



Office Use Only

VicSmart?

☐

YES

☐

NO

Specify class of VicSmart application:

Application No.:

Date Lodged:

/ /

Planning Enquiries

Phone: (03) 5772 0317

Email: planning@murrumbidgee.vic.gov.au

Web: www.murrumbidgee.vic.gov.au

Application for a Planning Permit

If you need help to complete this form, read MORE INFORMATION at the back of this form.

Any material submitted with this application, including plans and personal information, will be made available for public viewing, including electronically, and copies may be made for interested parties for the purpose of enabling consideration and review as part of a planning process under the *Planning and Environment Act 1987*. If you have any concerns, please contact Council's planning department.

Questions marked with an asterisk (*) must be completed.

If the space provided on the form is insufficient, attach a separate sheet.

Click for further information.

Clear Form

Application Type

Is this a VicSmart application?*

☒ No ☐ Yes

If yes, please specify which

VicSmart class or classes:.....

If the application falls into one of the classes listed under Clause 92 or the schedule to Clause 94, it is a VicSmart application.

Pre-application Meeting

Has there been a pre-application meeting with a Council planning officer?

☐ No ☒ Yes

If 'Yes', with whom?:

Date: 18/09/2018

day / month / year

The Land

Address of the land. Complete the Street Address and one of the Formal Land Descriptions.

Street Address *

Unit No.:

St. No.: 2

St. Name: Anderson Lane

Suburb/Locality: Narbethong

Postcode: 3778

Formal Land Description *

Complete either A or B.

This information can be found on the certificate of title.

If this application relates to more than one address, attach a separate sheet setting out any additional property details.

A

Lot No.: 1

☐ Lodged Plan

☒ Title Plan

☐ Plan of Subdivision

No.: 567312

OR

B

Crown Allotment No.:

Section No.:

Parish/Township Name:

The Proposal



You must give full details of your proposal and attach the information required to assess the application. Insufficient or unclear information will delay your application.



For what use, development or other matter do you require a permit? *

Display and erection of double sided, non-illuminated, promotion sign



Provide additional information about the proposal, including: plans and elevations; any information required by the planning scheme, requested by Council or outlined in a Council planning permit checklist; and if required, a description of the likely effect of the proposal.



Estimated cost of any development for which the permit is required *

Cost \$ 25000



You may be required to verify this estimate. Insert '0' if no development is proposed.

If the application is for land within **metropolitan Melbourne** (as defined in section 3 of the *Planning and Environment Act 1987*) and the estimated cost of the development exceeds \$1 million (adjusted annually by CPI) the Metropolitan Planning Levy **must** be paid to the State Revenue Office and a current levy certificate **must** be submitted with the application. Visit www.sro.vic.gov.au for information.

Existing Conditions

Describe how the land is used and developed now *

For example, vacant, three dwellings, medical centre with two practitioners, licensed restaurant with 80 seats, grazing.

Industrial warehouse and storage yard



Provide a plan of the existing conditions. Photos are also helpful.

Title Information

Encumbrances on title *

Does the proposal breach, in any way, an encumbrance on title such as a restrictive covenant, section 173 agreement or other obligation such as an easement or building envelope?

- ☐ Yes (If 'yes' contact Council for advice on how to proceed before continuing with this application.)
- ☒ No
- ☐ Not applicable (no such encumbrance applies).



Provide a full, current copy of the title for each individual parcel of land forming the subject site. The title includes: the covering 'register search statement', the title diagram and the associated title documents, known as 'instruments', for example, restrictive covenants.

Applicant and Owner Details

Provide details of the applicant and the owner of the land.

Applicant *

The person who wants the permit.

Please provide at least one contact phone number *



Where the preferred contact person for the application is different from the applicant, provide the details of that person.

Owner *


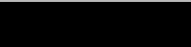


The person or organisation who owns the land

Where the owner is different from the applicant, provide the details of that person or organisation.

Name:		
Title:	First Name: James	Surname: Course
Organisation (if applicable): Regional Billboard Co Pty Ltd		
Postal Address:		If it is a P.O. Box, enter the details here:
Unit No.:	St. No.: 62	St. Name: John Street
Suburb/Locality: Eltham		State: VIC Postcode: 3095

Contact information for applicant OR contact person below	
Business phone:	Email: 
Mobile phone: 	Fax:

Contact person's details*		Same as applicant <input checked="" type="checkbox"/>
Name:		
Title:	First Name:	Surname:
Organisation (if applicable):		
Postal Address:		If it is a P.O. Box, enter the details here:
Unit No.:	St. No.:	St. Name:
Suburb/Locality:		State: Postcode:

Name:		Same as applicant <input type="checkbox"/>
Title:	First Name:	Surname:
Organisation (if applicable): G.B. Timber Pty Ltd		
Postal Address:		If it is a P.O. Box, enter the details here:
Unit No.:	St. No.: 	St. Name: 
Suburb/Locality: 		State: VIC Postcode: 
Owner's Signature (Optional):		Date: 08/10/2018 day / month / year

Information requirements


Is the required information provided?


Contact Council's planning department to discuss the specific requirements for this application and obtain a planning permit checklist.

☒ Yes ☐ No

Declaration

This form must be signed by the applicant *

 Remember it is against the law to provide false or misleading information, which could result in a heavy fine and cancellation of the permit.

I declare that I am the applicant; and that all the information in this application is true and correct; and the owner (if not myself) has been notified of the permit application.	
Signature: 	Date: 08/10/2018 day / month / year



PLANNING PERMIT APPLICATION

PROJECT **Proposed Double Sided, Non-Illuminated, Promotion Sign**

LOCATION **2 Anderson Lane,
Narbethong VIC 3778**

DATE **October 8, 2018**

Issue No.	Date	Amendments
01	08.10.2018	Town Planning Issue

REGIONAL BILLBOARD CO. (Pty Ltd)

A: 62 John St, Eltham VIC 3095

E: james@regionalbillboardco.com.au

M: 0400 096 182

ABN: 44 623 929 215

Revision - 13 December 2018

Date: 08/10/2018

Issue No: 01



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2. Introduction

2.1 Overview of Regional Billboard Co

Regional Billboard CoPty Ltd ("RBC") is a family run business that develops, owns and operates outdoor advertising billboards throughout Victoria – primarily in regional areas. The company was founded by James & Luke Course – who have extensive experience in Outdoor Advertising, Town Planning and Managing Projects. The business was founded to ensure that local and regional businesses have access to Outdoor Advertising to grow their businesses.

2.2 Outdoor Advertising Industry

While traditional forms of media (radio, television, print) have been in decline for the past decade, Outdoor has been flourishing and has been used by a huge number of businesses to grow. Total out of home industry revenue in Australia has grown for the past 8 consecutive years, with over 6% growth from 2016-2017 (source:OMA).

2.3 Advertising Content

At RBC we pride ourselves on helping local businesses grow using outdoor advertising. Companies within a small radius to our advertising signs will always take preference over large nationwide advertising campaigns. Typically at least 50% of the advertising content is for businesses located within a 5km radius of the sign. Road safety messages from the TAC are also very common across regional billboards.

Advertising content is governed by the Australian Advertising Standards Bureau – which has a code of ethics in addition to industry specific controls for sensitive industries such as alcohol. The code of ethics is strictly obeyed and does not allow for religious, racist, sexually explicit or offensive advertising content.

2.4 Community Benefits

Our billboards help grow local businesses as well as attract visitors to the town. Advertisements often prompt travellers to stop in that town which puts money in the local economy when motorists may have not otherwise stopped. In addition to the immense benefits for advertiser's RBC provides value to it's landlords from which it leases property. Our landlords receive fixed rent payments each year throughout our lease term which can provide stability and increase their property value.

2.5 Standard Billboard Sizes

In the outdoor advertising industry there are standard sizes for billboards. Having uniform sizes across the whole industry has a number of benefits:

- All sites across Victoria are consistent
- Advertisers are familiar with the sizes for their artwork
- Advertising skins can be reused across different sites, which is more environmentally friendly

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The table below summarises the standard sizes of billboards:

<p>Size - 18m x 4.75m (82m²) Name - Spectacular</p>	<p>Size - 12.6m x 3.3m (42m²) Name - Supersite</p>
<p>Size - 8.3m x 2.2m (18m²) Name - Super 8</p>	<p>Size - 6m x 3m (18m²) Name - Poster</p>

A "Super 8" size has been chosen for this site as it is the smallest standard size of billboard. We believe this smaller size will provide the cheapest access to outdoor advertising for local businesses and is also the most suitable for the location.

3. Site Selection

When seeking a site in an area there are numerous factors that are considered. RBC seeks to work within the planning policies and frameworks within the council and avoids sites that have planning overlays which discourage major promotion signs. Properties in commercial and industrial areas along major highways and arterial roads are typically what RBC looks for.

Properties owned by local property owners and small businesses are prioritised over large national investors. When choosing the exact location on the property we seek an area that is currently

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unused and will not impact the day-to-day use of the property. It is also important to ensure the location where the sign will be located does not inhibit any development or future plans for the property. This collaboration is important to us as having a positive relationship with our property owners is something we pride ourselves on.

During the site selection process, RBC focuses on areas outside the realm of residentially utilised and zoned properties. Ensuring there is always an extended visual and spatial barrier between the proposal and any potentially effected residential properties. The major focus is to identify areas with an outdoor advertising theme where the size and scale of the proposed sign will be justified by the surrounding context of the proposed site.

In the case of this particular site we were mindful of the natural beauty in Narbethong, and also throughout neighbouring towns like Buxton and Marysville.

4. Site Description

The subject site is an industrially zoned lot consisting of multiple shed, storage and administration buildings. The principle built form is the large scale warehouse/storage shed which runs parallel to the southern property boundary, and is approximately 7.5m tall. The site is currently owned by G.B. Timber Pty Ltd, who is the owner occupier of the property. The site at 2 Andersons Road, Narbethong is irregular in shape, with a frontage of 154.49m to the Maroondah Highway, and an overall site area of 30,147.52m²

The locality characteristics are:

- The subject site abuts road networks to the eastern and southern boundaries.
- The northern boundary abuts a farm zoned property, which is currently utilised for agricultural purposes.
- To the eastern boundary lies the Maroondah Highway.
- To the southern boundary lies Anderson Lane.
- The western boundary abuts a farm zoned land parcel which is occupied by a single storey residence.

