# **AGENDA**

## SPECIAL MEETING OF COUNCIL

Tuesday, 1 April 2014

To be held Swan Hill Town Hall Council Chambers McCallum Street, Swan Hill Commencing at 1:00 PM

#### **COUNCIL:**

Cr LT McPhee - Mayor

Cr JN Katis Cr GW Norton Cr GI Cruickshank Cr JA Kiley Cr CM Adamson Cr JB Crowe

SECTION	A – PROCEDURAL MATTERS	3
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	INTENTION TO DECLARE A SPECIAL RATE FOR THE	
	SWAN HILL REGION - RECEIVING AND HEARING OF	
	SUBMISSIONS	4

#### SECTION A – PROCEDURAL MATTERS

- Open
- Acknowledgement to Country
- Prayer
- Apologies
- Declarations of Pecuniary Interest

#### SECTION B – REPORTS

B.14.15 INTENTION TO DECLARE A SPECIAL RATE FOR THE SWAN HILL REGION - RECEIVING AND HEARING OF SUBMISSIONS

Responsible Officer: Director Development and Planning

File Number: 26-34-00

Attachments: 1 Declaration of Special Rate for the Swan Hill

Region

2 Submissions for Special Rate

**Declarations of Interest:** Officer

Brett Luxford - as the responsible officer, I declare that I have no disclosable interests in this matter.

#### Summary

Council resolved on 18 February 2014 to give notice of its intention to declare a Special Rate under Section 163 of the Local Government Act on commercial, industrial and tourism properties for a period of five years commencing 1 July 2014. As part of the consultation process, comment on the proposed Special Rate was sought. This report documents the submissions received.

#### **Discussion**

At its meeting on 18 February 2014, Council at the request of Swan Hill Incorporated resolved to give notice of its intention to declare a Special Rate for the purposes of defraying expenses in undertaking marketing programs associated with the encouragement of business and commerce in the Swan Hill region.

It is intended that the Special Rate scheme run for a period of five years commencing from 1 July 2014, with \$339,130 raised in the first year and the total raised increasing by CPI per annum thereafter. The marketing programs involve activities associated with the promotion of the Swan Hill region as a place to live, work, shop, invest and visit.

In line with sub-sections 163 (1A), (1B) and (1C) of the Local Government Act the public notice was published in 'The Guardian' newspaper on 21 February 2014 which provided details of how the Special Rate will be assessed and levied. A copy of the public notice was also mailed on 24 February 2014 to the owners and occupiers of 747 properties covered by the Special Rate, alerting them to the proposed declaration (Attachment 1) and notifying persons wishing to object or make a submission in relation to the Special Rate (under sections 163A and 163B of the Act) to do so by the close of business on 21 March 2014. They were also informed that any person requesting to be heard in support of their written submission is

entitled to appear before a meeting of the Council on 1 April 2014 or be represented by a person acting on their behalf and, that Council will consider the submissions and declaration of the Special Rate on 15 April 2014.

There were a total of 381 submissions received in relation to the proposed Special Rate. Many of the submitters simply returned the form provided and ticked whether or not they were in support of the Special Rate. Some submitters added additional comments while others provided a more detailed submission. The tables attached (Attachment 2) outline the submissions that were received. They also highlight whether or not the submitter supports the Special Rate. Where comments were provided, these have been highlighted on the table and copies provided. Of the 381 written submissions received 12 have indicated they wish to address Council in support of their submission.

#### The 12 presenters are listed below:

Showbiz Cinema
Sun Centre Carpet Court
McAlpines Sewing Centre
Swan Hill Incorporated
Murray Valley Lasers
Burke & Wills Motor Inn
Comfort Inn Campbell
7 Cobb Crt
Family Videoland
Swan Hill Artworks
Northern Shoe Store
Murray Downs Golf & Country Club & Swan Hill Club

At this meeting, Council will only receive and hear the submissions in relation to the Special Rate. Council will consider the submissions on 15 April 2014, prior to making a decision on the declaration of the Special Rate on that date.

#### Consultation

Significant consultation has been undertaken including writing to all people liable to pay the Special Rate, public notices and information on the Council website. This has resulted in the submissions that have been received.

#### **Financial Implications**

The consideration of the submissions in relation to the Special Rate has no financial implications for Council.

#### **Social Implications**

The consideration of the submissions in relation to the Special Rate has no social implications.

#### **Economic Implications**

The consideration of the submissions in relation to the Special Rate has no economic implications.

#### **Environmental Implications**

Nil

#### **Risk Management Implications**

Nil

#### **Council Plan Strategy Addressed**

Attracting new business - We will encourage new business development and will provide support to attract new business investment and expansion in the community.

#### **Options**

Nil

#### Recommendations

#### That Council:

- 1. Note the report and receive the written submissions; and
- 2. Suspend standing orders to enable submitters to speak to their submission.

## **Attachment 1**

Declaration of Special Rate for the Swan Hill Region

# Declaration of a Special Rate for the Swan Hill Region



Under Section 163 of the Local Government Act 1989 (the "Act") Swan Hill Rural City Council (the "Council") hereby declares a Special Rate for marketing and business development of the Swan Hill region ("region").

#### Council specifies:

- The purpose of the Special Rate is to defray the expenses in relation to the performance of (a) functions within the Swan Hill region, which Council considers are necessary and appropriate for the encouragement of business development and commerce through the promotion and development of the region as a place to live, work, invest, shop and visit.
- The area for which the Special Rate is declared is all the rateable properties used for (b) commercial, industrial and tourism and hospitality purposes within the following parishes and localities within the Swan Hill Rural City (as detailed on Map in Attachment A):

Benjeroop Boga-Tresco Settlement Boga Castle Donnington Chillingollah Chinangin Kooem Koro-Ganeit Kunat Kunat Kunat-Tresco Settlement Lake Boga Meatian Mumbel Murnungin Nowie Nyah West Township Nyah Township Nyrraby Piangil Township Piangil Parish Pental Island Piangil West Pira Polisbet Prooinga Swan Hill

Towan **Tyntynder** Tyntynder North Ultima Tyntynder West Ultima Township Waitchie Wewin Wood Wood Township

Woorinen South Township Woorinen

- (c) Council considers that the performance of the functions, as outlined in paragraph (a), will assist it in fulfilling the following facilitating objectives of Council which are set out in Section 3C(2) of the Local Government Act:
  - to promote the social, economic and environmental viability and sustainability of the municipal district.

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- to promote appropriate business and employment opportunities.
- (d) The total cost of the performance of the functions is:
  - (i) for the first year of the Special Rate \$339,130 (including Council's contributing administrative costs of \$5,200);
  - (ii) for each of the subsequent four years the Special Rate remains in force the previous year's total amount of the Special Rate plus Consumer Price Index (CPI)<sup>(1)</sup>.
- The total amount of the Special Rate to be levied is: (e)
  - (i) for the first year of the Special Rate \$339,130;
  - (ii) for each of the subsequent four years the Special Rate remains in force the previous year's total amount to be levied plus CPI<sup>(1)</sup>.

<sup>(1)</sup> Based upon the movement in the March quarter annual weighted average of the eight capital cities all groups index as published by the Australian Bureau of Statistics.

- (f) The land in relation to which the Special Rate is declared is all the rateable properties used for commercial, industrial and tourism and hospitality purposes in the parishes and localities within the Swan Hill Rural City listed in (b) above.
- (g) The manner in which the Special Rate is assessed (that is, the criteria to be used as the basis for levying the Special Rate) is:

For the first year of the Special Rate:

- for tourism and hospitality properties (based on Australian Valuation Property Classification Codes [AVPCC] as detailed in Attachment B) a rate in the dollar of each property's Capital Improved Value (CIV), in order to raise a total of \$82,360 with a minimum rate per rateable property of \$50 and a maximum rate per rateable property of \$6,000.
- for commercial properties (based on AVPCC as detailed in attachment two) a rate in the dollar of each property's CIV, in order to raise \$218,380, after inclusion of providing a 50% write-off for properties in common occupancy with a residence, with a minimum rate per rateable property of \$50 and a maximum rate per rateable property of \$6,000.
- for industrial properties (based on AVPCC as detailed in attachment two) a rate in the dollar of each property's CIV, in order to raise a total of \$38,390 with a minimum rate per rateable property of \$50 and a maximum rate per rateable property of \$300.

For each of the subsequent four years the Special Rate remains in force, the rates in the dollar will be adjusted to be in accordance with the previous year's total amount of the Special Rate plus CPI<sup>(1)</sup> apportioned over the sectors as follows:

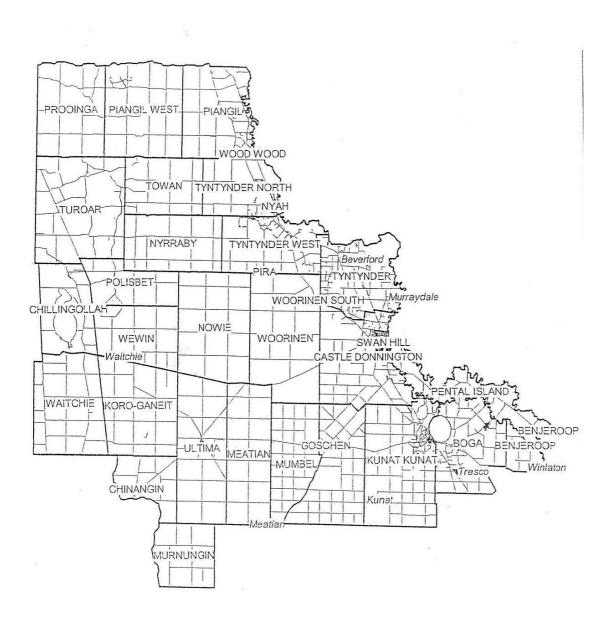
- for tourism and hospitality properties (based on assigned AVPCC) a rate in the dollar of each property's CIV, in order to raise the proportion of the Special Rate raised from the sector in the previous year adjusted for the relative movements in the proportion of the sector's CIV of the total CIV within the Special Rate area. A minimum rate per rateable property of \$50pa. and a maximum rate per rateable property to increase each year by 3% from the maximum set for the first year.
- for commercial properties (based on assigned AVPCC) a rate in the dollar of each property's CIV, in order to raise the proportion of the Special Rate raised from the sector in the previous year adjusted for the relative movements in the proportion of the sector's CIV of the total CIV within the Special Rate area. A minimum rate per rateable property of \$50pa. and a maximum rate per rateable property to increase each year by 3% from the maximum set for the first year. A 50% write-off will apply to properties in common occupancy with a residence.
- for industrial properties (based on assigned AVPCC) a rate in the dollar of each property's CIV, in order to raise the proportion of the Special Rate raised from the sector in the previous year adjusted for the relative movements in the proportion of the sector's CIV of the total CIV within the Special Rate area. A minimum rate per rateable property of \$50pa. and a maximum rate per rateable property to increase each year by 3% from the maximum set for the first year.
- (h) The Special Rate is levied by sending a notice in each year the Special Rate remains in force, to the persons liable to pay it, requiring that the Special Rate for that year be paid in four instalments by the dates which are specified in each respective notice.
- (i) The Special Rate commences on 1 July 2014 and remains in force for a period of five years from that date, until 30 June 2019.

- (j) Should a property included in the Special Rate receive a supplementary valuation that changes its AVPCC to residential land or primary production that property will cease to be included in the Special Rate from the date the supplementary valuation for that property is returned to Council.
- (k) Should a property in the area covered by the Special Rate receive a supplementary or other valuation which includes it as a new or amended rateable property in the Special Rate, that property will be included in the appropriate AVPCC category of the Special Rate from the beginning of the financial year following the date the supplementary or other valuation for that property is returned to Council.
- (I) The Council considers that there will be a special benefit to persons required to pay the Special Rate in that there will be a special benefit over and above that available to persons not the subject of the Special Rate and directly and indirectly, the viability of the Swan Hill region as a commercial, industrial and tourism region will be enhanced through increased commerce and economic activity. Further, the value of the properties included in the scheme, their desirability as letting propositions (where applicable) and their general image and stature, both separately and severally in the context of the area generally, will be maintained or enhanced.
- (m) Council further considers, and formally determines for the purposes of sections 163(2)(a), (2A) and (2B) of the Act, that the estimated proportion of the total benefits of the Scheme to which the performance of the function and the exercise of the power relates (including all special benefits and community benefits) that will accrue as special benefits to all of the persons who are liable to pay the Special Rate is in a ratio of 1:1 (or 100%). This is on the basis that, in the opinion of Council, all of the services and activities to be provided from the expenditure of the proposed Special Rate are marketing, promotion and business development related and will accordingly only benefit the owners and occupiers of those properties and businesses included in the scheme.

