Direction Five

Council's Role in Creating and Supporting the Economic Prosperity of our Shire

The identification of opportunities to enhance the economic viability of our community is a key priority for Council. To this end we will implement strategies to achieve a strong and sustainable local economy that supports the growth of new and existing industry and business activities and provide long term employment opportunities for all age groups.

The focus of Council's *Disaster Management Program* is on minimising the affects of natural disasters on our community, both from an individual harm prevention minimisation perspective and more widely from an economic loss perspective. Council will continue to liaise with emergency service providers and will strive to build resilience and capacity in our communities to survive natural disaster events, to manage the immediate outcomes of such events and to thrive afterwards.



Corporate Plan Strategies		Proposed Actions over 2014 - 2019	2017/2018 Action and Measure		Lead	Associated
5.1	Our Ingham CBD is attractive, alive and diverse	CBD refresh and associated actions	5.1.1	Undertake master planning of Rotary Park to develop an integrated approach to the future development of the park	Development and Planning	Engineering Services
			5.1.2	Continuation and expansion of the <i>Christmas in Hinchinbrook Project</i> by December 2017		Environment and Community Services
5.2	Support for business diversity and employment growth	Local buy first preference policy development	5.2.1	<i>Procurement Policy</i> , which provides for buy local preference, to continue to be applied and promoted within the Shire wide	Corporate Services	All
			5.2.2	Creation of business friendly environment by reduction of red tape and simplification of licensing processes	Office of the CEO	All
		Implement Economic Development Strategy and focus on short term actions.	5.2.3	Encourage and promote diversification in agriculture complimentary to sugar cane	Development and Planning	Office of the CEO
			5.2.4	Promote diversification in agricultural practices and enhance focus and delivery of tourism product including economic and agricultural tourism		
			5.2.5	Work with <i>Townsville Enterprise Limited</i> to partner on projects of benefit to the Hinchinbrook Shire		External Agency
			5.2.6	Coordination of at least two focus group meetings to progress into economic development actions		External Agency
			5.2.7	Investigate opportunities for renewable energies, such as solar, for cost reduction purposes		Environment and Community Services
			5.2.8	Design and promote an investment prospectus to entice new businesses, development and jobs within the region.		Office of the CEO
			5.2.9	Facilitate business workshops that promote development of existing and new businesses		
			5.2.10	Identify and support potential business opportunities for locals and newcomers to the Shire		
			5.2.11	Facilitate planning for infrastructure in key economic development nodes		Engineering Services
			Funding of the Hinchinbrook Chamber of Commerce, Industry and Tourism	5.2.12		Budget allocation made and funds transferred by December 2017
		5.3	Tourism development	Event activity at the TYTO Precinct	5.3.1	Yearly event program presented with a mix of activities, workshops and events that have appeal to visitors. Introduce one exclusive niche cultural ticketed event to the external market. Maintain Townsville marketing to build awareness of community precinct and to increase capacity. Expand <i>Hinchinbrook Market Day</i> to attract day visitation from regional areas as day trip market and a must do activity for visitors to the region. Increase exposure of events, services and programming at regional roadshows and expos. To be done in partnership with local operators and <i>The Hinchinbrook Way</i> .

		Event funding support program	5.3.2	Activity and outcomes report presented twice a year to Councillors	Development and Planning	Environment and Community Services
			5.3.3	Budget provision made to support a mix of Hinchinbrook based events		Corporate Services
		Ongoing membership of Townsville Enterprise Limited	5.3.4	Continued membership of <i>Townsville Enterprise Limited</i> and annual review of service level agreement		Corporate Services
5.4	Natural Disaster Management	Local Disaster Management coordination, awareness raising, planning, service provision and recovery activities	5.4.1	<i>Local Disaster Management Plan</i> in place, reviewed annually and adopted by Council prior to December 2017. Increase public awareness of natural disaster management.	Office of the CEO	All
5.5	Shire wide branding	Develop and finalise shire wide branding project	5.5.1	Continue to implement branding and work with local businesses to become a part of the brand story	Development and Planning	External Agencies
5.6	Hinchinbrook Way	Develop a comprehensive marketing campaign including the following media avenues:	5.6.1	Produce high quality print material	Development and Planning	External Agency
			5.6.2	Develop a network of Billboards		External Agency
			5.6.3	Further development of social media opportunities		Nil
			5.6.4	Production of media advertisements		External Agency
		Finalise the Hinchinbrook Way Walk	5.6.5	To be operational by 30 September 2017		External Agency
		Complete Stage 1 of the Hinchinbrook Way Drive Loop in the Lower Herbert, Forrest Beach area	5.6.6	Stage 1 being design package complete. Stage 2 implementation to be completed by 30 June 2018 subject to Road Corridor Permit and QTDDIF funding application		External Agency
5.7	Visitor Information Centre	Refurbishment of the internal layout to the Visitor Information Centre	5.7.1	Development and implementation of the refurbishment of the <i>Hinchinbrook Visitor Information Lounge</i>	Development and Planning	Nil




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 [HinchinbrookShireCouncil](#)

 [HinchinbrookDisasterInformation](#)

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TYTO

www.tyto.com.au

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