Also affected are:

- To the opposite side of the Maroondah Highway to the east lies the public park and recreation zoned state park, which has a large representation of large scale eucalyptus trees.

A copy of the sites certificate of title and associated title plan are attached as part of this town planning submission.

There is no notable variation in topography within the property boundaries and the land is generally of even gradient. Around the subject site, the land remains of an even gradient extending throughout the surrounding properties. The natural ground level begins to rise to the eastern side of the Maroondah Highway, however this is outside the public realm and has no substantial effect on how the proposal would be viewed.

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5. Existing Conditions

Currently, the industrially zoned lot is owned by owner/occupiers "G.B. Timber Pty Ltd" and consists of multiple built forms. There is an administration building to the south eastern corner of the property, which is more reflective of a residency in its aesthetics and extends to a height of approx. 5.5m tall. The other two built forms on the subject site are much larger in size and scale extending to a height of approximately 7.5m tall, these buildings are used as shed/storage areas and are representative of the industrial zoning, being clad with metal sheet and warehouse style aesthetic. The formal crossover forming the principal point of access to the property is off Anderson Lane, and is close to the south eastern corner of the property.



Figure 1. Aerial Photograph of Subject Site

The site is predominately surrounded by large open Farming zoned lots, the majority of these lots are currently utilised for agricultural purposes. Also, east of the subject site is predominately state park forming the base of the Yarra Ranges. South of the subject site along the Maroondah Highway there is a representation of residential dwellings, all of a similar size and scale. There is also the commercial utilised lot at 631 Maroondah Highway, which is the main example for the advertising theme within a close proximity to the subject site. The industrial zoned lot at 688 Maroondah Highway, North of the subject site also contributes to the advertising theme and scattered industrial/commercial aesthetic through the Narbethong area. Predominately, there is a strong natural aesthetic to the surrounding area which is reflective of the proposals proximity to the black spur tourist route.

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6. Proposed Development

6.1 Proposed Development Description

The proposal seeks approval for the erection and display of a double sided, Non-illuminated, promotion sign on the property at 2 Anderson Lane, Narbethong including the display of third party advertising within the proposed advertising area specified on the attached town planning documentation. The proposal also includes landscaping and planting details surrounding the proposal as detailed in the town planning package.

The proposed promotional signage as detailed in the attached town planning package proposes two display faces, one 17.74m² face viewed by northbound traffic along the Maroondah Highway. The other 17.74m² face viewed by southbound the Maroondah Highway. The total advertising area proposed is 35.48m² and is not illuminated to either of the display faces. Refer to the town planning documentation for further details.

6.2 Design Response

The built form on the subject site does not exhibit any special visual characteristics, which is reflective of the industrially zoned land being in category 1 for advertising signage (minimum limitations). The scale of the proposed sign is proportionate to the scale of the built form on the subject site. The proposal is deemed as having a positive effect on the subject site, by introducing an aesthetically pleasing promotion sign into a site which is currently utilitarian in nature.

Along the Maroondah Highway, there is a representation of freestanding and wall mounted business identification signage which makes up the advertising theme to the surrounding context. The advertising theme is further articulated in section 7 of this report.

The proposal has been designed and sited to complement the Narbethong locale, with articulation on the natural beauty of the surrounding area. The sign is clad with reclaimed charred timber concealing the structural supports, and the surrounding landscape details have been included to ensure the proposal has a positive effect on the aesthetic on the subject site and in its surrounding context. The economic benefits of the proposed sign, coupled with a rustic design aesthetic to provide a positive outcome for all relevant stakeholders.

7. Statutory Planning Controls

Industrial Zone

The subject site is situated within the Industrial – Zone 1, therefore the following items are relevant to the proposal outlined in this application:

- Major promotional signs are encouraged in commercial and industrial locations in a manner which complements or enhances the character of the area.
- Advertising sign requirements are at Clause 52.05. This zone is in Category 2.

The proposal meets the standards set out in **Industrial – Zone 1**.

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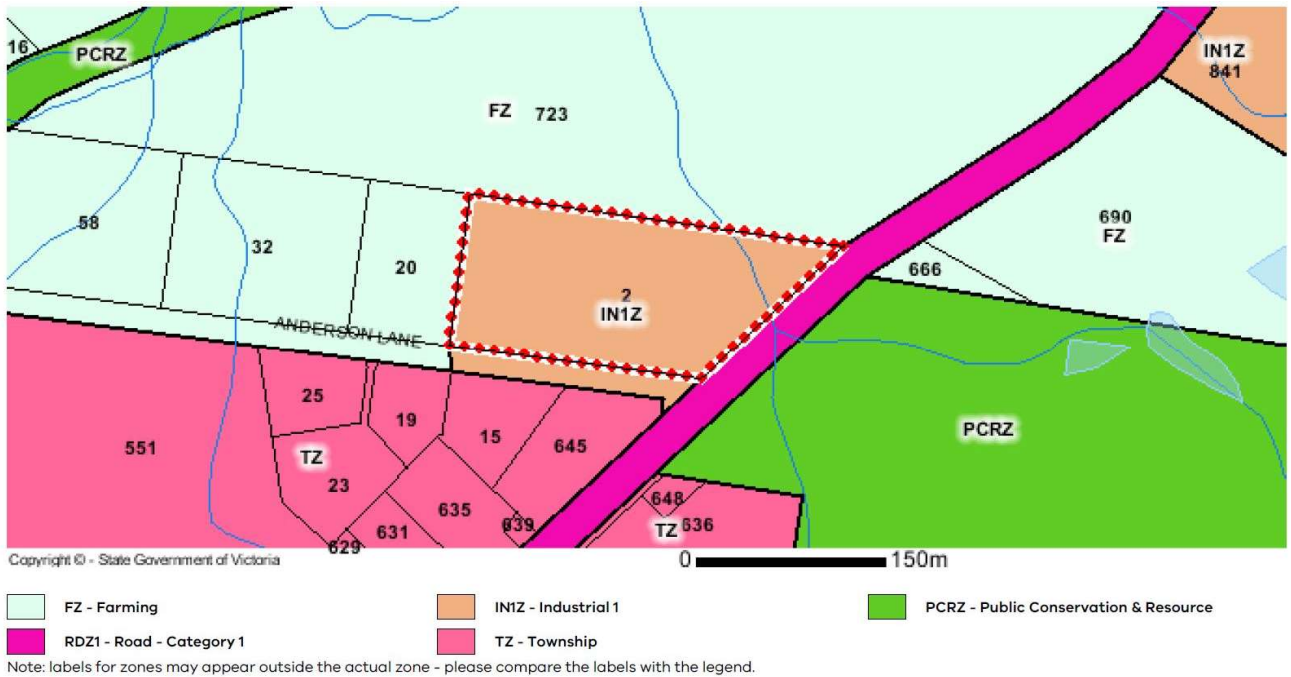
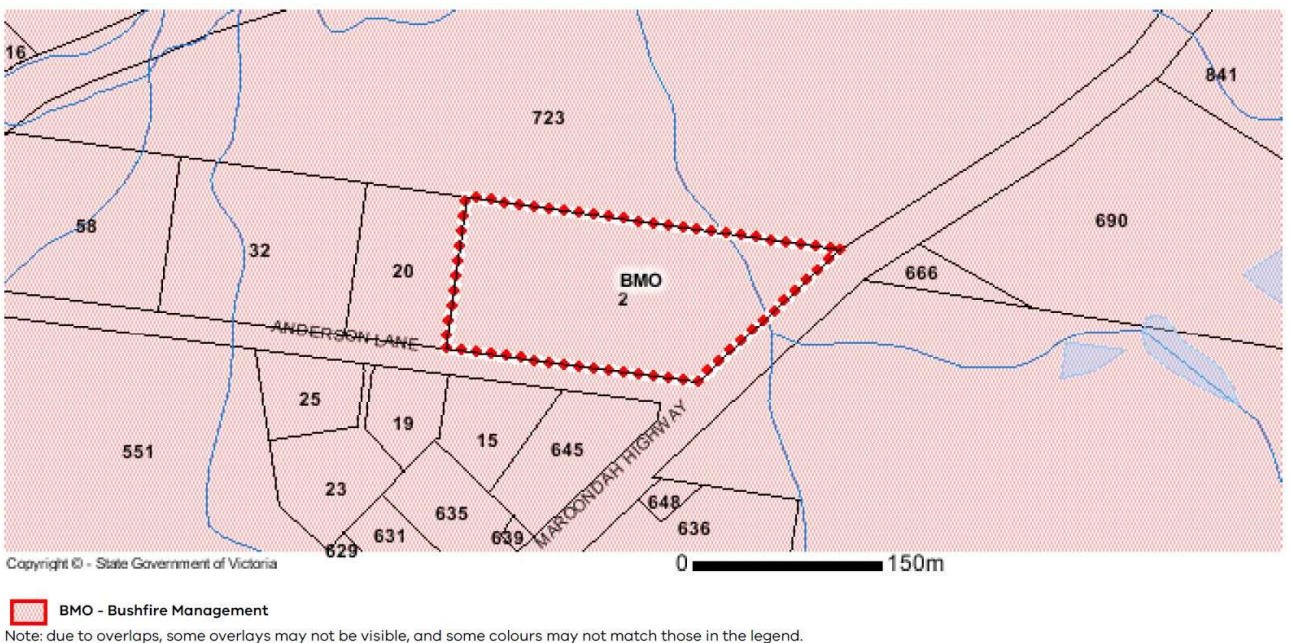


Figure 2. Zone Controls of the Site and Surrounding Locale



BMO – Bushfire Management Overlay

As identified above there is a Bushfire Management Overlay “BMO”. The purpose of this overlay is “To ensure that the development of land prioritises the protection of human life and strengthens community resilience to bushfire and to identify areas where the bushfire hazard warrants bushfire protection measures to be implemented.” This development overlay makes no direct mention of advertisements or signage and indicates requirements for larger scale developments; therefore this overlay does not affect this permit.

