

Council Resolution Item

Action is required from the Council Meeting on **28 September 2015** as per the Resolution outlined below.

MM/13	Mayoral Minute: Fit for the Future (MM)
MM/13:	Mayoral Minute: Fit for the Future (MM)
MAYOR:	Cr Peter Abelson
MOSPLAN REF:	LE.02

RECOMMENDATION

That:

1. Council engage external assistance to deliver a media and marketing campaign to further inform and engage the local community on the issue of Council amalgamations, and to assist representations to the State government
 2. Funding for this campaign be allocated as part of the December quarterly review of Council's 2015/16 Budget
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MAYORAL MINUTE

We are now a little less than three weeks away from the Independent Pricing and Regulatory Tribunal (IPART) passing on its Fit for the Future recommendations to the NSW Government. It is uncertain when the Government will make a decision, however it is likely to be this year and could be in November.

Councillors have discussed at some length what, if any, further action Council should take at this time, given that Council has already provided a compelling account of its 'fitness' to the IPART, and that future action by the NSW Government remains a matter of some conjecture.

It does seem, however, that to do nothing at this time is not an option. Council's commitment to maintaining Mosman's independence remains steadfast and in keeping with community sentiment. What I believe is required now is to further inform and actively engage the Mosman community on the potential day-to-day impacts of amalgamation, so that the community is well-equipped to understand and respond if Mosman becomes the subject of a forced amalgamation proposal by the NSW Government.

To do this we need to act quickly, and this will be best served by seeking assistance from external organisations capable of working with Council to deliver appropriate campaign messages both locally and on a wider front. I propose that funds be made available by Council to procure the services of appropriately qualified professionals/organisations to assist in developing and distributing key messages both in the short term and as and when further announcements are made by the NSW Government.

The immediate emphasis for such work will be about further informing and actively engaging the Mosman community on the threat of amalgamation and the positives of independence. I would anticipate key messages being delivered through a range of mediums including

signage and media advertising, as well as a public meeting to be held on Monday 26 October 2015. I will also personally continue to represent Council's interests to the NSW Government, including the Premier, the Minister for Local Government and other members of Parliament.

COUNCIL RESOLUTION

Motion Abelson/Sherlock

That:

1. Council engage external assistance to deliver a media and marketing campaign to further inform and engage the local community on the issue of Council amalgamations, and to assist representations to the State government.
2. Funding for this campaign be allocated as part of the December quarterly review of Council's 2015/16 Budget.

Amendment Menzies/Moline

That:

1. Council deliver a media and marketing campaign to further inform and engage the local community on the issue of Council amalgamations, and to assist representations to the State government.
2. Funding for this campaign be allocated as part of the December quarterly review of Council's 2015/16 Budget.
3. It would be anticipated that the campaign would include three full page advertisements in the Mosman Daily; two direct mail outs; and the use of the banner at Mosman Junction.
4. Final approval of the campaign be delegated to the Mayor, Deputy Mayor and Councillor White.

CARRIED

For: Abelson, Menzies, Moline, White

Against: Bendall, Corrigan, Sherlock

and on being put as the Motion CARRIED

For: Abelson, Menzies, Moline, Sherlock, White

Against: Bendall, Corrigan