Dean Miller
Chief Executive Officer
Swan Hill Rural City Council

#### Attachment A

Area of land covered by the Special Rate



#### **Attachment B**

### Australian Valuation Property Classification Codes

### **Tourism & Hospitality**

<u>AVPCC</u>	<u>Description</u>
202	Commercial Land (with buildings that add no value)
210	Retail Premises (single occupancy)
230	Resident Hotel/Motel/Apartment Hotel
232	Serviced Apartments/Holiday Units
234	Tourist Park/Caravan Park/Camping Ground
240	Pub/Tavern/Licenced Club/Restaurant
241	Hotel-Gaming
243	Member Club Facility
245	National Company Restaurant
813	Outdoor Sports-Extended Area/Cross Country

### Commercial

#### AVPCC Description

100	Vacant Residential Home Site/Surveyed Lot
102	Vacant Englobo Residential Subdivisional Land
110	Detached Home
200	Commercial Development Site
202	Commercial Land (buildings add no value)
210	Retail Premises (single occupancy)
211	Retail Premises (multiple occupancies)
212	Mixed Use Occupation
214	National Company Retail
215	Fuel outlet/Garage/Service Station
217	Bottleshop/Liquor Licence Outlet
218	Licenced Retail Premises
220	Office Premises (single Occupancy)
221	Low Rise Office Building
222	Multi Level Office Building
235	Guest Lodge/Backpackers/Bunkhouse/Hostel
240	Pub/Tavern/Licenced Club/Restaurant
245	National Company Restaurant
246	Kiosk
270	Health Surgery
271	Health Clinic
273	Crematorium/Funeral Services
275	Veterinary Clinic
282	Individual Car Park Site

283	Car Wash
284	Vehicle Sales Centre
300	Industrial Development Site
303	Industrial Land (buildings add no value)
310	General Purpose Factory
320	General Purpose Warehouse
561	Vineyard
562	Plant/Tree Nursery
572	Native Hardwood (standing timber)
690	Post Offices
696	Television/Radio Station -Purpose Built
698	Telephone Exchange - Purpose Built
715	Day Care Centre For Children
813	Outdoor Sports-Extended Area/Cross Country
820	Indoor Sports Centre
830	Library/Archives

### <u>Industrial</u>

AVPCC	<u>Description</u>
200	Commercial Development Site
202	Commercial Land (buildings add no value)
210	Retail Premises (single occupancy)
230	Residential Hotel/Motel/Apartment Hotel
284	Vehicle Sales Centre
300	Industrial Development Site
303	Industrial Land (buildings add no value)
310	General Purpose Factory
311	Food Processing Factory
320	General Purpose Warehouse
321	Open Storage Area
322	Bulk Grain Storage (Structures)
325	Coolstore/Coldstore
333	Rendering Plant
334	Oil Refinery
530	Mixed Farming & Grazing
562	Plant/Tree Nursery
623	Electricity Substation/Terminal
673	Airport Hanger Building
694	Telecommunication Towers & Aerials
698	Telephone Exchange - Purpose Built

## **Attachment 2**

• Special Rate Submissions

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## Swan Hill Region Marketing Programs - Special Rate Submission Form

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Email:	council@swanhill.vlc.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council	
Fax:	(03) 5036 2340		PO Box 488 , SWAN HILL VIC 3585	
international factors and the second second	Submissions must be rec	eived by 5pm	on Friday, 21 March 2014	

	Swan Hill Region Marketing Programs – Special Rate Submission Form
Name	10 L/O
Busine	10
Phone	
<u>a</u>	support the proposed Special Rate.
Comm	ents: Swan Hill needs all the support it can get
	2 1 MAR 2014 = 263408 454509
	object to the proposed Special Rate.
Comm	ents:
<b>-</b>	wish to make a verbal submission to Council at the hearing on Tuesday, 1 April 2014.
	details <u>are included)</u>
Signat	ure: Date:
Ple	ase note: If no response is received it will be assumed that you support the Special Rate.
Pleas	return form to:
Email	council@swanhill.vic.gov.au <b>Post:</b> Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340 SWAN HILL VIC 3585
	Submissions must be received by 5pm on Friday, 21 March 2014

Swa	an Hill Region Marketing Pr	ograms – S	pecial Rate Submission Form
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Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council
Fax:	(03) 5036 2340		PO Box 488 SWAN HILL VIC 3585
	•	seived by 5pm	on Friday, 21 March 2014
	-	7	
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# SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

I support the continuation of the Special Rate for the Swan Hill region because it provides benefits that flow right through the region. With increasing competition from nearby centres, we need to aggressively market the benefits of visiting, shopping and doing business in the Swan Hill Region. We simply won't be able to do this without the Special Rate.

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Please r	eturn this form by Friday 21 <sup>st</sup> March 2014 to:	Copies: SR
Post:	Chief Executive Officer, Swan Hill Růral City Council PO Box 488, SWAN HILL VIC 3585	Security: PW / Col: Comments:
Fax:	(03) 5036 2340	
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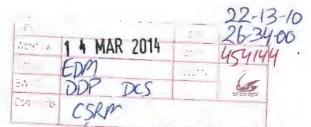
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Signature	e:	Date: 13/3/14
Please	e note: If no response is received it will be as	sumed that you support the Special Rate.
Please re	eturn form to:	
Email:	council@swanhill.vic.gov.au Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340	SWAN HILL VIC 3585
	Submissions must be received by	5pm on Friday, 21 March 2014

# SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

1540

I support the continuation of the Special Rate for the Swan Hill region because it is critical that we continue to lift the image and profile of the whole region, I believe Swan Hill Incorporated have been successful in doing this and we cannot afford not to have this program.

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Fax:	(03) 5036 2340	Workflow Conics: SR
		Security.
		Comments:
		6





# SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

Λ

Fax:

(03) 5036 2340

I support the continuation of the Special Rate for the Swan Hill region because it is critical that we continue to lift the image and profile of the whole region, I believe Swan Hill Incorporated have been successful in doing this and we cannot afford not to have this program.

prograi	n.	
Name		
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Phone	; <u></u>	
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	eturn this form by Friday 21 <sup>st</sup> March 2014 to:	
Post:	Chief Executive Officer, Swan Hill Rural City Council PO Box 488, SWAN HILL VIC 3585	
		No.

However, for better quality professionals to want Do more to Swan Hell or for more people to present for vacancies, Swan Hill MUST HAVE more Child Cave places at affordable rates. of a person/persons consider returning to Swan Hell by applying for a position, they) are quickly ped off by contacting Council So find our how they would where to get Child Cave. Put simply - there is mone. One day a week is not suitable if you ene applying for a 5 day / week position.



## **MURRAY DOWNS**

GOLF'& COUNTRY CLUB

Swan Hill Incorporated- Special Rate Submission Form.

#### Murray Downs Golf and Country Club

Voluntary Member of Swan Hill Incorporated

\$5,000 annual contribution.

Murray Downs Golf & Country Club submits the following positive submission for the special rate to continue.

Murray Downs Golf and Country Club strongly believes in the value of the special rate and the work of Swan Hill Incorporated. The Club already spends significant funds advertising and marketing its product to visitors and the promotion of the Swan Hill Region through the special rate and Swan Hill Inc is critical to the ongoing success of our business.

The Club is now part of an organisation with two venues that makes a significant contribution to the Swan Hill community and municipality; Murray Downs Golf & Country Club and the Swan Hill Club.

Together the Clubs each year:

- Employ over 130 local people
- Pay over \$3,000,000 in wages to those local people
- Spend over \$2,000,000 with local suppliers, businesses we spends significant amounts with:
  - Academy Graphics
  - Bakers Delight
  - Bakker & Glen
  - Bakker and Glen
  - Camerons Fine Jewellers (Golf trophies and prizes)
  - Clarks Gift Salon (uniforms, golf prizes)
  - Dorigo Consulting
  - Gary Schmidt Electrical
  - Laser electrical
  - Lenard's Swan Hill
  - MacDonald's the florist (table decorations functions and events)
  - Mallee Milk
  - Mallee Plumbing
  - Mallee Sands
  - Mallee Windscreens
  - McAlpines Sew Graphic ( uniforms)

- Murray Valley Lasers & Graders
- Pickering's Transport Group
- Robins Pest Control
- Saits Butchers
- Signs Plus
- Steve's Fish & Fillet
- Sun Centre Cleaning
- Swan Hill Chemicals
- Swan Hill Disposals ( chef uniforms)
- Swan Hill Holden (vehicles)
- Swan Hill Mitsubishi (vehicles and servicing)
- Swan Hill Party Hire
- Swan Hill Refridge
- Swan Hill Security
- Swan Hill Toyota (vehicles and servicing)
- Swan Hill Wholesalers
- Swantronics











- Think Water
- Tripodi & Taverna

- Turners Bakery
- Vernon's Steel (Cart sheds)

To suggest that only tourism and hospitality businesses are the only ones that benefit from the Special Rate is to show a complete lack of understanding of how the visitor economy and tourism multiplier effect works in our local economy.

We work closely with other Golf Clubs along the Murray River, all of whom are envious of our special rate and the ability it gives Swan Hill Incorporated to year in year out provide a strong, consistent marketing campaigns. Even the largest regions such as Echuca and Yarrawonga have not been able to achieve this.

#### Club Community Grants

The Murray Downs Golf & Country Club has given community grants directly to the Swan Hill community and surrounding region for over 20 years. The Club now averages over \$70,000 per year in grants donated directly to local sporting organisations, local charities, schools and so on. The following is a list of the organisations who received funding in the last financial year.

- Avicultural Society of Australia
- · Berriwillock Golf Club Inc.
- Birchip Golf Club
- Bowls Victoria Ladies Regional Sides Championship
- Central Murray Under 15
- City of Monash Mayor's Charity Golf Day
- Eaglehawk Golf Club
- Golden Girls Friday Golf
- Horsham Golf Club
- Kerang/Swan Hill Masters Football
- Lake Boga & District Inc.
- Lake Boga Bowling Club
- Lake Boga Yacht Club
- Mallee Eagles Lalbert Netball Club
- Mallee First Aid
- Manangatang Pre School
- Marong Football Netball Club
- Moulamein Men's Shed & Rice Museum Inc

- Moulamein Pre-School
- Murray Downs Fire Brigade
- Murray Downs Junior Committee
- Murray Downs Swan Hill Field & Game
- Murray River Culinary Challenge
- Murraydale Tennis Club
- Northern District Ladies Golf Association
- Barham Police
- Nyah District Bowling Club Inc.
- Nyah Nyah West United Football Netball Club
- Nyah West Golf Club Inc.
- Two Bays Swimming Club
- Pioneer Animal Nursery Association
- Pioneer Country Quarter Horse Association
- Quambatook Netball Club
- Relay For Life
- Riding for the Disabled









### MURRAY DOWNS

GOLF & COUNTRY CLUB

- Sea Lake Golf Bowls Club Inc.
- St. Mary MacKillop College
- St. Mary's Primary School Parents & Friends Assoc.
- Sunraysia Institute Cultural Study
- Swan Hill Basketball Association
- Swan Hill Bowls Club
- Swan Hill Calisthenics Club
- Swan Hill Chaplaincy Committee
- Swan Hill District Agricultural & Pastoral Society Inc.
- Swan Hill District Health
- Swan Hill Eisteddfod
- Swan Hill Food & Wine Festival
- · Swan Hill Kart Club
- Swan Hill L2P Learner Driver Mentor Program
- Swan Hill Lawn Tennis & Croquet Club Junior Tennis Squad
- Swan Hill Little Athletics Centre

- Swan Hill Old Folks Homes Inc.
- Swan Hill Primary School
- Swan Hill Squash Club
- Swan Hill Stroke Support
- Swan Hill Vintage & Classic Vehicle
- The Birchip Archery Club
- The Portsea Camp
- Tour De Crawf Breast Cancer Aust.
- Ultima Football Netball Club
- Veterans Golf Classic Inc.
- VFBV State Urban Junior Championships
- Victoria State Emergency Service
- · Warrnambool Golf Club Inc.
- Women Touched by Cancer
- Woorinen Football Netball Club
- Wycheproof Bowls Club Inc.
- Wycheproof Golf Club Inc.
- Wycheproof P-12 College

#### Swan Hill Incorporated

- Provides us with opportunities to buy into advertising and marketing opportunities we could not afford to do on our own. Herald Sun, Regional and Metro Television
- Gives us significant exposure in the Melbourne metro market
- · Increased visitor numbers to our region through their marketing activities have had a positive impact on the number of visitors to our Club.
- Swan Hill Inc have a proven track record of success
- · We have directly benefited through bookings via activities we have undertaken with Swan Hill Inc.