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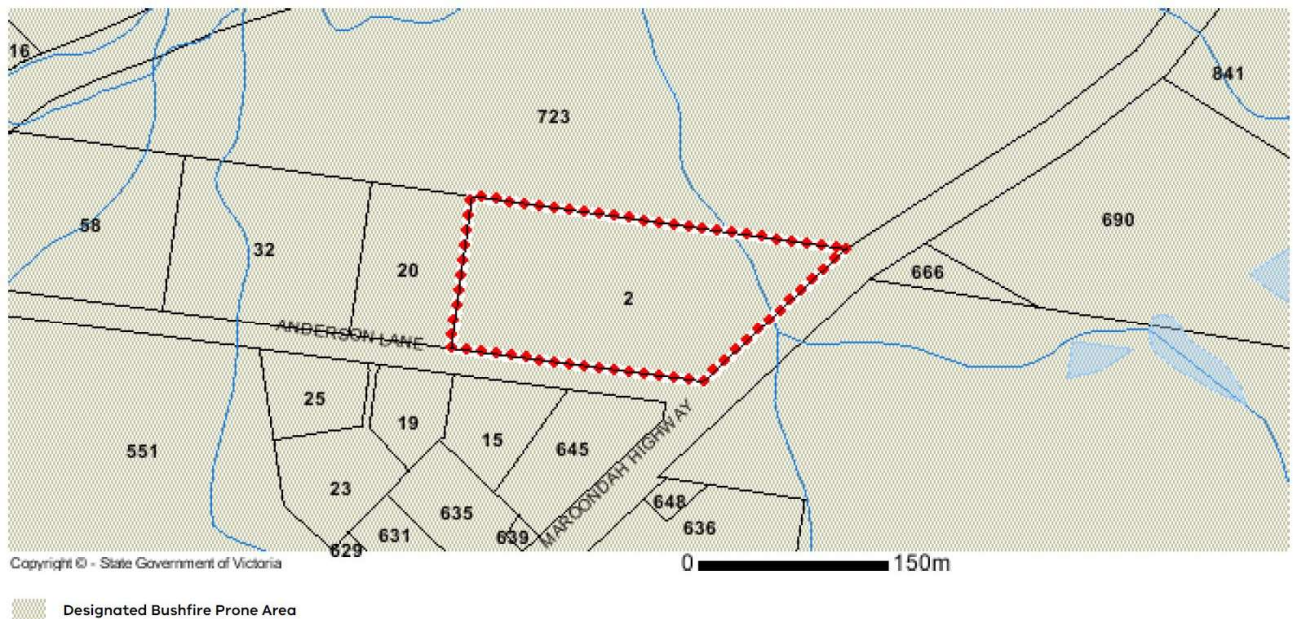


Figure 4. Other Overlays (not affecting site)

In the vicinity but not affecting the subject site, there is a Designated Bushfire Prone Area. This indicates similar measures to the above Bushfire Management Overlay. As the proposal does not include any habitable rooms, this overlay is deemed as not effecting the determination of the proposal.

Relevant Schemes, Policies and Provisions

Clause 52.05

The relevant requirements for advertising signage are set out in Clause 52.05, which outlines that the following items must be addressed:

- Site context report: Included on page A01 & A02 of the town planning documentation
- Location for proposed sign: Included on page A02 of the town planning documentation
- Location and size of existing signage on the site: There is an existing freestanding timber business identification sign, and a temporary school advertising sign. We would be negotiable to removing the temporary school advertisement sign through the town planning process should it be necessary.



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- Location and form of existing signage on abutting properties:



631 Maroondah Highway,
multiple freestanding and wall
mounted advertising signs



688 Maroondah Highway,
fence mounted business
identification signs

- The location of closest traffic control signs:



The closest traffic control sign is measured to be approximately 72m away from the proposed promotion sign. The proposal is viewed as having minimal effect over the visibility to this street sign, as the sign is facing cars travelling east on Anderson Lane.

- View lines or vistas which may be affected by the proposed sign: Due to the open farmland landscape west of the subject site, surrounding topography of the land, large scaled built form and large trees the proposed sign is deemed to have no detrimental effect on any views or vistas. Predominately the views and vistas are of the yarra ranges, which are located to the east of the subject site (opposite side of the Maroondah Highway).
- Dimensions, height above ground level and extent of projection of the proposed sign: Included on page A03 of the town planning documentation.
- Height, width & depth of the total sign structure including method of support and any associated structures such as safety devices and service platforms: Included on page A03 of the town planning documentation.
- Details of associated on-site works: Excavations of footings in line with engineers specifications (size and depth to be confirmed), concrete pour for footings, steel erection via crane (no onsite welding, all bolted together), installation of cladding/display face fixed on to steel structure and surrounding landscape installation.
- Details of any form of illumination including details of baffles and the times at which the sign would be illuminated: The proposed advertising sign is not going to be illuminated..

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- The colour, lettering style and materials of the proposed sign: Included on page A03 of the town planning documentation.
- The size of the display (total advertising area including all sides of a multi-sided sign): Included on page A03 of the town planning documentation. Also referenced in section 6.1 of this report.
- The location of any corporate logo box and proportion of display area occupied by such a logo box: Included on page A03 of the town planning documentation.
- Any landscaping details: Refer to the attached town planning package
- A description of the existing character of the area including built form and landscapes: Refer to section 4 of this report.
- The location of any other signs over 18 square metres, or scrolling, electronic or animated signs within 200 metres of the site: In accordance with clause 52.05-2 there are no large scale advertising signs over 18m² within 200m of the proposal.
- Any existing identifiable advertising theme in the area: As identified above, and the previous images supplied regarding the abutting properties to the site. These images make apparent the advertising theme facing traffic along the Maroondah Highway.
- Photo montages or a streetscape perspective of the proposed sign: Included on page A04 of the town planning documentation.
- Level of illumination: The proposed advertising structure is not going to be illuminated.
- The relationship to any significant or prominent views and vistas: As identified above, the proposal is deemed as having minimal effect on any views of vistas. Further to this, the surrounding farmland context particularly to the west of the subject site provides a large spacial barrier to any prominent views in the area.

In summary, the proposal is representative of the guidelines set out in clause 52.05. The proposal is characteristic to the scale of the surrounding context of both industrial properties and large scale surrounding landscape. The impacts on any important or significant views are negligible.

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Murrindindi Shire Council - Local Planning Scheme, Policies and Provisions

Clause 21.02 - The Planning Vision

Vision:

"Murrindindi Shire will facilitate sustainable population and economic growth. The municipal rate base will be actively grown through sound planning, support for continued economic development and protection of the natural and built environment.

A strong economy will attract people to the municipality, creating further opportunities for lifestyle choice, business investment and prosperity. Increased economic growth and investment will enhance population growth, employment and social and cultural benefits for the municipality.

Residential growth will be provided in established townships and settlements with existing communities and infrastructure, where natural environment is protected and a high level of community safety is achieved."

How:

- *Growth in the rate base, population and economic activities to create long term economic sustainability for the municipality.*
- *Facilitation of new and expanded economic development and employment opportunities.*
- *Expansion and promotion of the tourism industry for a range of existing and emerging activities.*
- *Recognition and protection of the natural and built environment to protect high amenity rural and natural landscapes and the character of the area.*

The proposed promotion sign meets the Planning Vision outlined in this section of the Planning Scheme. The sign will be primarily offered to businesses in Marysville and Eildon to encourage motorists to stay, stop, eat and drink in these towns. This will be a great opportunity to grow these local businesses. Regional Billboard Co also has a local first sourcing policy, so we always prioritise using local suppliers during the construction and ongoing installation and maintenance of our signs.

With respect to the last point regarding protecting high amenity landscapes, we believe that the tailored design of the signage structure and surrounds does exactly this. As previously outlined we have also chosen the smallest standard billboard size to best recognise the character of the surrounding area.

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Clause 21.03-1 – Business and Industry Economic Development

Context:

- *Murrindindi Shire seeks an economy that will attract people to the region and municipality, opening further opportunities for business expansion and investment. This economic activity will increase employment prospects, social and cultural benefits and population growth.*
- *Expanded commercial activity is important in key commercial areas of Alexandra, Yea, Kinglake, Eildon and Marysville. There is further opportunity in these centres to develop key sites, expand uses and consolidate business activities and associated development.*
- *There is also a need for strong business activity in smaller townships, assisting the functioning and viability of the towns.*

Issues:

- *Facilitation of sustainable economic growth to enhance the general economic performance of the municipality.*
- *Opportunity to expand key economic sectors and strengths.*
- *A desire to facilitate and promote economic development generally.*
- *The need to support the economic prosperity and vitality of the municipality.*
- *The need for strong economic performance in existing township business sectors.*

Objective 1: Business and industry investment:

- *Create a strong economy to promote business investment and expansion, population growth and social and cultural benefits to the community.*

Strategies:

- *Support the sustainable growth of Murrindindi Shire's businesses and the local economy.*
- *Develop and promote opportunities for business retention and expansion, investment and employment.*
- *Revitalise economies and employment in towns and communities affected by natural disasters, including the 2009 bushfires.*

The proposed promotion sign clearly meets the entirety of the above section of the Planning Scheme. The primary purpose of the sign is to promote local businesses in Marysville and Eildon. The opportunity for businesses to encourage motorists to get off the Highway and visit their premises has enormous benefit not only for their own business, but the economy of the entire town.

