

HINCHINBROOK SHIRE COUNCIL

Operational Plan

2018/2019

(Adopted 25 September 2018)



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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 2018/2019.

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 2018/2019 to address the strategic priorities as set by Council.



Overview of Organisational Services

Corporate Services

Services provided include:

- Accounts Payable and Receivable Services
- Administrative Customer Services
- Building Maintenance
- Corporate Governance
- Facility Hire
- Financial Accounting
- Information Technology and Telecommunications
- Insurance Management
- Management Accounting
- Payroll Services
- Public Amenities
- Rating
- Records Management
- Treasury

Development, Planning and Environmental Services

Services provided include:

- Animal Control
- Art, Gallery and Cultural Services
- Business Licensing
- Building Regulatory Services
- Building Certification
- Cemeteries
- Community Support
- Conference Facilities
- Economic Development
- Grants
- Land Dealings and Leases
- Library Services
- Local Laws
- Natural Resource and Environmental Management
- Pest Management and Revegetation
- Planning and Development
- Plumbing Services
- Public Health
- Public Safety
- Recycling and Waste Management
- Regulatory Enforcement
- Regulatory Parking
- Support for Festivals and Events
- Tourism and Visitor Information
- TYTO Events, Activities and Tours
- TYTO Precinct Management
- Vector Control
- Visitor Information Services

Infrastructure Services Delivery

Services provided include:

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

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
- Disaster and Emergency Management

Key Activities in 2018/2019

The 2018/2019 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			✓	✓	✓
	Hinchinbrook Way Develop a comprehensive marketing campaign incorporating <i>Hinchinbrook Way</i> , <i>Hinchinbrook Way Walk</i> , <i>Hinchinbrook Way Drive</i>			✓	✓	✓
	Hinchinbrook Visitor Information Lounge Refurbishment of the internal layout to the <i>Hinchinbrook Visitor Information Lounge</i>	✓				✓

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
	Biosecurity Plan Delivery of key pest management activities		✓		✓	✓
	Communication Delivery of timely and informative information to ratepayers and residents via a variety of means			✓	✓	
	Flying Fox Management Development of a long term <i>Flying Fox Roost Management Strategy</i>				✓	
	Warrens Hill Landfill Site Delivery Plan developed. Filling Plan developed and implemented	✓			✓	
	Waste Bin Audit Generating base line data in relation to waste behaviour			✓	✓	✓

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	2018/2019 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	Continued improvement of Asset Data and Condition rating information as identified in the adopted Asset Management Plans, in particular to ensure annual diminution of life is accurately reflected by June 2019	Infrastructure Services Delivery	Corporate Services
		Development of a roads hierarchy and associated service levels	1.1.2	Review and rationalise categorisation of Class 5 and 6 roads across the network to improve equity and consistency of road infrastructure services provided for the Community		
		Planned preventative maintenance regimes are comprehensive in nature and costed for inclusion in ten year forward budgets	1.1.3	Continued improvement of the Transport Asset maintenance annual schedule by June 2019		
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	Refine preventative maintenance plan and include in ten year budget for Council owned buildings	Corporate Services	Nil
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 WTP upgrade project to completion and commissioning by June 2019	Infrastructure Services Delivery	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 agricultural viability for the diversification of primary production as well as expansion of cane production.	Development, Planning and Environmental Services	Infrastructure Services Delivery
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	Local Government Infrastructure Plan will commence 2 July 2018	Development, Planning and Environmental Services	Infrastructure Services Delivery
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	Continue works towards achieving deep water access for marine tourism and recreational purposes	Infrastructure Services Delivery	Development, Planning and Environmental Services
			1.5.2	Carry out Quantity Surveyor Report and Business Plan for Forrest Beach marine access		
			1.5.3	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	Development, Planning and Environmental 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	2018/2019 Action and Measure		Lead	Associated
2.2	Provision of reliable flood data and intelligence	Revision of the existing flood study	2.2.1	Investigate external funding opportunities for flood resilience projects such as the Bridge over Palm Creek (Dutton Street)	Infrastructure Services Delivery	Development, Planning and Environmental Services
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 Mayor and 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 2019	Development, Planning and Environmental Services	Infrastructure Services Delivery
			2.4.2	Review and implement the <i>Hinchinbrook Local Government Area Biosecurity Plan</i> in cooperation with primary producers and other key stakeholders by June 2019		
			2.4.3	Continue the <i>Hinchinbrook Community Feral Pig Management Program</i> – implement all activities by June 2019		
		Involvement in catchment management activities	2.4.4	Develop, assist with and carry out revegetation projects including promotion of <i>National Tree Day</i> by 30 June 2019		External Agencies
		Stewardship of the Great Barrier Reef	2.4.5	Implement agreed activities from the <i>Reef Guardian Action Plan</i> by December 2018		External Agencies
		Biosecurity	2.4.6	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	2018/2019 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 Mayor and 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 2019		
			3.2.2	Activity and outcome report presented twice a year to Councillors		
		Further development of online content	3.2.3	Continue to develop online functionality including the ability to apply/lodge applications through the Hinchinbrook Shire Council website		
			3.2.4	Review strategies implemented to ensure website content is accurate and up-to-date		
			3.2.5	Ensure policies and services factsheets are available online		
			3.2.6	Increase community engagement through social media platforms including <i>Hinchinbrook Shire Council</i> , <i>VisitTYTO</i> , <i>Hinchinbrook Disaster Information</i> and <i>The Hinchinbrook Way</i> pages.		
		Continued publication of a ratepayers newsletter	3.2.7	Three ratepayer newsletters published by June 2019		
3.3	Influencing other levels of Government	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	3.3.1	Continue and foster partnerships with various agencies to promote activities and programs for the betterment of the community	Development, Planning and Environment Services	