The promotion of the Swan Hill Region is crucial to the ongoing success of the Club and without the special rate and the work done by Swan Hill Inc the Club would be unable to make such a significant contribution to the local community. The Murray Downs Golf & Country Club strongly urges the Swan Hill Rural City Council to support and approve the continuation of the Special Rate.

Murray Downs Golf & Country Club.











# SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

I support the continuation of the Special Rate for the Swan Hill region because the Special Rate has been instrumental in promoting and developing our region which is good for all businesses in our region. I believe business would be a lot worse without it; it is an important investment in our future.

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	Submissions must be received by 5pm on Friday, 21 March 2014

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	Submissions must be received by 5pm on Friday, 21 March 2014

Please return form to:

Email: council@swanhill.vic.gov.au

Post:

Chief Executive Officer

Swan Hill Rural City Council

PO Box 488

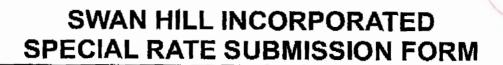
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**SWAN HILL VIC 3585** 

Submissions must be received by 5pm on Friday, 21 March 2014

Fax:

(03) 5036 2340



I support the continuation of the Special Rate for the Swan Hill region because it provides benefits that flow right through the region. With increasing competition from nearby centres, we need to aggressively market the benefits of visiting, shopping and doing business in the Swan Hill Region. We simply won't be able to do this without the Special Rate.

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# SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

I support the continuation of the Special Rate for the Swan Hill region because it provides benefits that flow right through the region. With increasing competition from nearby centres, we need to aggressively market the benefits of visiting, shopping and doing business in the Swan Hill Region. We simply won't be able to do this without the Special Rate.

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Email:	council@swanhill.vlc.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council
	council@swanhill.vlc.gov.au (03) 5036 2340	Post:	

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Please	return this form by Friday 21st March 2014 to:	Date Rec'd 1 7 MAR 2014
Post:	Chief Executive Officer, Swan Hill Rural City Council PO Box 488, SWAN HILL VIC 3585	File #: 22-13-10 26-3400 DO: #: 454280 MATERIAN
Fax:	(03) 5036 2340	Cones SR.

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Fax:	(03) 5036 2340	S	ecurity: W / Col:
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I support the continuation of the Special Rate for the Swan Hill region because the Special Rate has been instrumental in promoting and developing our region which is good for all businesses in our region. I believe business would be a lot worse without it; it is an important investment in our future.

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ease ret	urn form to:					
mail:	council@swanhill.vic.gov.au	Post:	Swan	Executive Hill Rural ox 488		ncil
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Name:	
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Additional Comments:	
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Please return this form by Friday 21 <sup>st</sup> March 2014 to:	122 1370 263900 120 # 453952 Wandiow FDM
Post: Chief Executive Officer, Swan Hill Rural City Council PO Box 488, SWAN HILL VIC 3585	Copies: DDP DCS Sccurity: CSRM
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Please re	eturn this form by Friday 21 <sup>st</sup> March 20	014 to:
Post:	Chief Executive Officer, Swan Hill Ru PO Box 488, SWAN HILL VIC 3585	iral City Council
	TO BOX 400, OVVAINTHEE VIO 0000	1 1 MAR 2014 22-13-10
Fax:	(03) 5036 2340	10
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	Swan Hill Region Marketing Programs – Special Rate Submission Form	
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Phone		
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Signat	ure: Date:	
Ple	pase note: If no response is received it will be assumed that you support the Special Rate.	
Please	e return form to:	
Email:	council@swanhill.vic.gov.au  Post: Chief Executive Officer Swan Hill Rural City Council PO Box 488	
Fax:	(03) 5036 2340 SWAN HILL VIC 3585	
	Submissions must be received by 5pm on Friday, 21 March 2014	

Swan Hill Region Marketing Programs – Special Rate Submission Form
Name:
Business name
Phone: Assessment ID:
I support the proposed Special Rate.
Comments: Highly recommended to promote Swan Hill and ils gurroundings. a great town to holiday and relax
Development in Industry and Innovation needed to support
22/3/0
2 1 MAR 2014 263400
I object to the proposed Special Rate.
Comments:
Comments.
☐ I wish to make a verbal submission to Council at the hearing on Tuesday, 1 April 2014.
( ou request to make a verbal submission a Council Officer will contact you to discuss arrangements. Please ensure y contact details are included)
Signature: Date:
Please note: If no response is received it will be assumed that you support the Special Rate.
Please return form to:
Email: council@swanhill.vic.gov.au Post: Chief Executive Officer
Swan Hill Rural City Council PO Box 488
Fax: (03) 5036 2340 SWAN HILL VIC 3585
Submissions must be received by 5pm on Friday, 21 March 2014

Swa	an Hill Region Marketing P	rograms – S <sub>l</sub>	pecial Rate Submission I	orm
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	port the proposed Special Rate.			
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contact details		m Omocr wiii coma	ot you to disouse arrangements. The	uso ensure your
Signature:		Date:	11/3/2014	
<u>Please n</u>	ote: If no response is received it	will be assumed	that you support the Special R	ate.
Please retu	irn form to:			
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488	
Fax:	(03) 5036 2340		SWAN HILL VIC 3585	
	Submissions must be red	ceived by 5pm o	n Friday, 21 March 2014	

Cu.	van Hill Pagion Marketing B	rograme S	うし Special Rate Submission Form	î
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Phone:			26-3 = 454/1	400
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instrui good f	mental in promoting for all businesses in be, a lot worse with	g & development regularity	oping our region which is on. We believe business It is an important	
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Signature:		Date	: 13/03/14	
Please	note: If no response is received it	will be assume	ed that you support the Special Rate.	
Please ret	turn form to:			
Email:	council@swanhill.vic.gov.au	Post: ,	Chief Executive Officer Swan Hill Rural City Council PO Box 488	
Fax:	(03) 5036 2340		SWAN HILL VIC 3585	
	Submissions must be re	ceived by 5pm	on Friday, 21 March 2014	

Swa	n Hill Region Marketing Progi	rams – Sp	ecial Rate Subn	nission Form	
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Phone:					
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a gree	ed place to holiday with	young p	amilies		_
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Signature: _		_ Date: _	11/3/2014		
<u>Please n</u>	ote: If no response is received it will b	e assumed t	hat you support the	e Special Rate.	
Please retu	rn form to:				
Email:	council@swanhill.vic.gov.au P	*	Chief Executive Off Swan Hill Rural City PO Box 488		
Fax:	(03) 5036 2340		SWAN HILL VIC 35	585	
	Submissions must be receive	d by 5pm or	Friday 21 March 3	2014	

Swa	an Hill Region Marketing Pr	ograms – S	pecial Rate Submission Form
Name: _		-	36
Business			
Phone: _			,
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good f	or all our businesses.	We believe	e business will be a lot
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Signature:		Date	13/03/14
Please r	note: If no response is received it w	vill be assume	d that you support the Special Rate.
Please retu	ırn form to:		
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340		SWAN HILL VIC 3585
	Submissions must be rece	eived by 5pm	on Friday, 21 March 2014

S	van Hill Region Marketing P	rograms -	<u>- Special R</u> ate Submission	n Form
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<u>Please</u>	note: If no response is received it	will be assur	ned that you support the Special	Rate.
Please re	turn form to:	· · · -	<u> </u>	
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Officer	
			Swan Hill Rural City Counci PO Box 488	İ
Fax:	(03) 5036 2340		SWAN HILL VIC 3585	
	Submissions must be red	eived by 5pt	m.on Friday, 21 March 2014	ļ
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Swa	an Hill Region Marketing Pi	rograms –	Special Rate Submis	ssion Form
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a pre	force place to live,	work and	rave a family is	important
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Please retu	ırn form to:			
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Office Swan Hill Rural City C PO Box 488	
Fax:	(03) 5036 2340		SWAN HILL VIC 3585	
	Submissions must be rec	eived by 5pm	on Friday, 21 March 201	14



I support the continuation of the Special Rate for the Swan Hill region because it is critical that we continue to lift the image and profile of the whole region, I believe Swan Hill Incorporated have been successful in doing this and we cannot afford not to have this program.

Name:			
Busine	ss: <u>.</u>	<u></u>	
Phone:			
Signatu	ıre:		
	nal Comments:		
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	n to make a verbal submission to Council at the hearing on day, 1 April 2014.	Date Rec'd 4 MAR 201	14
Please re	eturn this form by Friday 21 <sup>st</sup> March 2014 to:	Title #: 22-13-10  DOC #: 454147  Worklow IDM	263900
	Chief Executive Officer, Swan Hill Rural City Council PO Box 488, SWAN HILL VIC 3585	opies: DDP DC courity: CSRM W/Coll	\$
Fax:	(03) 5036 2340	omments:	
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lease rei mail:	council@swanhill.vic.gov.au	, 55.1	Swan Hill Rural City Council
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nail:	(03) 5036 2340		Swan Hill Rural City Council PO Box 488



becau develo I belie	ort the continuation of the Special Rate for the Sv se the Special Rate has been instrumental in pro- pping our region which is good for all businesses in ve business would be a lot worse without it; it is a	moting and n our region.
investi	ment in our future.	
Name	e: <mark>.</mark>	7 11
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Fax:	(03) 5036 2340	CTFCLS
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I support the continuation of the Special Rate for the Swan Hill region because the Special Rate has been instrumental in promoting and developing our region which is good for all businesses in our region. I believe business would be a lot worse without it; it is an important investment in our future.

region is very important to enhance the likely prosperity of local burniess into the future.	
I believe the organize promotion of Sum Hill	
My business is a franchise of Elders Inswince	_
Additional Comments:	
Signature:	
Phone:	
Business: _	
Name;	

Post: Chief Executive Officer, Swan Hill Rural City Council

PO Box 488, SWAN HILL VIC 3585

Fax: (03) 5036 2340

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#### Swan Hill Region Marketing Programs – Special Rate Submission Form

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Business			
Phone: _			
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<b>⊿</b> I sup <sub>l</sub>	port the proposed Special Rate.		·
Comments:_ ————————————————————————————————————	. \ \ \	d to prov	note Swan Hill and its
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Signature: ַ		Date:	11/3/2014
<u>Please n</u>	note: If no response is received it w	ill be assumed	that you support the Special Rate.
Please retu	rn form to:		
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340		SWAN HILL VIC 3585
	Submissions must be rece	ived by 5pm o	n Friday, 21 March 2014

Sw	an Hill Region Marketing P	rograms	- S	pecial Rate Submission Form
Name:				. 31
Busines				
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Phone:				
I su	pport the proposed Special Rate.			
Comments	We support the a	Paran	bec	an of the Special Rate
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yours	e without it & it is	an in	PGI	tant investment to all
nur K	utures.			22-13-10
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	est to make a verbal submission a Councils are included)	il Officer wi	ll cont	act you to discuss arrangements. Please ensure your
Signature:			Date:	: 13/03/14
Please	note: If no response is received it	will be ass	ume	d that you support the Special Rate.
Please ret	curn form to:			
Email:	council@swanhill.vic.gov.au	Post:	•	Chief Executive Officer Swan Hill Rural City Council
Fax:	(03) 5036 2340			PO Box 488 SWAN HILL VIC 3585

Submissions must be received by 5pm on Friday, 21 March 2014

Name: _				
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Phone: _				95416
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Please n	ote: If no response is received it v	will be assum	ed that you support the Special Rate	) <u>.</u> ·
Please retu	rn form to:			
Email:	council@swanhill.vlc.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council	
Fax:	(03) 5036 2340		PO Box 488 SWAN HILL VIC 3585	

26-3400

Date Rec'o

Comments

ile # Doc # Workflow Copies Security W/Cot



#### SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

I support the continuation of the Special Rate for the Swan Hill region because it provides benefits that flow right through the region. With increasing competition from nearby centres, we need to aggressively market the benefits of visiting, shopping and doing business in the Swan Hill Region. We simply won't be able to do this without the Special Rate.