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Clause 21.03-3 – Tourism Economic Development

Context:

The natural and built attractions in the municipality contribute significantly towards its character and appeal and form the basis for an active tourism industry and the municipal economy. This character and appeal is formed through high amenity rural and natural landscapes, diverse public land and forests, rivers and river valleys, native vegetation biodiversity, heritage and attractive townships. The region's environmental assets, particularly the National and State Parks, Lake Mountain Alpine Resort, Lake Eildon and the Goulburn River, offer unrivalled opportunities within 1-2 hours of Melbourne for a broad range of outdoor pursuits.

Issues:

- *Need to enhance tourism in the municipality, promoting the proximity to Melbourne and the natural environment.*
- *Considerable potential for the expansion of the tourism industry as a major driver of the municipal economy.*
- *Contribution of tourism to generate local employment and business opportunities.*
- *Increasing role and growth potential of home-based tourism industries, the farm-gate agricultural sales sector and the food, wine and hospitality industry.*
- *The need for provision of a wide range of tourism accommodation options, including backpacker accommodation and boutique luxury accommodation.*

Objective 1: Tourism growth and facilitation:

- *Enhance and promote tourism to increase the economic, social and cultural benefits to the municipality.*
-

Strategies:

- *Foster a range of natural and built tourism attractions that encourage strong visitation to the municipality.*
- *Promote and enhance the range of tourist and recreational activities available across the entire municipality.*
- *Market, promote and enhance of heritage assets, including the municipality's unique streetscapes, timber, rail and gold history and indigenous cultural heritage.*
- *Encourage small creative enterprises in tourism, creative arts, home-based businesses, overnight visitor accommodation and farm enterprises/markets that showcase local produce.*

As discussed in the previous sections the proposed sign will have a positive effect on local tourism by offering local tourism related businesses the opportunity to promote their services. It would be expected that during ski season the sign would promote snow sports related businesses while in summer it would likely promote water sports and accommodation providers in the Eildon area.

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8. Vic Roads Ten Point Checklist

No.	Item	Comment/Response
01	Obstructs a driver's line of sight at an intersection, curve or point of egress from an adjacent property.	As the sign is setback from the road kerb considerably and the proposal has a large spacial barrier to any nearest property, the sign is deemed to have minimal impact on any line of sight of drivers.
02	Obstructs a driver's view of a traffic control device, or is likely to create a confusing or dominating background which might reduce the clarity or effectiveness of a traffic control device.	The spacial barrier and location of the proposed sign render the effects on this sign to be minimal on any existing traffic control devices.
03	Could dazzle or distract drivers due to its size, design or colouring, or it being illuminated, reflective, animated or flashing.	The advertising faces have strict guidelines regarding the design and coloration of advertising. The sign will not be reflective, animated or flashing and illumination is minimal so as to illuminate display face only.
04	Is at a location where particular concentration is required, such as a high pedestrian volume intersection.	The location is deemed to have no special consideration due to the nature of the surrounding context.
05	Is likely to be mistaken for a traffic control device, because it contains red, green or yellow lighting, or has red circles, octagons, crosses, triangles or arrows.	The advertising face is reviewed under strict guidelines to ensure no traffic control symbolism exists.
06	Requires close study from a moving or stationary vehicle in a location where the vehicle would be unprotected from passing traffic.	As with other advertising billboards, it is considered that the proposal would not require a detailed study.
07	Invites drivers to turn where there is fast moving traffic or the sign is so close to the turning point that there is no time to signal and turn safely.	It is understood that the proposed sign would not have any traffic control symbolism or directional advice to drivers.
08	Is within 100 metres of a rural railway crossing.	The proposal is not within 100m of a rural railway crossing.
09	Has insufficient clearance from vehicles on the carriageway.	As is outlined above, there is a significant spacial barrier between the edge of the road and the proposal. Therefore there will be no effects to vehicles on the carriageway.
10	Could mislead drivers or be mistaken as an instruction to drivers.	As is outlined above, strict guidelines are adhered to in order to ensure advertising faces do provide instructions to drivers.

REGIONAL BILLBOARD CO. (Pty Ltd)

A: 62 John St, Eltham VIC 3095

E: james@regionalbillboardco.com.au

M: 0400 096 182

ABN: 44 623 929 215

Revision - 13 December 2018

Date: 08/10/2018

Issue No: 01

9. Conclusion

In conclusion, we submit that:

- The proposal seeks the approval for the development of a double sided, non-illuminated, promotion sign on the property at No. 2 Anderson Lane, Narbethong.
- The proposal employs a high level of consideration to the provisions and policies set out about advertising signage in clause 52.05.
- The proposal is consistent with the built form of the subject site and surrounding industrially and commercially zoned properties, paired with the surrounding open farmland context providing a large spacial barrier to any prominent views in the area. The proposal is sited to have minimal effect over the Maroondah Highway streetscape.
- The site selection and design have taken into account both statewide and local planning policies and the proposed sign would have a positive economic impact on Narbethong and Marysville. Advertising from local businesses would encourage motorists to stop in these towns – having a positive impact on the local economies.
- The customised design of the sign has been created to best respect the character of the local area and fit into its surrounds.

Overall, we conclude that the proposed development is consistent with the relevant state and local planning policies in the Murrindindi Shire Council. The development addresses the strategic directions and policy objectives by; complementing the surrounding context of the site and ensuring there is minimal impact over the surrounding views and vistas.

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Date: 08/10/2018 Issue No:01



10. Appendix 1 – Copy of title

REGIONAL BILLBOARD CO. (Pty Ltd)

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Issue No: 01

**REGISTER SEARCH STATEMENT (Title Search) Transfer of
Land Act 1958**

Page 1 of 1

VOLUME 08936 FOLIO 673

Security no : 124074282653P
Produced 08/10/2018 02:47 PM

LAND DESCRIPTION

Lot 1 on Title Plan 567312D (formerly known as part of Crown Allotment 12A
Parish of Nar-be-thong).

PARENT TITLES :

Volume 06727 Folio 233 Volume 06949 Folio 719 Volume 07901 Folio 179
Created by instrument E368901 26/04/1972

REGISTERED PROPRIETOR

Estate Fee Simple

Sole Proprietor

G.B. TIMBER PTY LTD of
L159430R 19/07/1984

ENCUMBRANCES, CAVEATS AND NOTICES

Any encumbrances created by Section 98 Transfer of Land Act 1958 or Section
24 Subdivision Act 1988 and any other encumbrances shown or entered on the
plan set out under DIAGRAM LOCATION below.

DIAGRAM LOCATION

SEE TP567312D FOR FURTHER DETAILS AND BOUNDARIES

ACTIVITY IN THE LAST 125 DAYS

NIL

-----END OF REGISTER SEARCH STATEMENT-----

Additional information: (not part of the Register Search Statement)

Street Address: 2 ANDERSON LANE NARBETHONG VIC 3778

DOCUMENT END



11. Appendix 2 – Copy of plan

REGIONAL BILLBOARD CO. (Pty Ltd)

A: 62 John St, Eltham VIC 3095

E: james@regionalbillboardco.com.au

M: 0400 096 182

ABN: 44 623 929 215

Revision - 13 December 2018

Date: 08/10/2018

Issue No: 01



Imaged Document Cover Sheet

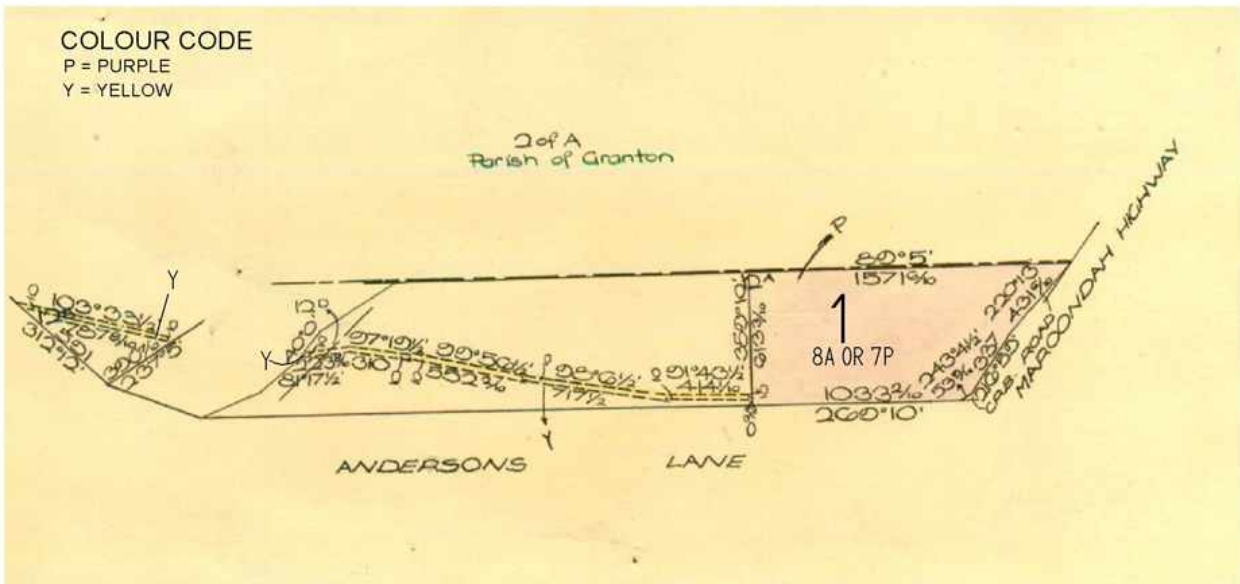
The document following this cover sheet is an imaged document supplied by LANDATA®, Land Use Victoria.

Document Type	Plan
Document Identification	TP567312D
Number of Pages (excluding this cover sheet)	1
Document Assembled	13/09/2018 11:15

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The document is invalid if this cover sheet is removed or altered.