3.3	Influencing other levels of Government	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 to the <i>Hinchinbrook Community Support Centre</i> by June 2019	Development, Planning and Environment Services	Corporate Services
			3.3.3	Continue community activities focused on seniors		Corporate Services
			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 Mayor and CEO	Development, Planning and Environment Services
		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 31 December 2018	Office of the Mayor and CEO	All
3.5	Organisational Capacity	Review of the organisational structure and resourcing in response to our strategic direction	3.5.1	Continue implementation of a program to introduce apprentices and trainees into Council for 2018/2019	Office of the Mayor and CEO	All
			3.5.2	<i>Corporate Culture Program</i> , policy and training to be implemented by 31 December 2018		
			3.5.3	Continued program of business improvement initiatives, innovations leading to enhanced service delivery and operational efficiencies and sustain able work practices. This will occur through the <i>Business Improvement Team</i>		
			3.5.4	Staged review of service levels across the organisation to identify improved practices and cost efficiencies that could be achieved. First stage to be completed by 30 November 2018		
		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 and safety training for all staff		
			3.5.7	Customer Service – continue sustainable levels of service and review improved practices, efficiencies and responsible timeframes in line with the Customer Service Charter for community transparency by 31 December 2018		

Corporate Plan Strategies		Proposed Actions over 2014 - 2019	2018/2019 Action and Measure		Lead	Associated
3.6	Workplace Health and Safety Committee	Annual review of Hinchinbrook Shire Council Central Risk Register	3.6.1	EMT to meet annually to review Council wide risks to determine risk control measures. Any outstanding actions to be uploaded into TechOne Safety.	Office of the Mayor and CEO	All
		Safety Management System maintenance	3.6.2	Implementation of Safety Management Plan (SMP).		
			3.6.3	SMP status report to be reviewed each quarter by the EMT and follow up actions determined and assigned as required.		
			3.6.4	Rectification Action Plan (TechOne Safety actions) to be reviewed quarterly by EMT and follow up actions determined and assigned as required.		





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	2018/2019 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 2019	Development, Planning and Environmental Services	Nil
			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.		
			4.1.3	Development of Sports and Recreation Facility Program	Corporate Services	
		Continued funding of the Regional Arts Development Fund program	4.1.4	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.	Development, Planning and Environmental Services	
4.2	Provision of Recreation Opportunities	Continued community partnerships for the delivery of services at the Kelly Theatre and Hinchinbrook Aquatic Centre	4.2.1	Continue engagement with the lessees of the <i>Kelly Theatre</i> , Council through Economic Development will continue to support the <i>Kelly Theatre</i> through advertising which promotes the region.	Corporate Services	Development, Planning and Environmental Services