Name.		
Business:		
Phone:		
Filolie		·
Signature		
Additiona	Comments:	
Reduce s	ome odvertising cost by getting businesses + com	munity
graps invol	wed in local events (incl strece) - like food + in week Tennis (2015). It brings so many people at an array reall here so they	sine festival
g cantr	1 week Tennis (2015). It brings so many people	to as tam
- we need to	at-on-ashow when shey're all here so they	s keep coming
☐ I wish to	make a verbal submission to Council at the hearing on , 1 April 2014	wek!
Please retur	n this form by Friday 21 <sup>st</sup> March 2014 to:	
	ief Executive Officer, Swan Hill Rural City Council Box 488, SWAN HILL VIC 3585	

(03) 5036 2340 Fax:

p Man 10/3 (publichal)-weekend of me food + wine show - there were so many care /coravans / people parising strough main st. of town - yet only a caple of shops were open !?!? \* Businesses should be promoted & supported at miles like there

	the benefits of visiting, snopping and doing busine Iill Region. We simply won't be able to do this with Rate.			
Name:	······································			—
Busine	ess: _		*******	
Phone	*		4# <i>4*</i> ***	
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Additio	onal Comments:			
Ke	ep up the Great work	************	************	
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	sh to make a verbal submission to Council at the hearing of sday, 1 April 2014.	State Bard. File #:	4 MAR 2014 22-13-70	263400
Please r	eturn this form by Friday 21 <sup>st</sup> March 2014 to:	Doc #:	454143 EDM	
Post:	Chief Executive Officer, Swan Hill Rural City Council PO Box 488, SWAN HILL VIC 3585	Security:	ESRM Des	
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S	wan Hill Region Marketing P	rograms	- Special Rate Submission Form
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Phone:			
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	hicat to the proposed Special Pate		
Commen	bject to the proposed Special Rate.		
( ou requ			the hearing on Tuesday, 1 April 2014.  contact you to discuss arrangements. Please ensure your
Signature			Date: 21/3/14
Pleas	e note: If no response is received it	will be assu	amed that you support the Special Rate.
Please re	eturn form to:		
Email:	council@swanhill.vic.gov.au	Post:	, Chief Executive Officer Swan Hill Rural City Council
Fax:	(03) 5036 2340		PO Box 488 SWAN HILL VIC 3585
	Submissions must be red	ceived bv 5	pm on Friday, 21 March 2014

Tourist Rowhe drives badly need updating. They are missing, faded a not always clear to follow. This is for the "Lake Boga "drive & the" Wominen" drive Perhaps a walking track from "Paddle Steamer Motel" to "Blue Sky". Many people walk this track daily.

The tourists need to be considered when

thougget here.

Swa	an Hill Region Marketing Pr	ograms – S	Special Rate Submission Form
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	st to make a verbal submission a Council s are included)	l Officer will conta	tact you to discuss arrangements. Please ensure you
Signature:		Date:	: 05/03/2014
<u>Please r</u>	note: If no response is received it w	vill be assumed	d that you support the Special Rate.
Please retu	urn form to:		<del></del>
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340		SWAN HILL VIC 3585
	Submissions must be rece	eived by 5pm c	on Friday, 21 March 2014

#### Swan Hill Region Marketing Programs – Special Rate Submission Form

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Fax:	(03) 5036 2340				ILL VIC 3	585	
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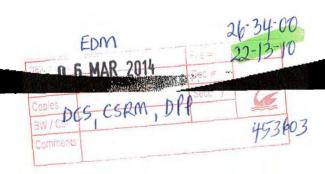
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Please re	turn form to:			
Email:	council@swanhill.vic.gov.au	Post:		cutive Officer Rural City Council 88
Fax:	(03) 5036 2340			LL VIC 3585
	Submissions must be rece	eived by 5pm c	on Friday, 2	1 March 2014

Sw	an Hill Region Marketing Progra	me – Sne	cial Rate Submission Form
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Email:	council@swanhill.vic.gov.au Pos	· S	thief Executive Officer wan Hill Rural City Council O Box 488
Fax:	(03) 5036 2340		WAN HILL VIC 3585
	Submissions must be received	by 5pm on i	Friday, 21 March 2014

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Fax:	(03) 5036 2340		SWAN HILL VIC 3585
	Submissions must be received by	⁄ 5pm c	on Friday, 21 March 2014

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Email:	council	@swanhill.vic.gov.au	Post:	Chief Executive Officer	
		_		Swan Hill Rural City Co.	uncil
	(AB) 50	00.0040		PO Box 488	
Fax:	(03) 50	36 2340		SWAN HILL VIC 3585	
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Please retu	rn form to:	
Email:	council@swanhill.vic.gov.au Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340	SWAN HILL VIC 3585
····~	Submissions must be received by 5pm o	on Friday, 21 March 2014
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Please	return i	form	to;

Email:

council@swanhill.vic.gov.au

Post:

Chief Executive Officer

Swan Hill Rural City Council

PO Box 488

Fax:

(03) 5036 2340

**SWAN HILL VIC 3585** 

Submissions must be received by 5pm on Friday, 21 March 2014

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Swan Hill Region Marketing Program	ns - Special Rate Submission Form
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Business	D & MAD 2011 26-34-00
Phone: _	D 5 MAR 2014 26 34 00  Om Goc # 453474  CSAM, DDP Security
I support the proposed Special Rate.  Comments:	BW / Co- Comments
I object to the proposed Special Rate.  Comments: Our business does n	of benefit from the
Comments: Our business does no Vegion marketing programs our business we will do So	I at the hearing on Tuesday, 1 April 2014.  will contact you to discuss arrangements. Please ensure your
Comments: Our business does no Vegion marketing programs our business we will do So	l at the hearing on Tuesday, 1 April 2014. will contact you to discuss arrangements. Please ensure your
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Sw	an Hill Region Marketing Progra	ams – Special Rate Submission Form
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Please retu	urn form to:	
Email:	council@swanhill.vic.gov.au Po	, Swan Hill Rural City Council
Fax:	(03) 5036 2340	PO Box 488 SWAN HILL VIC 3585
	Submissions must be received	by 5pm on Friday, 21 March 2014

Sv	van Hill Region Marketing P	rograms – S	pecial Rate Submission Form
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Please	note: If no response is received it	will be assumed	d that you support the Special Rate.
Please re	turn form to:		
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Officer
			Swan Hill Rural City Council
Fax:	(03) 5036 2340		PO Box 488 SWAN HILL VIC 3585
	Submissions must be red	ceived by 5pm c	on Friday, 21 March 2014

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(03) 5036 2340		SWAN HILL VIC 3585

Submissions must be received by 5nm on Friday 21 March 2011

Sw	van Hill Region Marketing Pro	grams – S <sub>l</sub>	pecial Rate Subn	nission Form	
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contact deta Signature:	est to make a verbal submission a Council ( ils are included)	Date:	20/2/20	014	your
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Swa	an Hill Region Marketing Pr	rograms – S	Special Rate Submission Form	10
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Please retu	rn form to:			
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488	
Fax:	(03) 5036 2340		SWAN HILL VIC 3585	
	Submissions must be rec	eived by 5pm	on Friday, 21 March 2014	

Swa	an Hill Region Marketing Progra	ms – Special Rate Submission Form
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Phone:		45726
I sup	pport the proposed Special Rate.	Sh
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Please retu	urn form to:	
Email:	council@swanhill.vic.gov.au Po	st: Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax;	(03) 5036 2340	SWAN HILL VIC 3585
	Submissions must be received	by 5pm on Friday, 21 March 2014
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Name:				,	
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Phone: _				f MAD and	22-13-10
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-	ூ Hill Region Marketing P	rograms –	Special Rate Submission Form
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Please	note: If no response is received it	will be assun	ned that you support the Special Rate.
Please re	turn form to:		
Email:	council@swanhill.vic.gov.au	Post:	<ul> <li>Chief Executive Officer</li> <li>Swan Hill Rural City Council</li> <li>PO Box 488</li> </ul>
Fax:	(03) 5036 2340		SWAN HILL VIC 3585
	Submissions must be red	ceived by 5pi	n on Friday, 21 March 2014

Swa	an Hill Region Marketing Programs – S	pecial Rate Submission Form
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Please retu	urn form to:	
Email:	council@swanhill.vic.gov.au Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340	SWAN HILL VIC 3585
	Submissions must be received by 5pm	on Friday, 21 March 2014

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Swan Hill Region Marketing Progr	ams – Special Rate Submission Form
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Signature:	Date: 3.3 2014
Please note: If no response is received it will b	e assumed that you support the Special Rate.
Please return form to:	
Email: council@swanhill.vic.gov.au Po	ost: Chief Executive Officer Swan Hill Rural City Council PO Box 488
<b>Fax</b> : (03) 5036 2340	SWAN HILL VIC 3585
Submissions must be received	d by 5pm on Friday, 21 March 2014

S	van Hill Region Marketing F	Programs	- Special R	ate Sub	mission	Form
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	wan min Region Marketing	Programs –	Special Rate Submission Form
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Swa	n Hill Region Marketing Program	ns – S <sub>l</sub>	pecial Rate Submission Form	6
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Signature: _		Date:	28/2/2014.	
Please n	ote: If no response is received it will be	assumed	d that you support the Special Rate.	
Please retu	rn form to:			
Email:	council@swanhill.vic.gov.au Pos	.t: ,	Chief Executive Officer Swan Hill Rural City Council PO Box 488	
Fax:	(03) 5036 2340		SWAN HILL VIC 3585	
	Submissions must be received by	by 5pm c	on Friday, 21 March 2014	



Swa	an Hill Region Marketing P	rograms – S	pecial Rate Submis	ssion Form
Name:			_	
Business			-	· · · · · · · · · · · · · · · · · · ·
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Please r	ote: If no response is received it v	will be assume	d that you support the S	pecial Rate.
Please retu	rn form to:			
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Office Swan Hill Rural City O PO Box 488	•
Fax:	(03) 5036 2340		SWAN HILL VIC 3585	
	Submissions must be rec	eived by 5pm d	on Friday, 21 March 201	4

## 13/3/2014 Swan Hill rural City Council

objection to proposed rates surcharge for businesses

I would like to object to this proposal for the following reasons:

- (1) Rates in Swan Hill are already considerably higher than other shires
- Swan Hill -0.820 cents per dollar based on CIV plus fire service levy comparison with other commercial properties
- Boroondara 0.1693 cents per dollar based on CIV plus \$200 fire service levy
- Richmond 4.561 cents per dollar based on NAV plus fire service levy
- City of Melbourne 4.77439 cents per dollar plus \$200 fire service levy based on NAV

advice from Swan Hill Inc in the 4 years we have owned this occurred now in an attempt to encourage us to support this	ntact, newsletter, information or s property. The only contact has
I would express the same objection for our property at	
Yours sincerely	
f.	22-13-10 26-34-00
<u> </u>	intow EDM Dies: DDP Des
Sec	unity: CSRM
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Sv	an Hill Region Marketing Pro	grams – S <sub>l</sub>	pecial Rate Submission Form
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Please	note: If no response is received it will	l be assumed	d that you support the Special Rate.
Please ret	urn form to:		
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340		SWAN HILL VIC 3585
	Submissions must be received	red by 5pm o	on Friday 21 March 2014

Swa	n Hill Region Marketing Program	ıs – Specia	l Rate, Submis	sion Form
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Email:	council@swanhill.vic.gov.au Post:	, Swar	Executive Officer Hill Rural City Co ox 488	
Fax:	(03) 5036 2340	SWA	N HILL VIC 3585	
	Submissions must be received by	v 5pm on Frida	ay, 21 March 2014	<b>1</b>

Swan Hill Region Marketing Programs – Special R	ate Submission Form
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Business	7 MAD 2044
Phone	7 MAR 2014 22-13-10
Phone: _	263400
i support the proposed Special Rate.	SR 139201
Comments:	
I object to the proposed Special Rate.	
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to ther. More shops will close in the	Firture is the vate
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(If you request to make a verbal submission a Council-Officer will contact you to di	· · ·
contact details are included)	
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PO Box ( Fax: (03) 5036 2340 SWAN H	488 IILL VIC 3585
Submissions must be received by 5pm on Friday,	21 March 2014

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Swan Hill Region Marketing Program	ns – Special Rate Submission Form
Name:	112
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Please return form to:	
Email: council@swanhill.vic.gov.au Post	t: Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax: (03) 5036 2340	SWAN HILL VIC 3585
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Sv	van Hill Region Marketing Pr	rograms – 9	inecial Rate Suhm	ission Form
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Phone: _{				221310
	pport the proposed Special Rate.		Norkflew	MAN 2014 - 263900
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Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Office Swan Hill Rural City PO Box 488	
Fax:	(03) 5036 2340		SWAN HILL VIC 358	35
	Submissions must be red	ceived by 5pm	on Friday, 21 March 20	014

We intend to build larger premises, if other shires will support us more than Swan Hill, we will build over the river + will expand our existing premises in Gannawarra Shire.