TITLE PLAN		EDITION 1	TP 567312D						
Location of Land Parish: NAR-BE-THONG Township: Section: Crown Allotment: 12A(PT) Crown Portion: Last Plan Reference: Derived From: VOL 8936 FOL 673 Depth Limitation: 50 FEET		Notations ANY REFERENCE TO MAP IN THE TEXT MEANS THE DIAGRAM SHOWN ON THIS TITLE PLAN							
Description of Land / Easement Information <p>ALL THAT piece of land - - - delineated and coloured purple on the map in the margin containing -- Eight acres and Seven perches or thereabouts being part of - - - Crown Allotment 12^A Parish of Nar-be-thong County of Anglesey - - - Together with a right to use the land coloured yellow on the said map for water supply purposes</p>		<p>THIS PLAN HAS BEEN PREPARED FOR THE LAND REGISTRY, LAND VICTORIA, FOR TITLE DIAGRAM PURPOSES AS PART OF THE LAND TITLES AUTOMATION PROJECT COMPILED: 17/07/2000 VERIFIED: GB</p>							
<div><div><p>COLOUR CODE P = PURPLE Y = YELLOW</p></div><div><p>2 of A Parish of Granton</p></div></div>									
<table border="1"><thead><tr><th colspan="2">TABLE OF PARCEL IDENTIFIERS</th></tr></thead><tbody><tr><td colspan="2">WARNING: Where multiple parcels are referred to or shown on this Title Plan this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962</td></tr><tr><td colspan="2">PARCEL 1 = CA 12A (PT)</td></tr></tbody></table>				TABLE OF PARCEL IDENTIFIERS		WARNING: Where multiple parcels are referred to or shown on this Title Plan this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962		PARCEL 1 = CA 12A (PT)	
TABLE OF PARCEL IDENTIFIERS									
WARNING: Where multiple parcels are referred to or shown on this Title Plan this does not imply separately disposable parcels under Section 8A of the Sale of Land Act 1962									
PARCEL 1 = CA 12A (PT)									
LENGTHS ARE IN LINKS		Metres = 0.3048 x Feet Metres = 0.201168 x Links	Sheet 1 of 1 sheets						



12. Appendix 3 – Perspective Views (Photomontages) Written Statement

Prepared By: James Course

Qualification: Advanced Diploma of Building Design (Architectural)

Including: BUIL5922 – Undertake site survey and analysis to inform design process

Software: Adobe Photoshop Creative Cloud

Informed by: Site features and measurements plan prepared in Autodesk Revit 2017

Methodology: Relevant data obtained from site measure up performed by James Course in conjunction with topographical maps from various online sources:
services.land.vic.gov.au/maps & <https://www.google.com.au/maps>

Perspective View 01:

Camera: Huawei Mate 9

Type: Digital

Lens Size: 27mm

Angle: Landscape – Parallel to ground

Date: 22/08/2018

Time: 2:36pm

Height Above Ground: 1600mm

Modified elements: Nil

Assumptions: Height and Length are relative to the documented site features plan, however definitive accuracy cannot be guaranteed.

Perspective View 02:

Camera: Huawei Mate 9

Type: Digital

Lens Size: 27mm

Angle: Landscape – Parallel to ground

Date: 22/08/2018

Time: 2:37pm

Height Above Ground: 1600mm

Modified elements: Nil

Assumptions: Height and Length are relative to the documented site features plan, however definitive accuracy cannot be guaranteed.

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THE END

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NARBETHONG - PROPOSED DOUBLE SIDED, NON- ILLUMINATED PROMOTION SIGN

2 ANDERSON LANE,
NARBETHONG, VIC 3778

TOWN PLANNING DRAWINGS

- A01 COVER PAGE
- A02 SITE PLAN
- A03 FLOOR PLAN & ELEVATIONS
- A04 PERSPECTIVE VIEWS



PHOTO 01



PHOTO 02



PHOTO 03



PHOTO 04



PHOTO 05



KEY PLAN
SCALE 1 : 2500

PHOTO LEGEND	
NO.	DESCRIPTION
01	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE PROMOTION SIGN FROM THE SOUTH.
02	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE PROMOTION SIGN FROM THE NORTH.
03	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE PROMOTION SIGN FROM THE EAST.
04	PHOTOGRAPHIC VIEW NORTH FROM THE PROPOSED LOCATION OF THE MAJOR PROMOTION SIGN.
05	PHOTOGRAPHIC VIEW OF THE PROPOSED LOCATION FOR THE MAJOR PROMOTION SIGN INCLUDING SURROUNDING CONTEXT SOUTH OF THE SUBJECT SITE

ISSUE/AMMENDMENTS SCHEDULE

01 27.09.2018
TOWN PLANNING ISSUE

TOWN PLANNING
NOT FOR CONSTRUCTION



PROJECT
NARBETHONG - PROPOSED DOUBLE SIDED,
NON-ILLUMINATED PROMOTION SIGN
ADDRESS
2 ANDERSON LANE,
NARBETHONG, VIC 3778

NORTH POINT



DATE
27.09.2018
DRAWING NO.
A01
DRAWN BY
JAMES
PROJECT NO.
16-026
PAGE SIZE
A3
ISSUE NO.

REGIONAL BILLBOARD CO.
A 62 John Street, ELTHAM VIC 3095
E james@regionalbillboardco.com.au
M 0400 096 182



SITE PLAN
SCALE 1 : 1000

SCALE 1 : 1000



PROJECT
NARBETHONG - PROPOSED DOUBLE SIDED,
NON-ILLUMINATED PROMOTION SIGN

ADDRESS
2 ANDERSON LANE,
NARBETHONG, VIC 3778

NORTH POINT



DATE
27.09.2018

PROJECT NO.
16-026

DRAWING NO.
A02

PAGE SIZE
A3




DRAWN BY
JAMES

ISSUE NO.

ISSUE/AMMENDMENTS SCHEDULE

01 27.09.2018
TOWN PLANNING ISSUE

LEGEND

 PROPERTY BOUNDARY
 EXISTING BUILDINGS ONSITE
 PROPOSED MAJOR PROMOTION SIGN FOOTPRINT

TOWN PLANNING

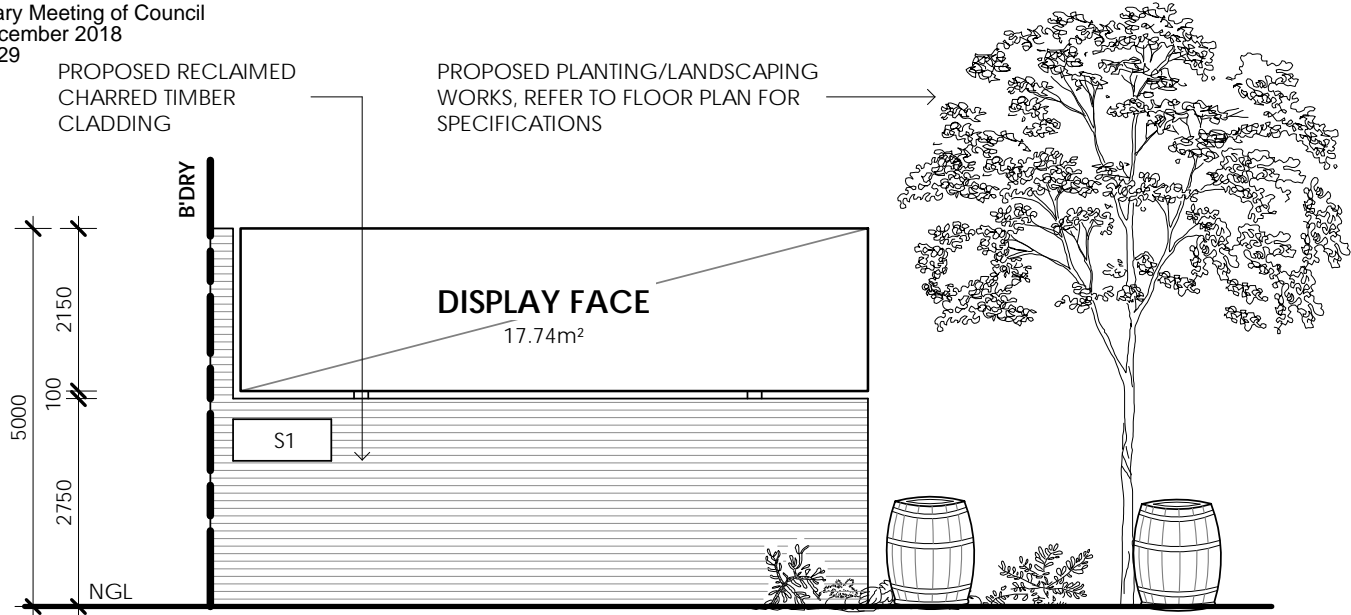
NOT FOR CONSTRUCTION

REGIONAL BILLBOARD CO.