4.2	Provision of Recreation Opportunities	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>Hinchinbrook Aquatic Centre</i>	Corporate Services	Nil
		School holidays program featuring children/youth activities	4.2.3	Build capacity via the delivery of community programming during the April, July and September school holiday periods	Development, Planning and Environmental Services	Nil
		Continued support for Hinchinbrook based events that provide both economic returns by way of visitation and opportunities for participation by the community	4.2.4	Budget provision made to support a mix of Hinchinbrook based events		
			4.2.5	Investigate planning and development costs for Motor Sport Precinct by 31 December 2018		
			4.2.6	Formulate Recreational/Adventure Tourism Plan for the Wallaman and Broadwater areas by 30 June 2019		
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. Assess the <i>Community Activity Grant</i> program in 2019 to ensure economic returns are enhanced, which assist community groups.	Development, Planning and Environmental Services	Nil
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 <i>Forrest Glen Retirement Village</i> to the <i>Hinchinbrook Community Support Centre</i>	Development, Planning and Environmental Services	Office of the Mayor and 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 Mayor and CEO	Development, Planning and Environmental Services
		Self assess Hinchinbrook against the World Health Organisation Checklist of Essential Features of Age Friendly Cities	4.4.3	Continue to progress the <i>Ageing in Place Committee</i> and monitor outcomes	Development, Planning and Environmental Services	Office of the Mayor and CEO
		Plan to address shortcomings	4.4.4	Report prepared for Council during 2018/2019 with budget items for consideration in 2019/2020	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	Development, Planning and Environmental 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	Development, Planning and Environmental Services	Infrastructure Services Delivery
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 universities to establish course components within the Shire	Development, Planning and Environmental Services	Nil
			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	2018/2019 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, Planning and Environmental Services	Infrastructure Services Delivery
			5.1.2	Continuation and expansion of the <i>Christmas in Hinchinbrook Project</i> by December 2019		Nil
			5.1.3	Completion of Herbert Street revitalisation project by June 2019		Infrastructure Services Delivery
			5.1.4	Lannercost Street Revitalisation Project 30 December 2018		
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	Corporate Services	All
			5.2.2	Creation of business friendly environment by reduction of red tape and simplification of licensing processes	Office of the Mayor and 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, Planning and Environmental Services
			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	Development, Planning and Environmental Services	External Agency
			5.2.6	Coordination of at least two focus group meetings to progress into economic development actions		
			5.2.7	Continue to investigate opportunities for renewable energies, such as solar, for cost reduction purposes	Office of the Mayor and CEO	Corporate Services
			5.2.8	Design and promote an investment prospectus and Economic Development Snapshot to entice new businesses, development and jobs within the region	Development, Planning and Environmental Services	Office of the Mayor and CEO
			5.2.9	Continue to provide capacity building workshops for local business development		
			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
			5.2.12	Budget allocation made and funds transferred by December 2018		Corporate Services
		Funding of the Hinchinbrook Chamber of Commerce, Industry and Tourism				
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> .	Development, Planning and Environmental Services	Nil

Corporate Plan Strategies		Proposed Actions over 2014 - 2019	2018/2019 Action and Measure		Lead	Associated
		Assist and facilitate growth in attracting events to the Shire	5.3.2	Activity and outcomes report presented twice a year to Council	Development, Planning and Environmental Services	Nil
			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		
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 2018. Increase public awareness of natural disaster management.	Office of the Mayor and CEO	All
			5.4.2	Review, renew and replace as required, existing two way radio repeater systems for disaster management purposes by 30 September 2018		
			5.4.3	Undertake resilience and response auditing for old age care facilities and services	Development, Planning and Environmental Services	Infrastructure Services Delivery
			5.4.4	Finalise the installation of the live stream, real time visual monitoring devices at the Ingham Pump Station and Gairloch Bridge flood gauges	Infrastructure Services Delivery	Office of the Mayor and CEO
5.5	Shire wide branding	Develop and finalise shire wide branding project	5.5.1	Continue to work with local businesses to become a part of the brand story	Development, Planning and Environmental Services	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, Planning and Environmental Services	External Agency
			5.6.2	Install Hinchinbrook Way drive signage throughout the district		External Agency
			5.6.3	Further development of social media opportunities		External Agency
			5.6.4	Production of media advertisements		External Agency
		Finalise the Hinchinbrook Way Walk	5.6.5	Continue to promote Hinchinbrook Way Walk		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 2019 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, Planning and Environmental Services	Nil



HINCHINBROOK SHIRE COUNCIL

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[HinchinbrookShireCouncil](#)



[HinchinbrookDisasterInformation](#)

Privacy Information

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TYTO

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