The write-off proposed for properties in Common occupancy with a residence should be assessed on a per case basis. In our case, the proposed rate would be over-taxing us by at least 200%.

There has been more communication from Swan Hill Inc than from the council on this Special Rate. The glossy brochure states that Swan Hill Inc is funded by the special rate. When Swan Hill Inc started, we spoke to them and they agreed they could do nothing for our business in marketing terms. None of the 8 supposed benefits to businesses on the top of the A3 Swan Hill Inc brochure are useful to us. Therefore, throughout its existence Swan Hill Inc has done nothing for our business and has not changed its structure to support our business. As this new rate will be forwarded to Sivan Hill Inc, we do not support it as their services are of no use to us.

We could court on one hand the number of out-of-town visitors we get each year. You have possibly achined 4 new people coming to this region in 2 years. How much expenditure is this per capita? There are 2 veterinary clinics in Swan Hill - that would equate to an average of one new client for us per year (that is, if they all have pets). The glossy brochure talks about the CBD being littered and one section stops mid-sentence - how is this good advertising for the region? Choosing a family vet is a different process to Choosing a restaurant or a favourite clothes shop.

We have noticed that we have been rezoned from residential to commercial, without any consultation from the shire. We will be pursuing this to find out why we were not consulted and which other primarily residential properties have also changed.

Swan Hill Region Marketing Pr	rograms – Special Rate Submission Form
Name:	
Business	
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oignature	Date	
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Email:	council@swanhill.vic.gov.au <b>Post:</b> Chief Executive Officer Swan Hill Rural City Council PO Box 488	
Fax;	(03) 5036 2340 SWAN HILL VIC 3585	
	Submissions must be received by 5pm on Friday, 21 March 2014	

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<u>Please n</u>	ote: If no response is received it will be assumed that you support the Special Rate.
Please retu	rn form to:
Email:	council@swanhill.vic.gov.au <b>Post:</b> Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340 SWAN HILL VIC 3585
	Submissions must be received by 5pm on Friday, 21 March 2014

PAGE 01/01 VERNONS STEELYARD 61350329812 26/02/2014 00:38 Swan Hill Region Marketing Programs - Special Rate Submission Form Name: 2 7 FEB 20 Business Phone: Security: 雅 / Col I support the proposed Special Rate. Communis Comments: I object to the proposed Special Rate. I wish to make a verbal submission to Council at the hearing on Tuesday, 1 April 2014. (If you request to make a verbal submission a Council Officer will contact you to discuss arrangements. Please ensure your contact details ar Date: 26.2.14. Signature: Please note: If no response is received it will be assumed that you support the Special Rate.

Please re	turn :	form	to:
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Email:

Fax:

council@swanhill.vic.gov.au

(03) 5036 2340

Post:

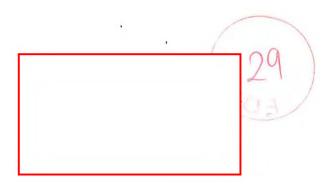
Chief Executive Officer

Swan Hill Rural City Council

PO Box 488

SWAN HILL VIC 3585

Submissions must be received by 5pm on Friday, 21 March 2014



Chief Executive Officer
Swan Hill Rural City Council
PO Box 488
Swan Hill 3585

20 March 2014

Dear Mr Miller

Re: SPECIAL RATE ASSESSMENT ID's

I do not agree with Swan Hill Inc's special rate in its current form. Insufficient emphasis and resources are directed to the manufacturing and industry sector which affect the abovementioned properties.

Yours sincerely

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Fax:	(03) 5036 2340	SWAN HILL VIC 3585
	Submissions must be received by 5	pm on Friday, 21 March 2014

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Fax:	(03) 5036 2340		SWAN HILL VIC 3585
	Submissions must be rec	eived by	/ 5pm on Friday, 21 March 2014

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Please	e return form to:		
Email:		Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340		SWAN HILL VIC 3585
	Submissions must be rece	eived by 5pm	on Friday, 21 March 2014

Swa	n Hill Region Marketing Programs	- Sp	pecial Rate Submission Form ag .
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Email:	council@swanhill.vic.gov.au Post:	•	Chief Executive Officer Swan Hill Rural City Council
<b>-</b>	(00) 5000 0040		PO Box 488
Fax:	(03) 5036 2340		SWAN HILL VIC 3585
	Submissions must be received by	5pm o	n Friday, 21 March 2014

ACTION NO.

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Fax:	(03) 5036 2340	SWAN HILL VIC 3585
	Submissions must be received by 5pm o	n Friday, 21 March 2014

Swan mili Region Warketing	g Programs –	Special Rate Si	noissimar	Form
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Submissions must be received by 5pm on Friday, 21 March 2014

Sw	an Hill Region Marketing P	rograms – S	pecial Rate Submission	n Form
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Fax:	(03) 5036 2340		SWAN HILL VIC 3585	
	Submissions must be re-	ceived by 5pm c	on Friday, 21 March 2014	

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Swan Hill Region Marketing Prog	grams – Special Rate Submission Form
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Submissions must be receiv	ved by 5pm on Friday, 21 March 2014

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## Doc ID 453206 Printed from Infovision EDMS at: 05:37PM on Fri 28 Feb 2014 Swan Hill Region Marketing Programs - Special Rate Submission Form Name Busine Phone I support the proposed Special Rate. Comments: I object to the proposed Special Rate. comments: Our Rent and Leases are locked in Retail Businesses are doing it tough. We are all strugling. I wish to make a verbal submission to Council at the hearing on Tuesday, 1 April 2014. (If you request to make a verbal submission a Council Officer will contact you to discuss arrangements. Please ensure your contact details are included) Date: 26/2/14 Signature: Please note: If no response is received it will be assumed that you support the Special Rate. Please return form to: Email: council@swanhill.vic.gov.au Post: Chief Executive Officer Swan Hill Rural City Council PO Box 488 (03) 5036 2340 SWAN HILL VIC 3585 Fax: Submissions must be received by 5pm on Friday, 21 March 2014

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I do not support the re-introduction of a Special Rate and submit the following comments.

- Despite a Special Rate in place since 1989 to raise funds to pay for activities that encourage business development and commerce, there has been a decline in the number of businesses operating in the Swan Hill municipality. Likewise, permanent population growth and increase in income levels could be best described as disappointing.
- 2. Instead of a Special Rate requested by Swan Hill Inc to cover in part the associated decline in the number of rateable businesses, and for additional monies over five years to continue with marketing programs that are clearly not working based on these key indicators, Councillors are respectfully requested to review their recent decision to support the reintroduction of a Special Rate fee.
- 3. Council needs to adopt strategies that will reduce, not increase the cost to business in the Swan Hill municipality. Instead of raising business costs for the next five years in Swan Hill through an escalating Special Rate fee based on CPI increases, why not do the opposite and lower the cost of setting up and operating a business here through the removal of the Special Rate altogether.
- 4. For a limited period, why not also consider the waiver of Council fees and charges for the first twelve months of any new business and aggressively market Swan Hill as truly "Open for Business". Swan Hill would then stand out from other Council areas that are also competing for new business. The lowering of business costs in the Swan Hill Council area will demonstrably contribute to a positive environment for those considering establishing a business along the Murray River.
- The imposition of a 5 year marketing levy will place additional cost pressures on existing businesses at a time when structural change in key sectors such as agriculture, manufacturing and retail is underway.
- 6. Businesses currently face a rise in other operating costs such as rent, energy, telecommunications, freight and wages, with no foreseeable economic development initiatives by Council or Swan Hill Inc that will significantly contribute to an increase in their customer base.
- 7. Businesses in Swan Hill are already required to pay higher than the State average for Council rates, and importantly that of many neighbouring Councils. The re-introduction of a Special Rate fee will exacerbate this high fee- charging environment and continue to give other Murray towns an economic advantage over Swan Hill.
- 8. Based on the poor performance indicators achieved in business attraction, business retention, incomes levels and population growth, Council and Swan Hill Inc are asked to question their current strategies for delivery of marketing and economic development across the Swan Hill municipality, and in particular their support for a model that relies on the re-introduction of a Special Rate on business.

Attachment to Swan Hill Region Marketing Programs - Speci	al Rate Submission Form

453478 Printed from Infovision EDMS at: 02:23PM on Wed 05 Mar 2014

Titem 10 [1.1, 2.1.2, 2.1.5 & 5.4]  Building Outgoings which the tenant must pay or reimburse [Alternative 1] Premises consist of the entire lettable area of the building * 100% of all building outgoings including council, municipal water rates, tariffs, cha taxes and consumptions and outgoings as set out in this lease OR [Alternative 2] Premises consist of enty a part of the lettable area of the building * The Tenant's proportion of Building Outgoings [a) in relation to Building Outgoings that benefit all of the premises in the Building the proportion that the Lettable Area of the Premises bears to the total lettable of the Building outgoings that benefit the Premises and other premises not all of the premises in the Building Untgoings that benefit the Premises and other premises not all of the premises in the Building the proportion that the Lettable Area of all premises (including the Premise bears to the total Lettable Area of all premises (including the Premise bears to the total Lettable Area of all premises (including the Premise bears to the total Lettable Area of all premises (including the Premises on tall of the premises in the Building that benefit the Premises in the Building Outgoings that benefit only the Premises in the Building Outgoings for the first accounting period in the sum of the sum of the sum of the premises of the sum of the s	
The Tenant's proportion of Building Outgoings  (a) in relation to Building Outgoings that benefit all of the premises in the Building the proportion that the Letitable Area of the Premises bears to the total lettable of the Building, which at present is 100 % **;  (b) in relation to Building Outgoings that benefit the Premises and other premises not all of the premises in the Building: the proportion that the Letitable Area of Premises bears to the total Letitable Area of all premises (including the Premis that benefit from the outgoing; (c) in relation to Building Outgoings for the first accounting period will include the sur the Act applies, Building Outgoings for the first accounting period will include the sur the subsequent accounting periods, the amount payable for management fees will be on accordance with Section 49(2), (3) and (6) (unless Section 49(2) does not apply by Section 49(4).  * Note: One alternative must be defeted ** Insert percentage *** If the Act applies, insert these amounts  Item 11 [1.1 & 6.2]  Risks which the insurance policies must cover *  - Fire - Flood - Lightning - Storm and Tempest - Explosion - Riots and Civil Commotion - Strikes - Malicious Damage - Earthquake - Impact by Vehicles - Impact by Vehicles - Impact by Vehicles - Impact by Vehicles - Internal Flood Water - Public Liability Insurance and such other risks as the Landlord reasonably requires from time to time.	larges and
Item 11 [1.1 & 6.2]  Risks which the insurance policies must cover*  - Fire - Flood - Lightning - Storm and Tempest - Explosion - Rlots and Civil Commotion - Strikes - Malicious Damage - Earthquake - Impact by Vehicles - Impact by Aircraft and articles dropped from them - Internal Flood Water * Public Liability Insurance * Plate Glass Insurance and such other risks as the Landlord reasonably requires from time to time.	e but f the ises)  um of calculated
- Fire - Flood - Lightning - Storm and Tempest - Explosion - Riots and Civil Commotion - Strikes - Maticious Damage - Earthquake - Impact by Vehicles - Impact by Aircraft and articles dropped from them - Internal Flood Water * Public Liability Insurance * Plate Glass Insurance and such other risks as the Landlord reasonably requires from time to time.	
L	e covered
Item 12   Amount of public risk insurance cover:     TEN MILLION DOLLARS (\$10,000,000.00)	
Item 13	
Item 14 [2.1.7]  Interest rate on overdue money:  TWO PER CENT (2%) more than the rate from time to time fixed by the Penalty Interest Rates Act 1983 (Vic).	e