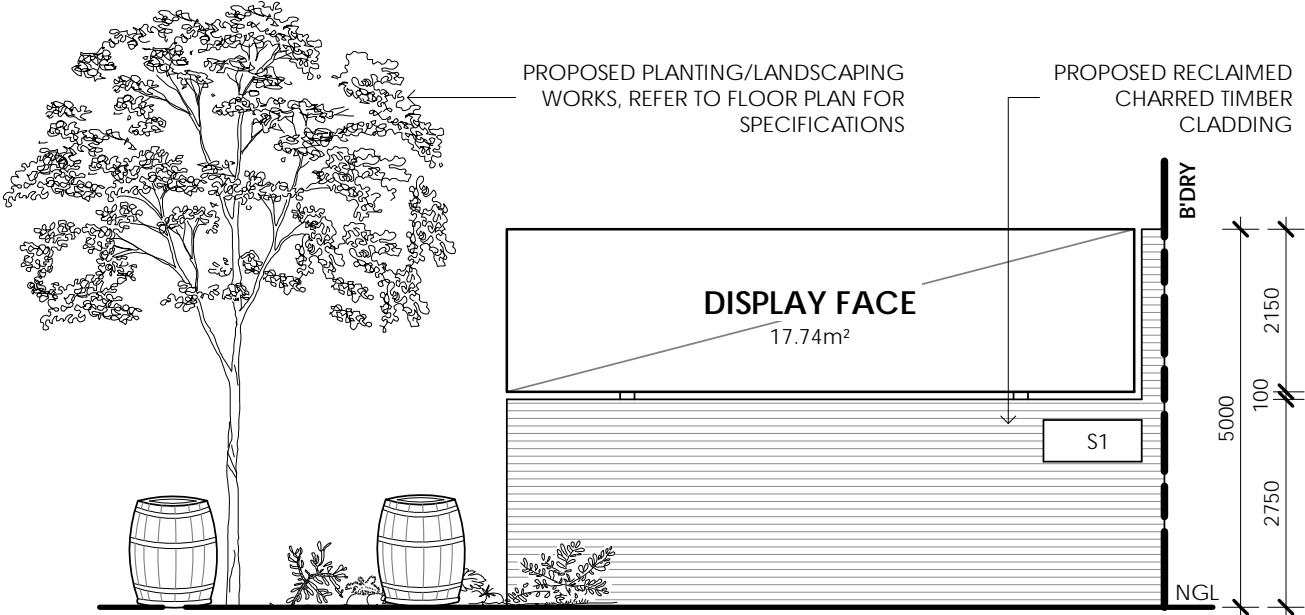
A 62 John Street, ELTHAM VIC 3095

E james@regionalbillboardco.com.au

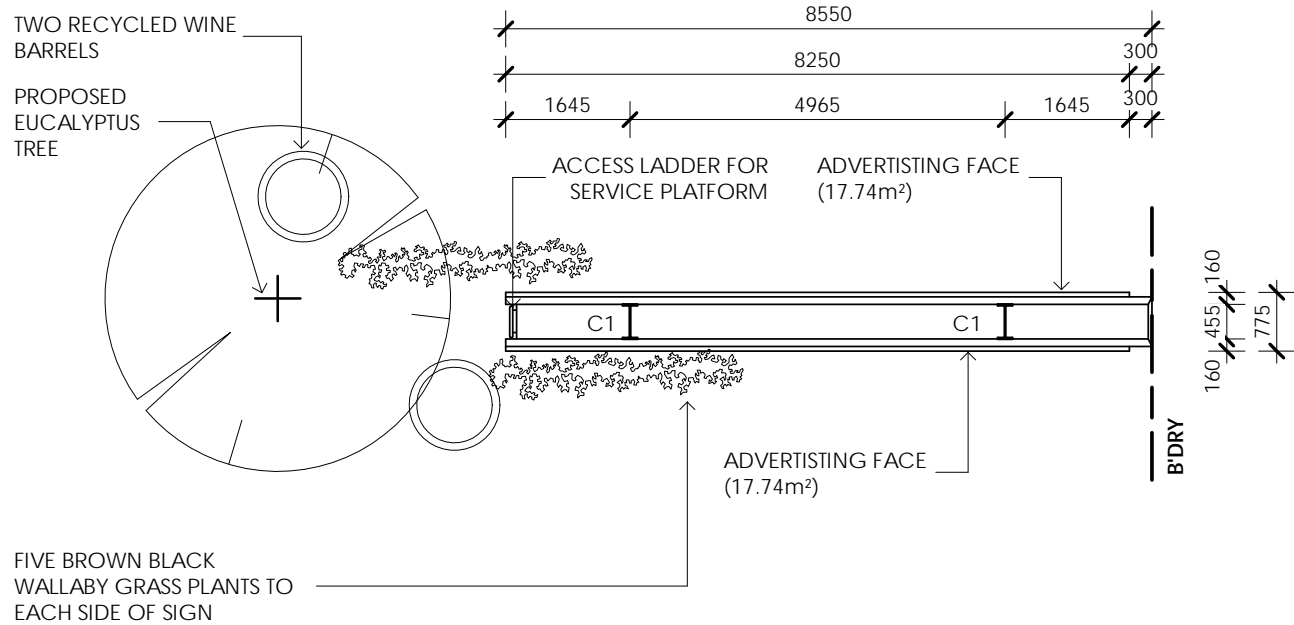
M	0400 096 182
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NORTH ELEVATION
SCALE 1 : 100

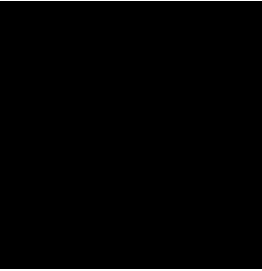


SOUTH ELEVATION
SCALE 1 : 100



FLOOR PLAN
SCALE 1 : 100

MATERIALS BOARD



BLACK PAINT
PROPOSED BLACK PAINT
FINISH TO ALL FEATURES,
TRIMS AND LIGHTING



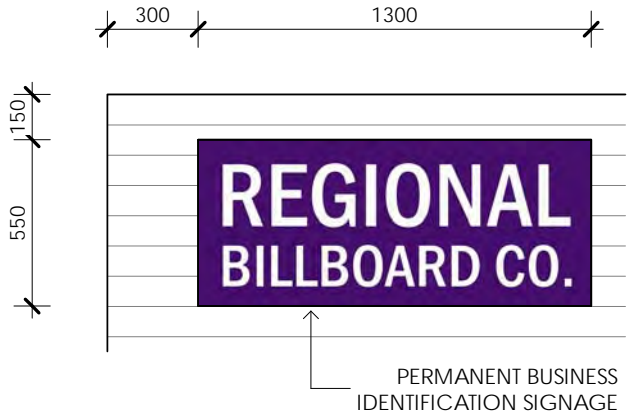
WINE BARREL
TWO RECYCLED WINE
BARRELS TO BE
INSTALLED AS A
LANDSCAPING
FEATURE.



PLANTING
PROPOSED
EUCALYPTUS TREE AND
TEN BROWN BLACK
WALLABY GRASS
PLANTS TO BE PLANTED
AS A PART OF
PROPOSED WORKS.



CLADDING
PROPOSED RECLAIMED
CHARRED TIMBER CLADDING
TO THREE SIDES OF
STRUCTURE. WEST LEFT OPEN
FOR LADDER ACCESS.



S1 - SIGNAGE DETAIL
SCALE 1 : 25

ISSUE/AMMENDMENTS SCHEDULE

01 27.09.2018
TOWN PLANNING ISSUE

LEGEND

C1 PROPOSED COLUMN - CONCEALED
BEHIND TIMBER CLADDING
NGL NATURAL GROUND LINE
S1 PERMANENT SIGN 1 - REFER TO DETAIL

TOWN PLANNING
NOT FOR CONSTRUCTION



PROJECT
NARBETHONG - PROPOSED DOUBLE SIDED,
NON-ILLUMINATED PROMOTION SIGN
ADDRESS
2 ANDERSON LANE,
NARBETHONG, VIC 3778

NORTH POINT



DATE
27.09.2018
DRAWING NO.
A03
DRAWN BY
JAMES
PROJECT NO.
16-026
PAGE SIZE
A3
ISSUE NO.

REGIONAL BILLBOARD CO.
A 62 John Street, ELTHAM VIC 3095
E james@regionalbillboardco.com.au
M 0400 096 182



EXISTING PERSPECTIVE VIEW #01 - NORTHBOUND TRAFFIC



EXISTING PERSPECTIVE VIEW #02 - SOUTHBOUND TRAFFIC



PROPOSED PERSPECTIVE VIEW #01 - NORTHBOUND TRAFFIC



PROPOSED PERSPECTIVE VIEW #02 - SOUTHBOUND TRAFFIC

ISSUE/AMMENDMENTS SCHEDULE

01 27.09.2018
TOWN PLANNING ISSUE

GENERAL NOTES

PROPOSED PERSPECTIVE VIEW IS AN ARTISTS IMPRESSION OF THE PROPOSAL ONLY. SIZE AND SCALE ARE REFERENCED ON THE FLOOR PLANS AND ELEVATIONS.

THE PROPOSAL SEEKS THE APPROVAL OF THE ERECTION AND DISPLAY OF A DOUBLE SIDED, NON-ILLUMINATED PROMOTION SIGN

ALL DRAWINGS TO BE READ IN CONJUNCTION WITH THE SUPPLIED TOWN PLANNING REPORT

REFER TO THE TOWN PLANNING REPORT FOR THE WRITTEN STATEMENT REGARDING THE METHODOLOGY DURING THE PREPARATION OF PERSPECTIVE VIEWS

LEGEND

#00 PERSPECTIVE VIEW - LOCATION IN WHICH PHOTOGRAPHIC VIEWS WERE TAKEN

TOWN PLANNING
NOT FOR CONSTRUCTION



PROJECT
NARBETHONG - PROPOSED DOUBLE SIDED,
NON-ILLUMINATED PROMOTION SIGN
ADDRESS
2 ANDERSON LANE,
NARBETHONG, VIC 3778

NORTH POINT



DATE
27.09.2018

PROJECT NO.
16-026

DRAWING NO.
A04

PAGE SIZE
A3

DRAWN BY
JAMES

ISSUE NO.

REGIONAL BILLBOARD CO.

A 62 John Street, ELTHAM VIC 3095

E james@regionalbillboardco.com.au

M 0400 096 182

Aerial Photograph



TITLE PLAN

EDITION 1

TP

LOCATION OF LAND

Parish: EILDON
Township: -
Section: -
Crown Allotment: 5 (PART)
Crown Portion:
Last Plan Reference:
Derived from:
Depth Limitation: NIL

NOTATIONS

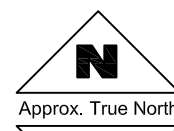
EASEMENT INFORMATION

Legend: A - Appurtenant Easement E - Encumbering Easement R - Encumbering Easement (Road)

Easement Reference	Purpose	Width (metres)	Origin	Land Benefited/In Favour Of
--------------------	---------	----------------	--------	-----------------------------

LOT 1
5m²

24°39'
3.05
159°29'
4.30
3.05
294°19'



ROAD

GIRDWOOD PARADE

ROAD

224°58'30"
C.13.41
A.13.69
R.19.32

LENGTHS ARE IN
METRES

SCALE
1:200

DEALING / FILE No:

DEALING CODE:

GOVERNMENT GAZETTE No:

SHEET 1 OF 1



Grants and Contributions

Title:	Grants and Contributions Policy
Type:	Council
Adopted:	"[Insert Date]"
Document No:	18/45954
Attachments:	Nil

1. Purpose

The purpose of Grants and Contributions Policy (Policy) is to enable the delivery of Council's grants and contributions program.

2. Rationale

The objective of the Policy are to provide support to:

- improve opportunities for people to participate in the community
- grow the skills and capacity of not for profit community groups and organisations
- support not for profit community groups and organisations to deliver activities which benefit a diverse community
- start and grow businesses
- support the development and growth of sustainable events for our community and visitors.

Grant Framework Principles

The Grants and Contributions Program operates on the following principles:

- **Alignment with the Council Plan, 2030 Vision and other strategic plans**
We have aligned grant and contribution streams with the Murrindindi Shire Council Plan strategic objectives as outlined below and other key strategic plans including the 2030 Vision and Municipal Public Health & Wellbeing Plan.
- **Partnerships**
We are committed to working collaboratively in the best interests of our community based on mutual respect and transparency.
We value the resources and skills that applicants bring to the partnership with Council. Applicants that contribute resources to the proposed activity are considered favourably. Resources can be in the form of cash, volunteer time, donated materials, other grant sources, and funds raised through crowd funding platforms.
- **Good Governance**
We commit to equitable and transparent decision making, and effective and efficient grant and contribution management processes. Application and reporting requirements are proportionate to the size of the funds awarded and the expected outcome.
We support applicants to evaluate their activity in a way that that helps them to continuously improve.
We evaluate the delivery of our grants and their impact in order to ensure relevance of and continuously improve the Program.



Grants and Contributions

- **Diversity and Access**

We encourage applications from all communities, not for profit community groups and organisations, social enterprises, businesses and individuals located in Murrindindi Shire.

Information on Council's Community Grant and Contributions program is made available through Council libraries and customer service centres, as well as on our website and social media pages. Support and guidance for applicants who may require assistance to access application forms is available through the Community Wellbeing Department of Council.

- **Value for Money**

We seek to obtain the best mix of grants to meet the needs of the community and that maximise outcomes for the local government area. We support projects that represent good value for the amount of cash or in-kind support requested.

We will, through effective and efficient management processes, minimise administration costs of this program.

3. Scope

This Policy applies to all funding requests through the Grants and Contributions Program for:

- community projects
- sponsorships (including eligible individuals)
- community events
- small or new tourism events
- events of state significance
- business growth or establishment
- industry and economy growth
- governance, skills and capacity building
- fee reductions (and waivers by exception)
- quick response grants and loans
- essential Programs Subsidy

Specific eligibility criteria for grants and contributions apply to each funding stream.

Grants and Contributions

Timing and Funding

Funds	Grant / Contribution	Eligible Applicants	Timing
No defined limit	Fee Reductions	Not-for-profit community groups and organisations	Applications received all year around
Up to \$1000	Quick Response Grants	Not-for-profit community groups and organisations	Applications received all year around
	Sponsorships	Individuals auspiced by an incorporated organisation	Applications received all year around
Up to \$2000	Governance, Skills and Capacity Building	<ul style="list-style-type: none"> Not-for-profit community groups Organisations Businesses 	Three rounds per year
Up to \$5000	Sponsorships	Not-for-profit community groups and organisations	Three rounds per year
	Community Projects and events	Not-for-profit community groups and organisations	Three rounds per year
	Small and New Tourism Events	Businesses and Not for profit community groups and organisations	Three rounds per year
Up to \$20,000	Events of State Significance	Business and Not for profit community groups and organisations	Two rounds per year
	Business Growth or Establishment	Business and Not for profit community groups and organisations	Two rounds per year
Up to \$50,000	Industry or Economy Growth	Business and Not for profit community groups and organisations	Two rounds per year

Limit may be varied in extraordinary circumstances as assessed by Council.

General Eligibility

The Grants and Contributions program is available to not for profit community groups and organisations and businesses which:

- demonstrate the grant will be used for a purpose in accordance with this Policy
- are based within the Murrindindi Shire and/or are able to demonstrate the proposed activity will benefit the communities of the Murrindindi Shire
- meet the grant program eligibility criteria stated in this Policy and in the Grants and Contributions Guidelines
- have acquitted previous Murrindindi Shire Council grants



Grants and Contributions

- have no outstanding debts of any kind to Council
- are able to contribute cash, in-kind or both to the activity, as specified in the Grants and Contributions Guidelines.

General Exclusions and Ineligibility

Murrindindi Shire Council will not provide grants or contributions for:

- projects that have started (that is, no retrospective funding)
- activities that duplicate existing services or programs
- the payment of bonds
- programs or activities considered the responsibility of State and Federal Government
- activities that do not align with the strategic objectives of the Council Plan or other key strategic plans
- projects that directly contravene Council policy
- general donations to charities (however, Council may provide grants to specific projects run by charities where they meet the criteria)
- activities that could be perceived as benefiting a political party or party political campaign
- overtly religious activities that could be perceived as divisive within the community
- activities that inhibit basic human rights, discriminate or encourage discriminatory behaviour
- projects that are harmful to our residents or communities
- projects that unnecessarily destroy or waste non-recurring natural resources, pollute land, air or water
- market, promote or advertise products or services in a misleading or deceitful manner
- statutory fees and other statutory charges collected on behalf of state government or other authorities including development applications, health inspection fees, health approvals, street closures and other approvals.

4. Definitions

Reference Term	Definition
Grant	A sum of money given by a government or other organisation for a particular purpose. Includes non-recurrent and recurrent grants
Sponsorships	The purchase of rights or benefits delivered through association with the sponsored organisation's name, products, services or activities
Waivers	A fee payable to Council is waived, resulting in no payment to Council
Reductions	A fee payable to Council is reduced, resulting in a payment of lesser value than the full fee
Financial hardship	An inability to pay debts or an unexpected need for cash arising from an unforeseeable occurrence which is not covered by insurance



Grants and Contributions

Not-for-profit community group and organisations	Not-for-profit community groups and organisations operate to benefit the community. They may be a charitable fund, charitable institution, public benevolent institution or a health promotion charity (as shown on the Australian Business Register) and any profit made from their activities goes to support further work of the organisation / group
--	--

5. Policy

5.1 Fee Reductions

Fee reductions provide financial relief to not-for-profit community groups and organisations which can demonstrate financial hardship as the result of undertaking activities for community benefit.

Where a community group is seeking a fee reduction and a Community Projects and Events Grant, the fee reduction will be considered as part of the grant application and the combined value cannot exceed the maximum grant allowable for community projects and events.

Total fee waivers may be considered where significant hardship or need can be demonstrated.

Priorities

Council provides fee waivers or reductions for the following:

- planning and building fees
- waste services
- community bus hire
- venue hire

Expected Outcomes

- lower the financial hardship or risk for not-for-profit community groups and organisations undertaking activities.

5.2 Quick Response Grants

Quick response grants provide essential urgent support to not-for-profit community groups and organisations who can demonstrate financial hardship as the result of unforeseen situations.

Priorities

Council will consider activities that are not covered by insurance to:

- replace essential equipment
- undertake essential and urgent repairs
- address other urgent, unforeseen financial impacts.

Expected Outcomes

- reduce financial impact of emergency and unforeseen events
- enable not-for-profit community groups and organisations to continue to operate or quickly return to normal operations.



Grants and Contributions

5.3 Community and Business Governance, Skills and Capacity Building

The Governance, Skills and Capacity Building category supports businesses and not-for-profit community groups and organisations, and Committees of Management to meet their governance requirements, develop new skills and build their capacity. This includes activities that improve the ability to operate effectively, undertake future planning and support the sustainability of the group or business.

Priorities

Council will consider activities that:

- improve knowledge, skills and resources required to operate effectively
- training and education programs
- mentoring programs
- networking opportunities
- best practice resources and guides
- technology and systems
- develop governance strategies and plans
- strategic, business and financial planning activities (EG business plans, program development, marketing, fundraising, membership)
- policies (EG Working with Children, volunteers, OH&S).

Expected Outcomes

- improved resilience of businesses, not-for-profit community groups and organisations and Committees of Management
- communities confident to plan, take action, solve problems and lead in the community
- not for profit community groups and organisations are sustainable
- increased proportion of new businesses trading and viable after three years
- reduced reliance on Council resources by not-for-profit community groups and organisations.

5.4 Community Grants

Community Grants are provided for projects that support our communities to improve the liveability of our towns and places, build connections, create opportunities for participation in community and civic life, improve personal and community health and wellbeing, protect our natural environment and assist communities to plan for the future.

There are two categories of community grants – Grants for Community Projects and Events, and Sponsorships.

These grants are available to not-for-profit community groups and organisations located in the Shire of Murrindindi or delivering a project or event within the Shire.

5.4.1 Community Projects & Events

The Community Projects and Events Grant supports not-for-profit community groups and organisations to undertake activities that have a broad community benefit. This includes



Grants and Contributions

activities with a focus on health and wellbeing, building resilience and reducing social isolation, looking after our built and natural environments and providing arts and cultural opportunities.

Priorities

Council will support community projects and events that:

- improve community health and wellbeing:
 - promote active and healthy life choices
 - increase opportunities for formal and informal recreation
 - improve access to services
 - address existing and emerging issues.
- connect people and encourage participation in community and civic life:
 - provide opportunities for people to connect and build social networks
 - reduce social isolation
 - build youth resilience through leadership development groups.
- maintain and enhance our built and natural environment:
 - promote use of our built and natural assets
 - care for our built and natural environment
 - preserve our historically important buildings and natural environments.
- provide opportunities for arts and cultural activities:
 - deliver arts or cultural events or projects
 - celebrate the history, culture and character of our communities, towns and places
 - link young people to performing arts
 - support arts and cultural groups.

Expected Outcomes

- more activities that promote personal and community health and wellbeing (e.g. arts and culture, recreation, build social connections)
- more opportunities for people to come together, participate and celebrate in community and civic life
- enhanced and increased use of our built and natural environment
- built and natural environment is preserved.