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Swan Hill Region Marketing Programs -	- Special Rate Submission Form
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Phone: _	22-13-10
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I object to the proposed Special Rate.	
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(15 you request to make a verbal submission a Council Officer will on stact details are included)	contact you to discuss arrangements. Please ensure your
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Signature: D.	ate:
Please note: If no response is received it will be assu	med that you support the Special Rate.
Please return form to:	
Email: council@swanhill.vic.gov.au Post:	, Chief Executive Officer
Zinani odanon@owarini.vio.gov.au 1 ost.	Swan Hill Rural City Council PO Box 488
Fax: (03) 5036 2340	SWAN HILL VIC 3585
Submissions must be received by 5p	om on Friday, 21 March 2014

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Phone: _				221240
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council@swanhill.vic.gov.au	Post: Chief Executive Officer
	* Swan Hill Rural City Council
	PO Box 488
(03) 5036 2340	SWAN HILL VIC 3585
•	red bv 5pm on Fridav. 21 March 2014

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## Doc ID,454698,Printed from Infovision EDMS at: 09:42AM on Fri 21 Mar 2014

Swan Hill Region Marketing	Programs - Special Rate Submission Form
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Phone:	7
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I object to the proposed Special Rat	e.
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☐ I wish to make a verbal submission.	to Council at the hearing on Tuesday, 1 April 2014.
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contact details are included)	¬
Signature:	Date: 19.3. 2014.
· 7	
Please note: If no response is received	it will be assumed that you support the Special Rate.
Please return form to:	
Emall: council@swanhill.vic.gov.au	Post: Chief Executive Officer Swan Hill Rural City Council
	PO Box 488
Fax: (03) 5036 2340	SWAN HILL VIC 3585
Submissions must be r	eceived by 5pm on Friday, 21 March 2014

## RE: Intention to Declare a Special Rate

(Supplementary Notes)

Firstly may I acknowledge the tremendous efforts of all those involved in promoting the city of Swan Hill and its immediate surroundings, their individual efforts are to be commended. May I also add that it is not my intention to offend these people.

- 1 But I do strongly object to the current proposal of a Special Rate for the reasons detailed below:
  - 1.1) Inequitable appropriation. The proposed rate in its planned configuration implies that only "specific" property owners will benefit should the listed objectives be achieved.
  - 1.2) Duplication of Swan Hill Rural City Council documented objectives and budget.
  - 1.3) Disproportional contributions, Land values and subsequent additional rates levied has very little to do with the benefits received should the listed objectives be achieved.
  - 1.4) Business affordability.
- 2 I also strongly object to the process adopted by Council:
  - 2.1 To presume and assume that a "no response" is supporting the proposal is truly a bizarre disposition to take. The outcome should be based on the validity of the arguments not the number of yes or no responses.

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Swan Hill Region Marketing Pro	grams – Special Rate Submission Form
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Phone	221310
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ou request to make a verbal submission a Council C	ouncil at the hearing on Tuesday, 1 April 2014.  Officer will contact you to discuss arrangements. Please ensure your
contact details are included) Signature:	Date: 19-3-14
Please note: If no response is received it wil	ll be assumed that you support the Special Rate.
Please return form to:	
Email: council@swanhill.vic.gov.au	Post: Chief Executive Officer Swan Hill Rural City Council PO Box 488
<b>Fax</b> : (03) 5036 2340	SWAN HILL VIC 3585
Submissions must be recei	ved by 5pm on Friday, 21 March 2014

Swa	an Hill Region Marketing Progr	ams – S	Special Rate Submission Form
Name:			
Business			
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Please retu	irn form to:		
Email:	council@swanhill.vic.gov.au Po	ost:	Chief Executive Officer Swan Hill Rural City Council
Fax:	(03) 5036 2340		PO Box 488 SWAN HILL VIC 3585
	Submissions must be received	d by 5pm c	on Friday, 21 March 2014

Sw	<u>an Hill Region Marketing Programs – S</u>	pecial Rate Submission Form
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Please ret	ırn form to:	
Email:	council@swanhill.vic.gov.au Post:	Chief Executive Officer
		Swan Hill Rural City Council
Fax:	(03) 5036 2340	PO Box 488 SWAN HILL VIC 3585
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	Submissions must be received by 5pm o	on Friday, 21 March 2014

Swa	n Hill Region Marketing Program	ms – Special Rate Submission Form
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Signature: _		Date:
Please no	ote: If no response is received it will be as	assumed that you support the Special Rate.
Please retur	rn form to:	
Email:	council@swanhill.vic.gov.au Post:	t: Chief Executive Officer Swan Hill Rural City Council PO Box 488
Fax:	(03) 5036 2340	SWAN HILL VIC 3585
	Submissions must be received by	by 5pm on Friday, 21 March 2014

Swa	ın Hill Region Marketing Pro	ograms – S	pecial Rate Submission Form
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Signature:		Date:	: 3-3-2014
<u>Please n</u>	7	ill be assume	d that you support the Special Rate.
Please retu	rn form to:		
Email:	council@swanhill.vic.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council
Fax:	(03) 5036 2340		PO Box 488 SWAN HILL VIC 3585
	Submissions must be rece	ived by 5pm	on Friday, 21 March 2014

## ل 453343 Printed from Infovision EDMS at : 04:26PM on Mon 03 Mar 2014

Swan Hill Reg	ion Marketing	<b>Programs</b>	<ul><li>Special</li></ul>	Rate	Submission	<b>Form</b>
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Signature:		Date:		_
Please not	e: If no response is received it wil	II be assumed	that you support the Special Rate.	
Please return	form to:			
Email: (	council@swanhill.vic.gov.au	Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488	
Fax: (	(03) 5036 2340		SWAN HILL VIC 3585	
	Submissions must be recei	ved by 5pm o	n Friday, 21 March 2014	

27 <sup>th</sup> Feb. 2014	U 3 MAR 2014 26- EDM DUS, CSRM, DDP
RE: SPECIAL RATES SUBMISSION	DLS, CSRM, DDP
Dear Mr Miller,	
This is a submission to the Swan Hill intention to declare a Special Rate to	
In your letter, the council conside <del>rs</del> the swan Hill region will be enhance economic activity".	hat the benefit of paying this will be that d through increased commerce and
in the past and therefore unlikely to c	hip business, this has not been the case hange in the future. This is an to our business and only adds to existing
in the past and therefore unlikely to c unproductive and unnecessary cost t	hange in the future. This is an
in the past and therefore unlikely to c unproductive and unnecessary cost t high overheads. My submission form is attached.	hange in the future. This is an
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in the past and therefore unlikely to c unproductive and unnecessary cost t high overheads. My submission form is attached.	hange in the future. This is an

Sw	an Hill Region Marketing Prog	ırams – Spe	cial Rate Subn	nission Form
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Email:	council@swanhill.vic.gov.au		Chief Executive Off	
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Fax:	(03) 5036 2340		O Box 488 WAN HILL VIC 35	585
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Please ref	turn form	to:		100000000000000000000000000000000000000		
Emall:	counc	il@swanhill.vic.gov	.au Post		ecutive Officer	

Swan Hill Rural City Council PO Box 488 SWAN HILL VIC 3585

Fax:

(03) 5036 2340

Submissions must be received by 5pm on Friday, 21 March 2014

Swan Hill Region Marketing Programs –	Special Rate Submission Form
Name: _	51
Busines	
	21-22-2
Phone:	13-10
I support the proposed Special Rate.  Comments:	DCS, CSRM, DDP
I object to the proposed Special Rate.  Comments: Fochory is leased by have gone into receivership.  If difficult to got no	CIBC Motors who so we may find us tenoints
I wish to make a verbal submission to Council at th ou request to make a verbal submission a Council Officer will co contact details are included)	entact you to discuss arrangements. Please ensure your
Signature: Date	te: 33114
Please note: If no response is received it will be assum	ned that you support the Special Rate.
Please return form to:	
Email: council@swanhill.vic.gov.au Post:	Chief Executive Officer Swan Hill Rural City Council PO Box 488
<b>Fax</b> : (03) 5036 2340	SWAN HILL VIC 3585
Submissions must be received by 5pr	n on Friday, 21 March 2014

Sw	an Hill Region Marketing Programs – Special Rate Submission Form
Name	
Busine	
Phone	2 0 MAR 2014 22/3/0
I sup	oport the proposed Special Rate.
☐ I obje	ect to the proposed Special Rate.
Comments:	ded Rate. will not benefit from dhis
Jus	trate the trades & tourism/motels exchey are the ones what will benefit.
☐ I wis	h to make a verbal submission to Council at the hearing on Tuesday, 1 April 2014.
(If 'ou reques	st to make a verbal submission a Council Officer will contact you to discuss arrangements. Please ensure your
Signature:	Date: 27/2/14
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Please retu	urn form to:
Email:	council@swanhill.vic.gov.au Post: Chief Executive Officer Swan Hill Rural City Council
Fax:	PO Box 488 (03) 5036 2340 SWAN HILL VIC 3585
	Submissions must be received by 5pm on Friday, 21 March 2014

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Fax:	(03) 5036 2340	SWAN HILL VIC 3585
	Submissions must be received by 5pm or	n Friday, 21 March 2014

Doc IQ. 454698, Printed from Infovision FDMS at: 09:42AM on Fri 21 Mar 2014 Swan Hill Region Marketing Programs - Special Rate Submission Form Name: Business Phone: I support the proposed Special Rate. Comments: I object to the proposed Special Rate. attached ootes Comments: wish to make a verbal submission to Council at the hearing on Tuesday, 1 April 2014. (If you request to make a verbal submission a Council Officer will contact you to discuss arrangements. Please ensure your contact details are included) Date: 19.3.2011 Signature: Please note: If no response is received it will be assumed that you support the Special Rate. Please return form to: council@swanhill.vic.gov.au Emall: Chief Executive Officer Post: Swan Hill Rural City Council PO Box 488 (03) 5036 2340 SWAN HILL VIC 3585 Fax: Submissions must be received by 5pm on Friday, 21 March 2014 2 0 MAR 2014 5R

#### RE: Intention to Declare a Special Rate

#### (Supplementary Notes)

Firstly may I acknowledge the tremendous efforts of all those involved in promoting the city of Swan Hill and its immediate surroundings, their individual efforts are to be commended. May I also add that it is not my intention to offend these people.

- 1 But I do strongly object to the current proposal of a Special Rate for the reasons detailed below:
  - 1.1) Inequitable appropriation. The proposed rate in its planned configuration implies that only "specific" property owners will benefit should the listed objectives be achieved.
  - 1.2) Duplication of Swan Hill Rural City Council documented objectives and budget.
  - 1.3) Disproportional contributions. Land values and subsequent additional rates levied has very little to do with the benefits received should the listed objectives be achieved.
  - 1.4) Business affordability.
- 2 I also strongly object to the process adopted by Council:
  - 2.1 To presume and assume that a "no response" is supporting the proposal is truly a bizarre disposition to take. The outcome should be based on the validity of the arguments not the number of yes or no responses.

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Fax:	(03) 5036 2340	PO Box 488 SWAN HILL VIC 3585
	Submissions must be received by 5p	om on Friday, 21 March 2014



The Chief Executive Officer, Swan Hill Rural City council, Splatt Street, Swan Hill. 3585

8<sup>th</sup> March 2014

Dear Mr Miller,

I wish to lodge my objection to the Special rate Proposed, as per Assessment ID:

My objection is based on pure facts, which cannot be ignored by either Council or Swan Hill Inc.