5.4.2 Sponsorships

Sponsorship provides financial or in-kind support to eligible individuals, groups and organisations and promotes the role of Council. Sponsorship is a transaction in which Council provides a financial or non-financial contribution for an event, project, service or activity, in return for agreed promotional benefits.



Grants and Contributions

Priorities

Council will consider activities that:

- enhance Council's public image through association with a sponsored activity that:
 - delivers a community benefit
 - provides a value for money promotion opportunity
 - aligns with the Murrindindi Shire Council Plan 2017-2021 Strategic Objectives
 - uses traditional and/or online media to promote Council's contribution
 - acknowledges Council's contribution at events and in speeches/interviews
 - invites Council to participate in the event in a meaningful way
 - includes Council materials in information packs or on static displays
 - offers Council naming rights for awards and prizes for the term of the sponsorship.
- foster civic pride by highlighting the things Murrindindi Shire is known for:
 - showcase the character of our rural towns and communities
 - showcase our natural environment and landscapes
 - showcase our diverse range of community, recreation and visitor opportunities and experiences

Expected Outcomes

- increased visibility of Council contributions to community
- greater community awareness of the role of Council
- increased opportunities for Council to distribute or gather information
- raised awareness of activities that align with Council values and strategic objectives
- increased awareness and civic pride of rural towns, communities and the things Murrindindi Shire is known for.

5.5 Events Support

Events Support is provided to foster growth in the tourism sector by supporting the development of sustainable events that increase visitor numbers, encourage repeat visitation, promote our rural towns and beautiful natural assets.

5.5.1 Small and New Tourism Events

This category supports small community and tourism events to establish and grow. It can be accessed to help to start new events.

Priorities

Council will consider supporting events that:

- generate visitation
- are sustainable, or are working to become more sustainable
- align with Council's key product/experience or marketing strengths.



Grants and Contributions

Expected Outcomes

- increased visitation to Murrindindi Shire
- increased visitor yield for Murrindindi businesses
- increased opportunities for Council to distribute or gather information
- raised awareness of activities that align with Council values and strategic objectives
- increased awareness of rural towns and the things Murrindindi Shire is known for.

5.5.2 Events of State Significance

This category supports the delivery of large events that are significant in terms of visitation, length of stay and yield.

Priorities

Council will consider supporting events that:

- generate visitation from across the state
- have projected attendance of 1000 persons or more
- will generate additional overnight stays
- will maximise repeat visitation
- align with Council's key product/experience or marketing strengths.

Expected Outcomes

- increased visitation to Murrindindi Shire
- increased visitor yield for Murrindindi businesses
- increased opportunities for Council to distribute or gather information
- raised awareness of activities that align with Council values and strategic objectives
- increased awareness and civic pride of rural towns, communities and the things Murrindindi Shire is known for.

5.6 Business and Innovation Grants

Business and Innovation Grants are provided to foster growth in the local economy by supporting projects that create new and grow existing businesses, build capacity of business operators, grow and diversify the employment base within Murrindindi Shire and attract business investment.

5.6.1 Business Growth and Establishment

This category provides support to create new businesses and grow existing businesses for projects or activities that will enable a business to start or grow.

Priorities

Council will consider supporting projects that:

- require a grant of no more than \$20,000 and no more than 50% of the total cost of project or activity
- may include Governance, Skills and Capacity Building activities as a component of a larger project or activity



Grants and Contributions

- are supported by a comprehensive business plan that forecasts jobs growth or new local investment as a result of the project or activity.

Expected Outcomes

- diversify employment opportunities within the Shire
- expand the employment base of the Shire
- enhance business capacity to plan, operate and grow
- increase business investment within the Shire.

5.6.2 Industry and Economy Growth

This category provides support for projects or activities which will enable a business, group of businesses or industry sector to grow in either value or numbers of employment.

Priorities

Council will consider supporting projects that:

- require a grant of no more than \$50,000 and 50% of total cost of the project or activity
- are supported by a comprehensive business plan that forecasts jobs growth or new local investment as a result of the project
- can demonstrate how the project or activity will grow an industry sector
- can demonstrate how the project or activity will contribute to growth of the local economy
- leverage and develop new industry partnerships.

Expected Outcomes

- diversify employment opportunities within the Shire
- expand the employment base of the Shire
- growth of the industry sector in terms of value or employment
- increased value of the local economy.

5.7 Grant Management Process

Applications

All grant and contribution applications are accepted electronically. Council does not accept submissions after any applicable cut-off time and date.

Assessments

All applications are assessed against the eligibility criteria outlined in the Grants and Contributions Guidelines. Assessments vary between funding streams and assessment methods reflect the financial value of the grant or contribution.

Funding Agreements

All successful applicants are required to provide written confirmation of their commitment to the activity before funds are released. This confirmation takes the form of funding agreements (e.g. grants, subsidies) or applications that outline terms and conditions of the funding (e.g. sponsorships, fee reductions).



Grants and Contributions

Funding agreement, reporting and acquittal requirements vary between funding streams and are detailed in the Grants and Contributions Guidelines. Where required, reporting and acquittal requirements are documented in the funding agreements. Requirements reflect the financial value of the grant or contribution.

Evaluation and Learning

Evaluating the impact of Council's Grants and Contributions Program allows Council to measure the effectiveness of each funding stream as well as the overall program.

The aim of evaluation is to:

- provide information to drive continuous improvement
- measure the degree to which stated outcomes of activities are being achieved
- identify impact of the Grants and Contributions Program
- inform and shape the future of the Grants and Contributions Program.

Council collects information from a range of sources including acquittal reports and discussions with applicants.

6. Related Policies, Strategies and Legislation

- Business Tourism and Innovation Grants
- Municipal Public Health and Wellbeing Plan 2017-2021

7. Council Plan

The following Strategies in the Council Plan 2017-2021 support this policy:

- Our people – together we will celebrate and encourage diverse, caring and connected communities:
 - encourage activities and events that celebrate our vibrant, diverse and creative people and communities
 - work with our community and groups to connect, collaborate and plan for our future
 - work with our partner agencies to ensure people of all ages can access the health and community services they need
 - create a positive environment that supports our young people to grow, participate and be happy
 - promote opportunities for people of all ages to connect with and be involved in their community.
- Our places – we will maintain and enhance places to be attractive and liveable, in balance with our natural environment:
 - support recreation opportunities for our residents and visitors that encourage participation and community connections
 - strengthen the environmental sustainability of our communities, protect our natural environment and reduce resource consumption
 - recognise and embrace the history, culture and identity of our towns and communities.



Grants and Contributions

- Our promise – we will all work in collaboration with our communities to deliver the best possible outcomes in all that we do:
 - ensure our culture, systems and technologies encourage and enable innovation in our business practices and service delivery
 - commit to developing a stronger customer-focused culture that makes us easier to deal with
 - maintain Council's financial sustainability through sound financial and asset management.

8. Management and Review

Administration of the Grants and Contributions Program rests with the Manager Community Wellbeing.

This Policy will be reviewed on a four yearly basis within 12 months of the election of a new Council, or as required.

9. Consultation

The Community Grant Assessment Panel was consulted in the drafting of this Policy.

10. Human Rights Charter

This Policy has been developed with consideration of the requirements under the Charter of Human Rights and Responsibilities.

Murrindindi Shire Council Community Development Grants & Contributions Program								
Fee Reductions	Quick Response Grants and Loans	Community and Business Governance, Skills and Capacity Building	COMMUNITY GRANTS		EVENTS SUPPORT		BUSINESS AND INNOVATION GRANTS	
			Sponsorships	Community projects and events	Small or new tourism events	Events of State significance	Business Growth or Establishment	Industry and Economy Growth
Address financial hardship	Address urgent financial hardship	Improve business and community group capacity and sustainability	Promote Council's brand	Improve community quality of life & liveability	Support events that drive visitation	Support events that drive visitation	Support businesses to start or grow	Support activities that grow the economy or industry sectors
Community Groups	Community Groups	Businesses and community Groups	Community Groups	Community Groups	Business and community Groups	Business and community Groups	Business and community groups	Business and community groups
No defined limit	Up to \$1000*	Up to \$2000	Community groups <\$5000 Individuals <\$1000	up to \$5000	Up to \$5000*	Up to \$20000*	Up to \$20000*	Up to \$50000*
Will include fee waivers/reductions for -Venue hire Community bus hire -Waste services fee -Planning/building	Would allow Council to support community groups requiring urgent or emergency assistance.	Allow businesses and community groups to access funding to support governance, skills development, business planning and growth.	Will allow community groups and individuals to obtain sponsorships for activities where Coucil will gain a promotional benefit. Multi year will be considered.	Will not vary a great deal from current program. Simple agreements and acquittal requirements.	Allow Council to support event operators to start new events or grow niche events looking to improve sustainability.	Allow Council to support events that will attract large numbers of visitation from a state base.	Allow Council to support businesses to start or grow in a sustainable manner.	Allow businesses to undertake activities which will grow industry sectors or the broader economy.
Open all the time	Open all the time	Open all the time	3 assessment rounds per annum				2 assessment rounds per annum	
Assessment panel - sits every month								
Application forms, agreements and reporting will be similar but questions and reporting requirements will vary according to outcomes desired (eg community benefit, economic benefit, promotional benefit and capacity improvements) & on the value of the funds requested.								
*Limit may be varied in extraordinary circumstances								

Assessment Panel

Director Community Engagement
Manager Development Services
Manager Community Wellbeing
Coordinator Project Delivery
Coordinator Tourism and Events
Councillor
Councillor
ADMIN

2019 timetable

Assessment schedule

	payments				payments				payments				payments		payments	
	JAN	FEB	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC				
Fee reductions		x	x	x	x	x	x	x	x	x	x	x				
Quick response		x	x	x	x	x	x	x	x	x	x	x				
Governance, skills and capacity building		x	x	x	x	x	x	x	x	x	x	x				
Community grants			x				x					x				
Events support			x				x					x				
Business and Innovation				x						x						