- 1. If the rate is of such great benefit as Swan Hill Inc would have you believe, with the so called facts and figures produced by them showing how much more patronage and visitation to our city has been generated, why then are there so many businesses closing down, and in the main street at that! If their figures were correct, which they try their best to have us believe, then, surely with increased patronage there would be opportunities for more shops to open? Is this happening? No, in fact more shops are closing.
- 2. When businesses such as Ian Ray Betta Home living in Beverage Street and the Dry Cleaners in McCrae Street close after both having been operational for more than twenty (20) years, then it is as plain as the nose on your face that things in Swan Hill are not what they seem and not as good as Swan Hill Inc would have you believe.
- 3. I have spoken to many businesses around town in relation to this matter and the only ones supportive of it are the ones actively involved in Swan Hill Inc.

  The greater by far majority are against this levy. Will this show up in this Special rate Submission form? Possibly not. Why? Because a lot of business people don't want to be seen objectors and have the finger pointed at them by their peers in Swan Hill Inc.

- 4. The following are my own personal reasons for my very strong objection to this Special Rate. We own several properties in Swan Hill and our Annual City Rates run into many thousands of dollars already without adding this Special Rate to them. Our rates in Swan Hill have increased by almost double the Consumer Price Index in some years (CPI) for many years now, making Swan Hill a very expensive place to live. When our annual income by whatever means goes up by the CPI and the rates are 30% or more, higher than the CPI, I would have thought "blind Freddie" would have seen that this could not continue on indefinitely. Now to make matters even worse than they already are, Swan Hill Inc was yearly increases of 5% for the next five (5) years! The CPI has not been anywhere near 5% for many years. Where's there explanation for this? They won't have one, all they will do is waffle on and try and smudge the picture as best they can.
- 5. Another area of discontent for us is that the premises we own in Jennings Road and used as a Driver Training business pay \$ 77.31 Special Rate, whilst the premises we own in Shepherd Road and used as storage shed only, we pay \$101.40. Why should this Special Rate be applied to a storage building?
- 6. Of further concern is that I complained, in writing, to Swan Hill Rural City Council in October last year, the letter being hand delivered to your front office and I have yet to receive a reply! Also on the 8<sup>th</sup> of February this year I wrote to you personally about this matter, and here we are a month later and still no reply! This is far from being good enough. Reverse and positions and see how you view it then Mr Miller!



Copies to all Councillors

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Fax:	(03) 5036 2340	PO Box 488 SWAN HILL VIC 3585
	Submissions must be received by 5pm	on Friday, 21 March 2014



The Chief Executive Officer, Swan Hill Rural City council, Splatt Street, Swan Hill. 3585

8<sup>th</sup> March 2014

Dear Mr Miller,

I wish to lodge my objection to the Special rate Proposed, as per Assessment ID:

My objection is based on pure facts, which cannot be ignored by either Council or Swan Hill Inc.

- 1. If the rate is of such great benefit as Swan Hill Inc would have you believe, with the so called facts and figures produced by them showing how much more patronage and visitation to our city has been generated, why then are there so many businesses closing down, and in the main street at that! If their figures were correct, which they try their best to have us believe, then, surely with increased patronage there would be opportunities for more shops to open? Is this happening? No, in fact more shops are closing.
- 2. When businesses such as Ian Ray Betta Home living in Beverage Street and the Dry Cleaners in McCrae Street close after both having been operational for more than twenty (20) years, then it is as plain as the nose on your face that things in Swan Hill are not what they seem and not as good as Swan Hill Inc would have you believe.
- 3. I have spoken to many businesses around town in relation to this matter and the only ones supportive of it are the ones actively involved in Swan Hill Inc.

  The greater by far majority are against this levy. Will this show up in this Special rate Submission form? Possibly not. Why? Because a lot of business people don't want to be seen objectors and have the finger pointed at them by their peers in Swan Hill Inc.

- 4. The following are my own personal reasons for my very strong objection to this Special Rate. We own several properties in Swan Hill and our Annual City Rates run into many thousands of dollars already without adding this Special Rate to them. Our rates in Swan Hill have increased by almost double the Consumer Price Index in some years (CPI) for many years now, making Swan Hill a very expensive place to live. When our annual income by whatever means goes up by the CPI and the rates are 30% or more, higher than the CPI, I would have thought "blind Freddie" would have seen that this could not continue on indefinitely. Now to make matters even worse than they already are, Swan Hill Inc was yearly increases of 5% for the next five (5) years! The CPI has not been anywhere near 5% for many years. Where's there explanation for this? They won't have one, all they will do is waffle on and try and smudge the picture as best they can.
- 5. Another area of discontent for us is that the premises we own in Jennings Road and used as a Driver Training business pay \$ 77.31 Special Rate, whilst the premises we own in Shepherd Road and used as storage shed only, we pay \$101.40. Why should this Special Rate be applied to a storage building?
- 6. Of further concern is that I complained, in writing, to Swan Hill Rural City Council in October last year, the letter being hand delivered to your front office and I have yet to receive a reply! Also on the 8<sup>th</sup> of February this year I wrote to you personally about this matter, and here we are a month later and still no reply! This is far from being good enough. Reverse and positions and see how you view it then Mr Miller!



Copies to all Councillors

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## SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

I support the continuation of the Special Rate for the Swan Hill region because it provides benefits that flow right through the region. With increasing competition from nearby centres, we need to aggressively market the benefits of visiting, shopping and doing business in the Swan Hill Region. We simply won't be able to do this without the Special Rate.

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# SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

I support the continuation of the Special Rate for the Swan Hill region because it is critical that we continue to lift the Image and profile of the whole region, I believe Swan Hill Incorporated have been successful in doing this and we cannot afford not to have this program.

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# SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

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### **SWAN HILL INCORPORATED** SPECIAL RATE SUBMISSION FORM

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### SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

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Swan Hill Incorporated-Special Rate Submission Form.

#### Murray Downs Golf and Country Club

Voluntary Member of Swan Hill Incorporated

\$5,000 annual contribution.

Murray Downs Golf & Country Club submits the following **positive submission** for the special rate to continue.

Murray Downs Golf and Country Club strongly believes in the value of the special rate and the work of Swan Hill Incorporated. The Club already spends significant funds advertising and marketing its product to visitors and the promotion of the Swan Hill Region through the special rate and Swan Hill Inc is critical to the ongoing success of our business.

The Club is now part of an organisation with two venues that makes a significant contribution to the Swan Hill community and municipality; Murray Downs Golf & Country Club and the Swan Hill Club.

Together the Clubs each year:

- · Employ over 130 local people
- Pay over \$3,000,000 in wages to those local people
- Spend over \$2,000,000 with local suppliers, businesses we spends significant amounts with:
  - Academy Graphics
  - Bakers Delight
  - Bakker & Glen
  - Bakker and Glen
  - Camerons Fine Jewellers (Golf trophies and prizes)
  - Clarks Gift Salon (uniforms, golf prizes)
  - Dorigo Consulting
  - Gary Schmidt Electrical
  - Laser electrical
  - Lenard's Swan Hill
  - MacDonald's the florist (table decorations functions and events)
  - Mallee Milk
  - Mallee Plumbing
  - Mallee Sands
  - Mallee Windscreens
  - McAlpines Sew Graphic ( uniforms)

- Murray Valley Lasers & Graders
- Pickering's Transport Group
- Robins Pest Control
- Saits Butchers
- Signs Plus
- Steve's Fish & Fillet
- Sun Centre Cleaning
- Swan Hill Chemicals
- Swan Hill Disposals (chef uniforms)
- Swan Hill Holden (vehicles)
- Swan Hill Mitsubishi (vehicles and servicing)
- Swan Hill Party Hire
- Swan Hill Refridge
- Swan Hill Security
- Swan Hill Toyota (vehicles and servicing)
- Swan Hill Wholesalers
- Swantronics









- Think Water
- Tripodi & Taverna

- Turners Bakery
- Vernon's Steel (Cart sheds)

To suggest that only tourism and hospitality businesses are the only ones that benefit from the Special Rate is to show a complete lack of understanding of how the visitor economy and tourism multiplier effect works in our local economy.

We work closely with other Golf Clubs along the Murray River, all of whom are envious of our special rate and the ability it gives Swan Hill Incorporated to year in year out provide a strong, consistent marketing campaigns. Even the largest regions such as Echuca and Yarrawonga have not been able to achieve this.

#### Club Community Grants

The Murray Downs Golf & Country Club has given community grants directly to the Swan Hill community and surrounding region for over 20 years. The Club now averages over \$70,000 per year in grants donated directly to local sporting organisations, local charities, schools and so on. The following is a list of the organisations who received funding in the last financial year.

- Avicultural Society of Australia
- Berriwillock Golf Club Inc.
- Birchip Golf Club
- Bowls Victoria Ladies Regional Sides Championship
- Central Murray Under 15
- City of Monash Mayor's Charity Golf Day
- · Eaglehawk Golf Club
- Golden Girls Friday Golf
- Horsham Golf Club
- Kerang/Swan Hill Masters Football
- Lake Boga & District Inc.
- Lake Boga Bowling Club
- Lake Boga Yacht Club
- Mallee Eagles Lalbert Netball Club
- Mallee First Aid
- · Manangatang Pre School
- · Marong Football Netball Club
- Moulamein Men's Shed & Rice Museum Inc

- Moulamein Pre-School
- Murray Downs Fire Brigade
- Murray Downs Junior Committee
- Murray Downs Swan Hill Field & Game
- Murray River Culinary Challenge
- Murraydale Tennis Club
- Northern District Ladies Golf Association
- Barham Police
- Nyah District Bowling Club Inc
- Nyah Nyah West United Football Netball Club
- Nyah West Golf Club Inc.
- Two Bays Swimming Club
- Pioneer Animal Nursery Association
- Pioneer Country Quarter Horse Association
- · Quambatook Netball Club
- Relay For Life
- · Riding for the Disabled









### **MURRAY DOWNS**

GOLF & COUNTRY CLUB

- Sea Lake Golf Bowls Club Inc
- St. Mary MacKillop College
- St. Mary's Primary School Parents & Friends Assoc.
- Sunraysia Institute Cultural Study
   Tour
- Swan Hill Basketball Association
- Swan Hill Bowls Club
- Swan Hill Calisthenics Club
- Swan Hill Chaplaincy Committee
- Swan Hill District Agricultural & Pastoral Society Inc.
- Swan Hill District Health
- Swan Hill Eisteddfod
- Swan Hill Food & Wine Festival
- Swan Hill Kart Club
- Swan Hill L2P Learner Driver Mentor Program
- Swan Hill Lawn Tennis & Croquet Club Junior Tennis Squad
- Swan Hill Little Athletics Centre

- Swan Hill Old Folks Homes Inc.
- Swan Hill Primary School
- · Swan Hill Squash Club
- Swan Hill Stroke Support
- Swan Hill Vintage & Classic Vehicle
   Club
- The Birchip Archery Club
- The Portsea Camp
- · Tour De Crawf Breast Cancer Aust,
- Ultima Football Netball Club
- Veterans Golf Classic Inc.
- VFBV State Urban Junior Championships
- Victoria State Emergency Service
- Warrnambool Golf Club Inc.
- · Women Touched by Cancer
- Woorinen Football Netball Club
- · Wycheproof Bowls Club Inc.
- Wycheproof Golf Club Inc.
- Wycheproof P-12 College

#### Swan Hill Incorporated

- Provides us with opportunities to buy into advertising and marketing opportunities we could not afford to do on our own. Herald Sun, Regional and Metro Television
- Gives us significant exposure in the Melbourne metro market
- Increased visitor numbers to our region through their marketing activities have had a positive impact on the number of visitors to our Club.
- Swan Hill Inc have a proven track record of success
- We have directly benefited through bookings via activities we have undertaken with Swan Hill Inc.

The promotion of the Swan Hill Region is crucial to the ongoing success of the Club and without the special rate and the work done by Swan Hill Inc the Club would be unable to make such a significant contribution to the local community. The Murray Downs Golf & Country Club strongly urges the Swan Hill Rural City Council to support and approve the continuation of the Special Rate.







I support the continuation of the Special Rate for the Swan Hill region because the Special Rate has been instrumental in promoting and developing our region which is good for all businesses in our region. I believe business would be a lot worse without it; it is an important investment in our future.

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I support the continuation of the Special Rate for the Swan Hill region because it provides benefits that flow right through the region. With increasing competition from nearby centres, we need to aggressively market the benefits of visiting, shopping and doing business in the Swan Hill Region. We simply won't be able to do this without the Special Rate.

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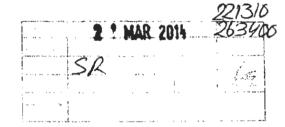
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Dean Miller Chief Executive Officer Swan Hill Rural City Council PO Box 488 SWAN HILL 3585

20 March 2014

Dear Mr Miller



Swan Hill Incorporated Special Rate Submission

This letter is a submission in support of the activities of Swan Hill Incorporated. Lake Boga Yacht Club has appreciated and benefited from the activities of Swan Hill Incorporated.

This group has consistently supported the Lake Boga Yacht Club, sponsoring us to undertake our annual Easter Regatta. This support assists us to stage this event, bringing a number of visitors each year to enjoy sailing and to enjoy Easter in this region.

Our club hopes that Swan Hill Incorporated is able to continue to support activities like our regatta in the future.

ours sin	cerely,	2	

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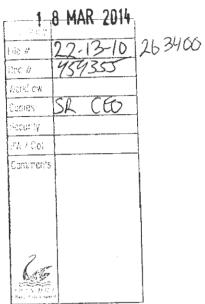
## Andrew Broad MP

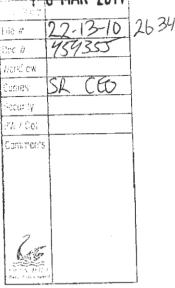
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Wednesday 12 March, 2014

Mr Dean Miller Chief Executive Officer Swan Hill Rural City Council PO Box 488 SWAN HILL VIC 3585

Dear Dean.





#### LETTER OF SUPPORT SWAN HILL INC - SPECIAL RATE RENEWAL

I am writing to offer support to Swan Hill Incorporated in their advocacy for retaining the Special Rate to assist with marketing of the Swan Hill region.

Swan Hill Inc has a vital role in business development, comprising leading business people who are proactive in developing marketing and tourism strategies. Promoting Swan Hill to the domestic and international markets is imperative in this very competitive economic climate.

Through the utilization of the Special Rate, Swan Hill Inc has developed television advertising campaigns; food and wine festivals; an interactive and informative website; and promotions that have delivered a 45% increase in visitors to the region over seven years, along with encouraging new people to live, work and invest in Swan Hill.

I encourage Council to continue to support Swan Hill Inc through the continuation of the Special Rate.

#### Kind regards,





## Swan Hill Region heart of the murray









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19 March, 2014

Dean Miller
Chief Executive Officer
Swan Hill Rural City Council
PO BOX 488
SWAN HILL VIC 3585

Dear Dean.

#### Re: Notice of intention to declare a Special Rate for the Swan Hill Region

Further to the public notice in The Guardian on 21 February, 2014 relating to the Swan Hill Region Special Rate, I wish to indicate the very strong support from Swan Hill Incorporated for the continuation of the Special Rate.

In our view, the Special Rate is critical to continue to provide the region with a selffunded marketing and development program.

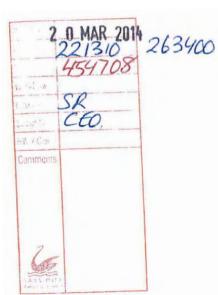
As you are aware, we have consulted extensively about our desire to renew the scheme and are confident that there is a high degree of support for the proposal. As evidence of this we enclose as part of this submission, signed forms from businesses or property owners representing 176 affected properties, indicating their support for the scheme.

We wish to be heard in support of the attached submission at your hearing scheduled for Tuesday, 1 April 2014, and urge Council to declare the Special Rate for the Swan Hill region.

Yours sincerely

Criairman

Swan Hill Incorporated



Swan Hill Incorporated

P.O. Box 1588, Swan Hill Vic 3585 Ph: (03) 5032 3033 Fax: (03) 5032 3032





## SUBMISSION TO COUNCIL TO IMPLEMENT THE SPECIAL RATE FOR A FURTHER FIVE YEAR TERM 18 MARCH 2014

Over the past seven years Swan Hill Inc. has promoted our region under the award winning brand of 'Swan Hill Region – Heart of the Murray'. This brand is now known Australia wide and it is used in all marketing activities undertaken and in fact some businesses have printed "Heart of the Murray" on their letterheads and envelopes.

Swan Hill Inc. has strongly promoted our region in many ways. This includes, but is not limited to:

#### • Metro and regional advertising

TV advertising in Melbourne and regional areas together with Press and Radio.

#### Billboard advertising

on the Tullamarine freeway.

#### · Promotional postcards in national travel magazines

Distribution of promotional postcards in national travel magazines such as Australian Caravan and Camping and Australian Traveller magazine.

#### New iPhone App

We introduced a new I phone App which highlights details such as Accommodations, Things to Do, Shopping and Services and Food Wine and Produce of the region.

#### Partnered with Murray Regional Tourism Board

We partnered with the Murray Regional Tourism Board which allows us to access programs at a subsidised rate. Attended Caravan and Camping shows and participated in other promotional activities. We are currently looking at a proposal for a Digital Platform for our Website through MRTB to allow a consistent approach to promotion of the Murray region.

#### Food and Wine Festival

We have successfully presented a yearly food and Wine weekend which attracts visitors from far and wide to our region. This has grown significantly in participation over the past 4 years.

#### Buy Local Campaign

Each year our Retail Sub-committee run a "buy local campaign" to encourage locals to support our many and varied businesses. This is complemented by a Market day held in October each year. The 2013 market day saw bigger crowds than in any year since inception.

#### Christmas Promotions

Our Christmas promotions with decorations and the very popular Christmas stocking competition which is supported by a number of businesses donating goods, is another way in which we promote our buy local campaign.

#### Regional DVD

We have updated our regional DVD which is available to all businesses to encourage prospective employees to consider a move to our region.

#### • Truck Billboard Initiative

We have recently commissioned an artist to paint a truck curtain to encourage people to visit the Swan Hill Region. This truck is currently travelling regularly all over Victoria and will also travel interstate.

#### Accounting Work Experience Program

Our Industrial, Trade and Professional Services committee has been running a very successful Accounting work experience programme over the past three years. This programme is designed to show young adults at secondary colleges the opportunities available within the accounting industry. We have seen 90 students take up this offer in that time. We will again be running this programme in 2014.

Funded Nyah Nyah West Official Visitor Guide and Business Directory
 Assisted the Nyah, Nyah West region by funding for the reprinting of their Official
 Visitor Guide and Business Directory.

#### Regional Living Expo

We partnered with the Swan Hill Rural City Council in promoting our region at the Regional Living Expo held in Melbourne in April 2013 and will be doing so for the upcoming Expo in April this year.

#### Official Visitor Guide and Touring Guides

We have also promoted our region with production of visitor guides and touring guides which are distributed state wide in visitor information centres.

#### Funded Community Projects

Swan Hill Inc. provided funding and marketing assistance to numerous community projects totalling close to \$120,000 over the past 7 years.

#### CMCA Rally

We again partnered the Rural City Council in promoting our region to the CMCA rally held in Narrabri in 2013 and which is being held in Robinvale at the end of this month. I accompanied the Mayor to Narrabri and with the assistance of other council staff we encouraged RV owners to stop over in our region on the way to Robinvale, and in particular to utilise the "free" parking available at the Nyah Recreation Reserve on the way. We will again be attending the event at Robinvale at the end of March this year.

#### Swan Hill Customer Service Program

We have sourced funding of \$5,000 from the State Government to assist in a street life programme for businesses. We are working with industry to develop customer service skills by rolling out the Aussie Host Customer Service Training program. This training has been subsidised by Swan Hill Inc. to encourage members to improve customer service in their businesses.

#### **ECONOMIC BENEFITS**

The promotion of our Region is focused on bringing visitors to Swan Hill and the surrounding region. Results from Tourism Research Australia for the year ended 30<sup>th</sup> September 2013 have shown that the Swan Hill Region experienced 803,000 domestic overnight visitors in that time. This equated to a 25% increase on the previous year.

Fact sheets produced by Tourism Victoria Research Unit in December 2013 show the average expenditure in the Murray region to be \$100 per night and the average total spend per trip is \$281.

The visitor economy results in many businesses not directly related to tourism benefiting significantly from the proceeds of visitors to the region.

#### **OUR STRUCTURE**

Swan hill Inc. has a Board of Management and three sub-committees to cover Retail, Tourism and Hospitality and Industrial Trade, Professional & Services.

In total we currently have 32 local business people that make up our main board and the sub committees. That is a lot of people engaged in the work of Swan Hill Inc. Each of these people give their time voluntarily and a number of them have done so since Swan Hill Inc's inception.

It is important to note that we are not a closed shop. All Swan Hill Inc. members are encouraged to attend the committee meetings monthly to be able to hear what is proposed and are welcome to put forward ideas for the expenditure of available funds.

We have consulted with all members inviting them to attend our annual meeting each year to hear what is being done to promote their region and grow their businesses.

We have presented to council an updated strategic plan which is designed to finish at 30<sup>th</sup> June 2014. When we are advised that the special rate will be applied after 1<sup>st</sup> July 2014 we will prepare a new Strategic plan for the coming five years.

Going forward we see the structure of Swan Hill Inc. being more dynamic. We propose to encourage input from our members for specific promotional activities. In this way if they are unwilling to put time into becoming a member of a subcommittee then they may be willing to assist with a specific promotion. In this way we would encourage members with special expertise in a particular area to be part of any new promotion.

We also intend to improve our communication policy to ensure members are aware of each of our promotions as and when they are held.

#### **SUMMARY**

Swan Hill Incorporated has operated under the Special Rate for the past 7 years and been very successful in the promotion of Swan Hill and the region. The model allows the business community to have direct input into the promotion of the region and the special rate is, in our view, the most equitable way to raise the funds required to market and promote the region.

Swan Hill Incorporated and the Swan Hill Rural City Council currently have a model, with the special rate, that is the envy of other regions and currently being explored by other regions as an appropriate way to market and promote their region.

Prior to submitting our request to council for an extension of the special rate we consulted extensively with our businesses and allowed them the opportunity to say if they supported the extension. Attached to this submission are 176 signed support forms. On behalf of the members of Swan Hill Incorporated the Board strongly urges council to approve the continuation of the special rate for the next five years.

I support the continuation of the Special Rate for the Swan Hill region because it is critical that we continue to lift the image and profile of the whole region, I believe Swan Hill Incorporated have been successful in doing this and we cannot afford not to have this program.

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Fax:	(03) 5036 2340	Comments
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21 March, 2014

Mr Dean Miller Chief Executive Officer Swan Hill Rural City Council PO Box 488 SWAN HILL Vic 3585

2 1 MAR 2014

Dear Mr Miller

I am writing in support of the Swan Hill Incorporated's Special Rate currently being contemplated by Swan Hill businesses and Swan Hill Rural City Council.

Swan Hill Incorporated has a proven track record in marketing and promoting the Swan Hill region with many productive activities to its credit such as the recent and very successful food and wine festival which attracted large numbers of visitors to Swan Hill over the long weekend.

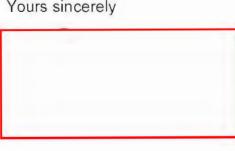
They are very much an advantage for attracting and influencing visitors to our region and assuredly essential to establishing Swan Hill as a prominent tourist destination.

All business owners and managers should carefully contemplate their choice in supporting Swan Hill Incorporated Special Rate and before making their decision. should consider the full implications of rebuffing this rate and ask themselves what they will do to in the future without Swan Hill Incorporated's contribution.

I advocate 'shopping local' at all times however Swan Hill also needs tourist patronage and their dollars to ensure abundant business support.

I am in favour of the Special Rate and urge Swan Hill Rural City Council to ensure the rate is retained.

Yours sincerely





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# SWAN HILL INCORPORATED SPECIAL RATE SUBMISSION FORM

I support the continuation of the Special Rate for the Swan Hill region because it is critical that we continue to lift the image and profile of the whole region, I believe Swan Hill Incorporated have been successful in doing this and we cannot afford not to have this program.

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